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Don't Get Lost - Discover Findability

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- BBC Interactive UK **Senior Development Producer** & Manager 1995-2003
- Chair of Business Models **TV-Anytime** (Personal TV Standard) 1999-2003
- Director of AFTRS Laboratory for Advanced Media Production 05-

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Mistakes are the portals of discovery

James Joyce (1882 - 1941)

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IT'S VERY SIMPLE
(to begin with a syllogism)

- 1. Audiences are fragmenting across digital platforms
 - 2. Content producers want to reach those audiences
 - 3. Content producers need to fragment their content
- AND be discoverable AND understand it's new audience...

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A MEDIA DISTRIBUTION NIGHTMARE



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My Talk

- The New World
- People Power
- Media Journey
- Advertising is Still King
- Findability



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THE ANSWER YOU ARE REALLY
LOOKING FOR

- You need long life content with high user passion.

Sadly it doesn't stop there...anymore





Choices, choices

q - In a world of unlimited on-demand choice, over-powering competition, multi-platform complexity how are you able to be found?

a - Four easy choices -

- 1 - Join an existing portal brand or aggregator
- 2 - Become your own portal, brand or aggregator
- 3 - Go direct to consumer (over open networks) by engineering metatags for search and personalisation agents
- 4 - Be so original that consumers go out of their way to find you



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Going it alone! - e.g.: by-passing 3G mobile portals

- Distributing via text message, direct download
- Your own mobile portal – delivered via a mobile friendly website
- MVNO, mobile virtual network operator, rent mobile capacity to sell your content
- Rent wholesale access to networks – sell content at a fixed fee (not traffic fee)
- Transferring content via PC to phone
- Riding WiFi signals to mobile devices
- Using broadcast signals to get content to handsets
- Advertising sponsored content, without or within the operator portal





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THE NEW WORLD







THE NEW HIGHWAYS

1. Scheduled

- a. Broadcast linear to TV **or** Radio **or** PC **or** Mobile
- b. Cinema
- c. Broadband linear to TV (IPTV) **or** PC
- d. Appointment to use Interactive TV

2. On-demand

- a. Cable video-on-demand
- b. Broadband to TV **or** PC or mobile or consoles
- c. DVD **or** games consoles **or** other offline media
- d. Fixed PDR, DVR, PVR etc:
- e. Mobile PDR – Portable video **or** MP3 players
- f. Narrowband internet to PC **or** mobile

3. Real-time one-to-one communications (the viewer is involved in live point-to-point activity)

- a. SMS, IM or email text
- b. Video conferencing via Broadband **or** 3G
- c. MMS image

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TV and Film is moving on to all platforms





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Mobile TV (DMB)





JUST LOOK AT THE FIGURES!

- Viewers want to be in control – the audience will decide
- 500 million broadband users worldwide (40% broadband penetration in US)
- Video consumption on the internet up by 40% in the US. AOL
- 60% of people in Europe watch video on the web
- Nearly half of online consumers are watching video online, according to Forrester Research,
- 3rd of planet have mobile devices

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Advanced TV services





And its changing so fast...

- Mar 9 - The British now spend more time on the internet than watching television. British Internet users spend an average of 164 minutes online daily compared to 148 minutes watching television.
- Mar 13 - Americans Get More Channels, Watch Fewer Of Them, Especially Broadcast . AMERICANS ARE RECEIVING MORE TV channels than ever before, but they're watching a smaller percentage of them
- The 5th most popular channel on Sky in the UK is the EPG. As far back as 2002 in France viewers spent 80% of their viewing via mosaic EPG on Canal services

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The Latest Kid on the Block - IPTV

TV - Broadband Web and Voice
down one pipe. The great triple play



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**bring your home to life from
just £14.99 a month**

for the first 3 months,
then from £17.99 a month.

1 Mb broadband

Don't hang around – 1Mb high-speed broadband gives you instant access to web pages, emails and sound files, and there's no need to unplug your phone when you go online. You get 12 Homechoice email addresses and 100MB webspace as standard. For even faster connection you can upgrade to 2Mb or even 8Mb. Plus, if you opt for wireless, you can enjoy internet access from around the house.

2

digital tv

There's something for the whole family with over 50 great digital television and radio channels through your TV including:



Enjoy Sky Movies and Sky Sports direct from Sky for an additional monthly fee.



3

free calls

Enjoy free calls* – so you can tell all your mates what they're missing. You'll still pay your usual line rental to BT.

4

video on-demand

Over 1,000 films to 'rent' any time, which you can PAUSE, RWD or FFWD just like a DVD.

Plus, **Homechoice Replay™** lets you watch some of the most popular BBC and ITV1 programmes on-demand for up to 7 days after they're first shown.

call **0800 072 4493**
and ask for our 1Mb Base Pack or visit **homechoice.co.uk**

homechoice
digital
home
network

Lines open 8am to 11pm, 7 days a week. Calls may be recorded and used for quality & training purposes. Offer open to new subscribers only. Not to be used in conjunction with other offers. Offer ends 31st October 2005. Broadband speed is up to 1Mb downstream. *Free calls are optional and apply to calls to all area codes starting 01 and 02 excluding calls made between 8am-5pm weekdays. Charges apply to movies, additional packages and some channels. Channels include broadcast and on-demand. Special offer £1 installation (standard installation \$48). Subject to terms and conditions, 12 month contract and local availability. Homechoice is a trading name and registered trade mark of Video Networks Limited, 205 Holland Park Avenue, London W11 4XB, registered in England & Wales No. 2740810. C884 100 A TMVC OCT/05 V1



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“more content will be created over the next two years than over the entire history of mankind—and 93 percent of it will be digital.” *Accenture*

Mobile connections now a 3rd of the planet - 2.1 billion! *Wireless Intelligence*

23 million blogs worldwide, doubling every 5 months- *American Life*

In US broadband homes up to 40% less TV viewing. *Jupiter*

**70% of consumers use media simultaneously.
They fit up to 44 hours of activity in one day**

“There will soon be millions of markets of hundreds vs hundreds of markets of millions.” *Tony Surtees*

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TO REVERSION OR
CREATE SOMETHING
ORIGINAL.

POV murder one of a
handful of mobile only
dramas. Still time



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PEOPLE POWER



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THE TRUE REVOLUTION IS USER DRIVEN

Technical Revolution

- Bandwidth, storage, processing, codecs, portability

Business Revolutions

- New marketing, viral, distribution, digital sales, cross-media advertising

Social Revolutions

- Web 2.0, people publishing, UGC, blogs, vlogs, podcasts, rss, picture and video portals





TOP FIVE VIDEO DISTRIBUTION PORTALS

- **5 Yahoo**
- **4 iFilm (Viacom, mtv)**
- **3 Google**
- **2 ?**
- **1 MSN Video**
- **2 YouTube!**

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search

NEWS FILM HOMES LIFE ENTERTAINMENT HISTORY SCIENCE COMMUNITY
SPORT CULTURE CARS MONEY VIDEO LEARNING HEALTH MUSIC

four docs

Login
email password Go Forgotten Password?

Search for in All (full site)

Home
Blog
About
Archive
Films
People
Guides
Rushes
Upload
Upload your documentary
my four docs

FOURDOCS

Anyone can make a FourDoc, it just has to be fact-based and four minutes long.

Upload your documentary now, or visit the **guides** to learn how to get started with advice on planning, shooting, editing and compressing your film.

Get your film seen by a **Commissioning Editor** at Channel 4.

Find out what the **Commissioners** thought.

FourDocs wants your films.

LATEST BLOG 10.3.2006 FourDocs has a rest tomorrow [MORE>](#)

GET FEEDBACK

Get your film seen by a Commissioning Editor at Channel 4 [MORE>](#)

WATCH ARCHIVE FILMS

Watch classic documentaries for free in the FourDocs Archive [MORE>](#)

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WHAT
AUDIENCES
WANT?
The first
International
Interactive Emmy
Awards nominees



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CULT TV

“The reason we're all struggling to identify new business models is because the audience hasn't told us what they are yet. TV will continue to grow, but we need to rid ourselves of past expectations of what that means”

Gary Carter, CCO Freemantle

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THE MEDIA JOURNEY



THINK

Not - if a person will watch your 2 hour film or TV show on the video iPod, or on a PC

But - what kind of **NEW** service will 'engage' them for two hours on these devices

"That for me is the definition of modern entertainment in this environment. You need to make a gesture towards the audience, the audience will pick up that gesture up and start to explore the possibilities. So rather than being producers of entertainment you should consider you are more like curators in this kind of environment – that's a very, very significant paradigm shift..."

Gary Carter, CCO Freemantle (last week)

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www.bbc.co.uk/nomad - 9 years old! 1. Xmedia 2. User Control

the musical nomad T+ 3179:02:50:30 BBC

jan's journey
day 20 - aug. 17th - 1997 Samarkand - Tashkent Uzbekistan

"If I ask for paradise, kill me!" A proverb from the Yasavi Sufi Order

In response to an email (see Mail 18) we were intending to visit Shaykh Kushkarov, a Sufi master of the Yasavi Order. Such opportunities do not occur every day. As we have said before this kind of direct interactivity is what 'The Musical Nomad' is all about - so keep requests and questions coming.

This was going to be another hot, relatively uneventful journey from Samarkand to Tashkent. This the

The Road from Samarkand

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adventures
meets more
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SOFA SCREEN

inspiration
entertainment
play
chilling out
habit
THEM

CREATING SERVICES
THAT CROSS-OVER

foraging
emailing
transacting
exploration

**DESK
SCREEN**

**MOBILE
SCREEN**

& AUDIO

communication
locality
needs on the go
rapid tasks
ME

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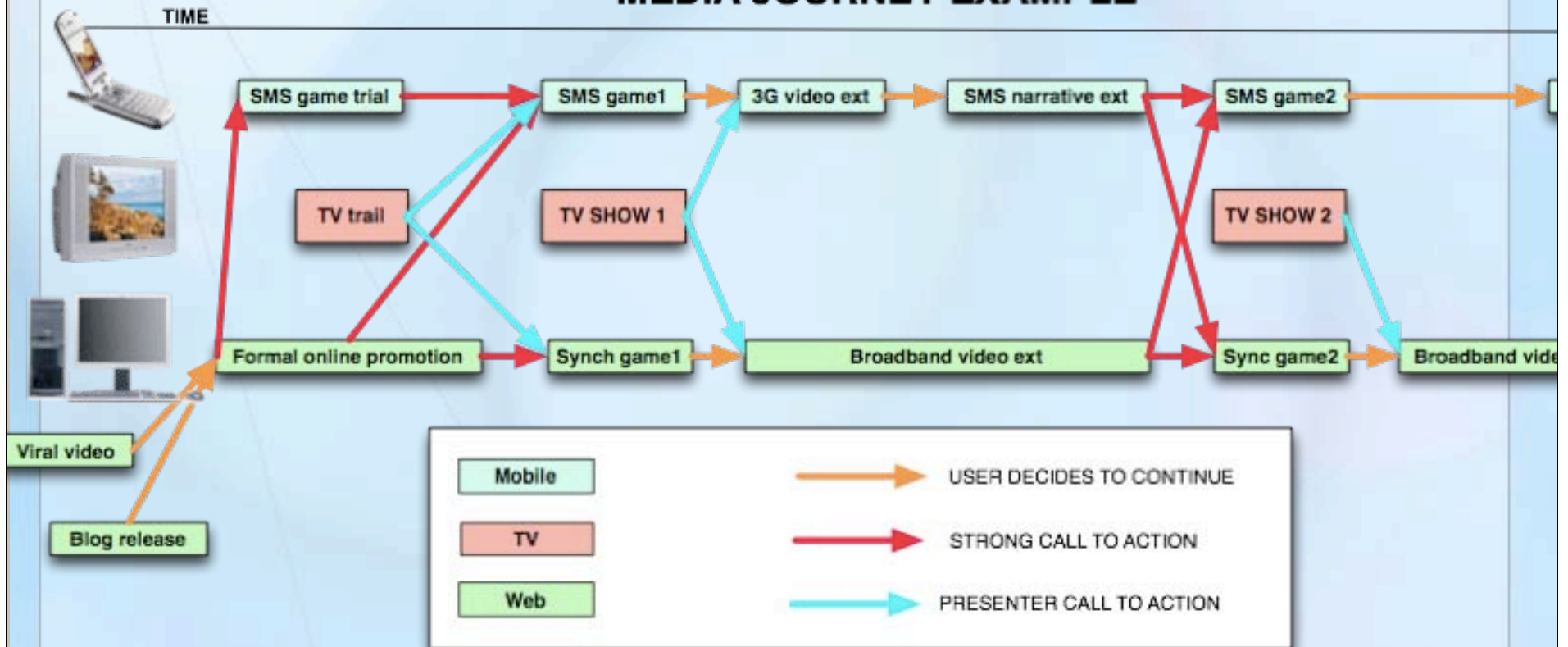
You need to be
everywhere



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MEDIA JOURNEY EXAMPLE



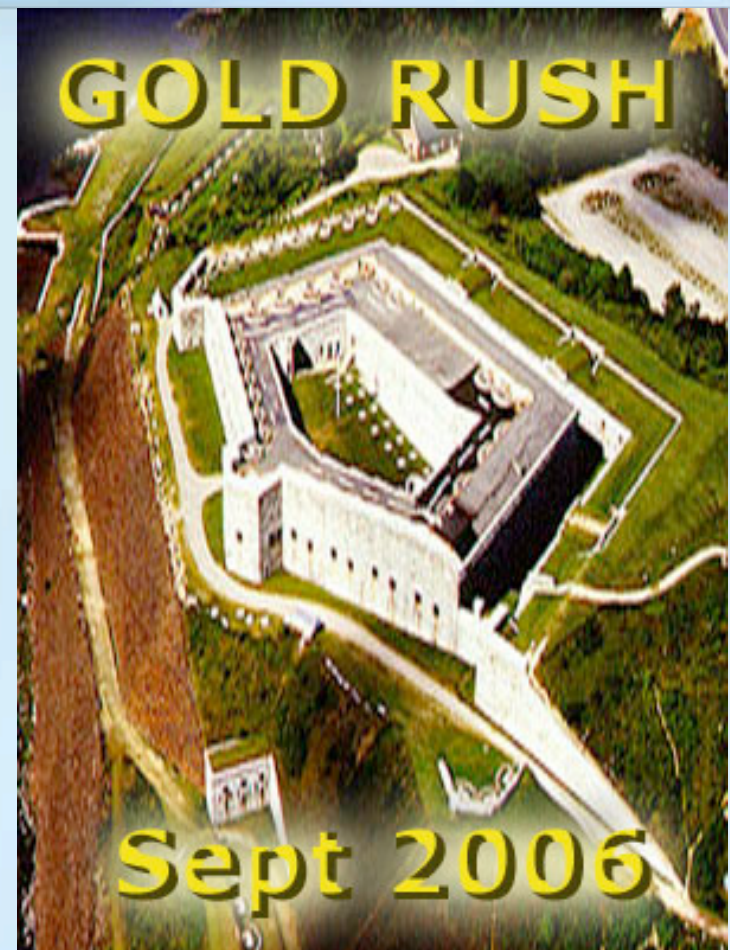
BBC – online video equivalent to 20 000 TV channels simultaneously per second - Why?

- 1. Appetite for rich media
- 2. User generated content 1 million messages during gulf war, now every day
- 3. New web content. Genuinely new formats

"I'm not a TV producer anymore, I'm a content producer...we are not turning our back in this endeavour on mainstream TV networks or on publishing empires, we will use magazines and television to support and work together to create cross-platform media.

Gold Rush" is a "game changer. We're going to galvanize the world"

Mark Burnett (last week)



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ADVERTISING IS STILL KING



Advertising rules: It is not just about content!

- Advertising supported – content makers need to work for the advertisers
- What people are paying for content is still a very small proportion most of the revenue is generated from advertising almost an 8 to 1 ratio.
- Prime time is all the time – advertisers will pay for this

Yesterday

- The offerings will also include current episodes of "Commander in Chief," as well as the entire season of "Alias," and will be available through June.
- The shows, being offered by the Disney-ABC Television Group, will be supported by advertisers, including AT&T Inc., Ford Motor Co., Procter & Gamble Co., Toyota Motor Corp. and Unilever PLC, among others.

On advertising revenues (Mark Burnett):

- "I bet at the end of May, the season will be flat, and next year and the year after, it will go down a bit and then a bit more,"
- "My kids don't know what a TV network is anymore. They watch one channel -- TiVo. It's quite frightening to look ahead."
- "Today there are 12 million TiVo-type devices in use. In five years time there'll be 70 million. So 60% of people are not watching the ads. There is a big problem coming. And if advertisers aren't buying ads on my TV shows, I'm in big trouble."
- Reasons to get involved in personalisation techniques and targeting now!...



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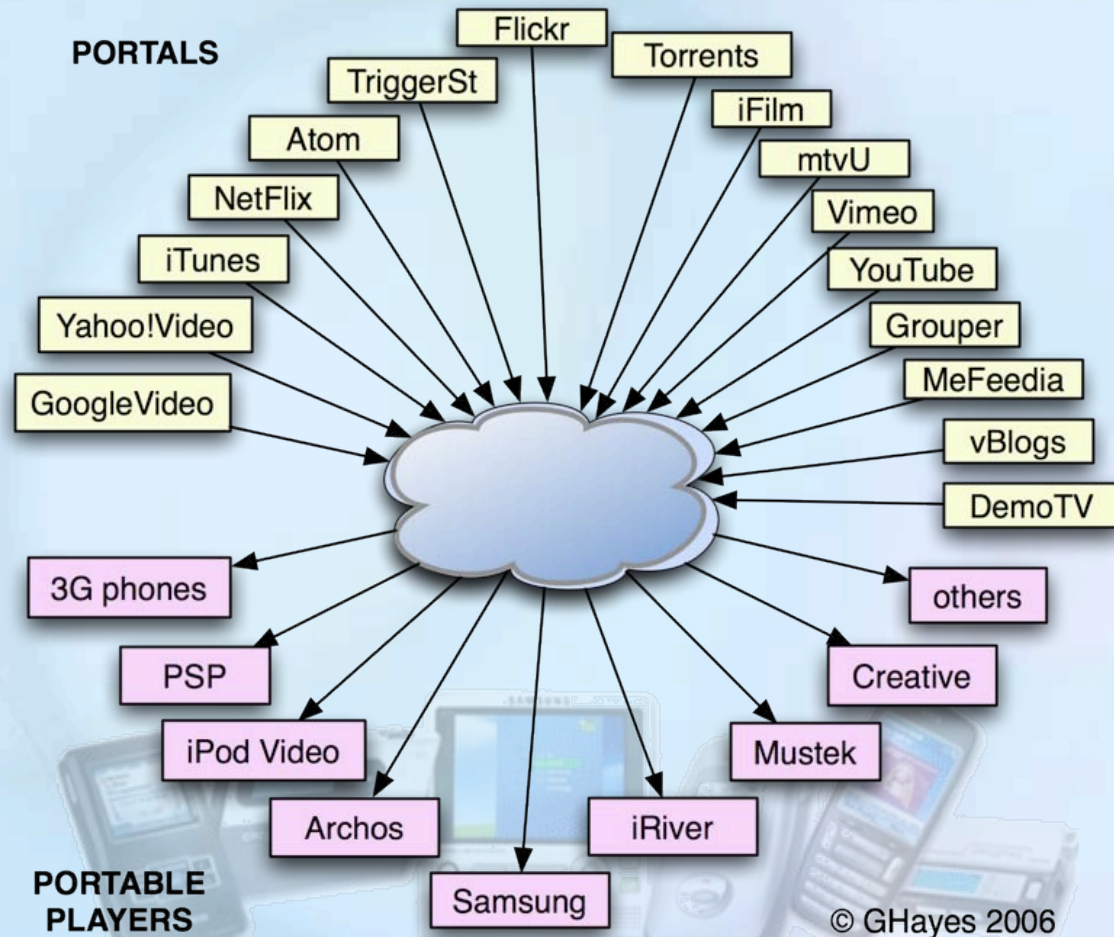
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PORTABLE PERSONALIZED VIDEO REVOLUTION





TANGENT - Portable media not mature, yet. Downloads per device...

- Sounds good - 42 million iPods (3 mill video capable) sold by January 2006
- 1 billion music tracks sold, 14 million videos BUT
- Only 23 songs bought per device
- Only 5 videos per device
- Average iTunes user aged 14 years



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HOW PEOPLE WILL (or WONT) FIND YOU IN THE FUTURE

- Unnavigable content portals
- Basic search

PERSONALISATION

- Recommenders
- Preference engines
- Collaborative Filtering
- Commonality Engines
- Human or machine based algorithms
- Review based recommendation tools

BUT THIS IS THE MECHANISM, CREATING 'USER FRIENDLY' ENTERTAINMENT TO SEARCH MAY BE THE KILLER APP.



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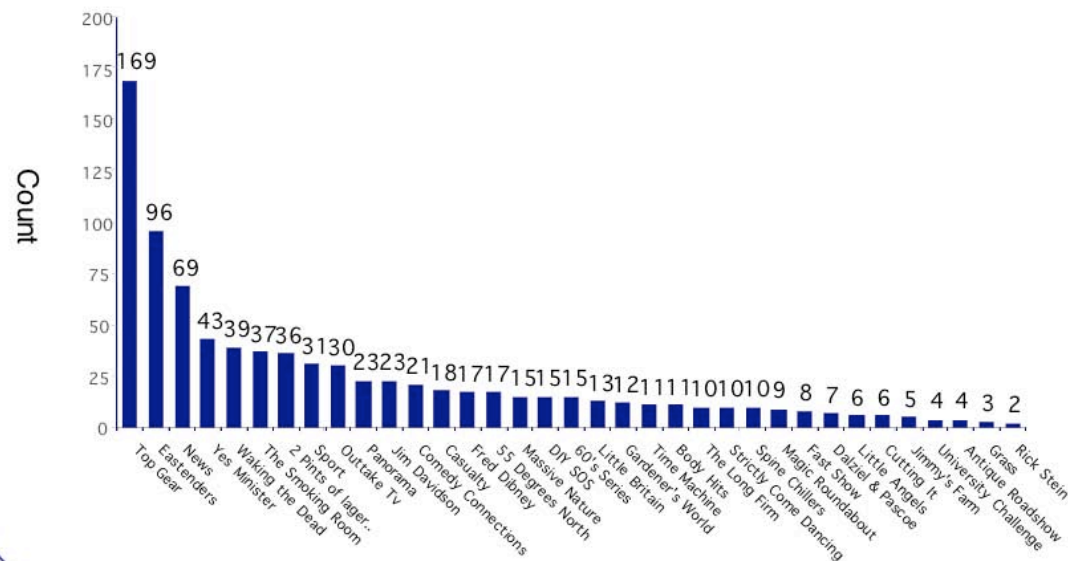
The BBC Archive -
50 years of TV
content available
anytime, anywhere
- how do viewers
find what they
'think' they want?

CONFIDENTIAL

MC&A

Audience & Consumer Research

Programmes Downloaded



September 2004

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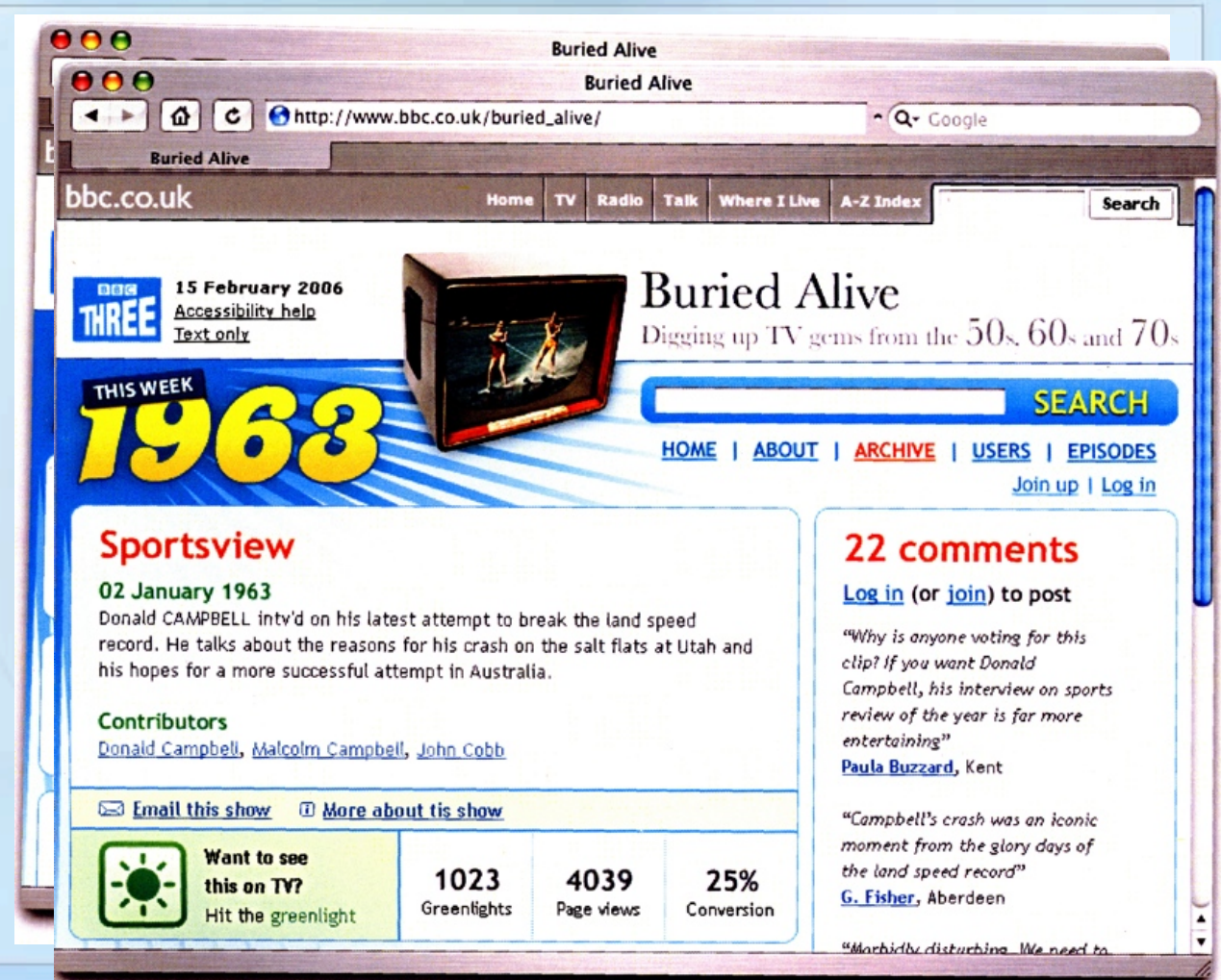
IMP Feedback

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BURIED ALIVE
• Wisdom of the crowds to decide what is important in the BBC archive.

- Pitch winner 360 content, Milia 2006.
- “MintDigital”





In summary

No one knows the answers, don't believe them if they say they do

- Be on all platforms to enable the 'media user journey' and reach the audience
- Get in bed with existing portal or go it alone - still wild west
- Get in bed with advertisers - this is a must
- Personalisation will be king, make sure you are tagged well
- Create long shelf life, high passion content for niche fragmented audiences
- Above all create new unique formats - leave no platforms out