"User Journeys Personal Services"

"natural evolution"

"User Journeys, Personal Services"

HELLO

GARY HAYES

"One of many children playing with crude, caveman-like tools of interactive communication at the beginning of the 21st century."

"User Journeys, Personal Services"

MY TALK

" Those who cannot remember the past
are condemned to repeat it."

George Santayana (1863 - 1952)

"There is nothing in emerging media that is entirely new
- and this will always be true. Humans tell stories to
each other, they always will. New tools and techniques
to enrich that process will evolve by natural selection"

Gary Hayes (this morning)

CONTENT

FINAL FRONTIERS
USER JOURNEYS
PERSONAL SERVICES

"User Journeys, Personal Services"

FINAL FRONTIERS

FINAL FRONTIERS

The World in 2009 - according to Gary at SSBP, March 2000

•The World Wide Web of early 2000 is regarded as a 'low resolution' pilot

•Every individual can become a producer of content which is available to everyone else - if they want it.

•All 'content programme brands' have elements in all of the above

•Everything can be made portable & kept forever

•CD collections, home movies, personal photographs are stored here too

•Now anything else is available on demand from anywhere over vast broadband networks.

•Everything is 'pulled', only personally relevant content is 'pushed'.

•The words 'TV' 'radio' & 'internet' disappeared from our vocabulary. Even the word 'interactive' went - everything is now interactive

•Scheduled 'live video' becomes a special group shared event - there is only one broadcast channel in each country - these events generate most online discussion

•The home becomes a personalised entertainment and life system where everything is centralised - games, video, shops, audio, text, email & vmail & banking.

•'Open Standards' killed off all proprietary platforms in 2005 and the large 'trusted' traditional broadcasters collaborated and produced one navigation system that all companies adopted

•True to all predictions the 'interactive' fridge becomes the most popular, connected device in the house

FINAL FRONTIERS

Quite simply broadcast distribution is receeding

"User Journeys, Personal Services"

FINAL FRONTIERS

The Linear World

Film/TV show >>

Beginning   **Middle**   **End**

Linear narrative. Beginning, middle and end with a range of twists, turns, tension points, lifts etc: etc: The most dominant form of media **brought about by the dominance of broadcast** which is intrinsically linear - one pipe, temporarily constrained in one direction. On-demand changes that
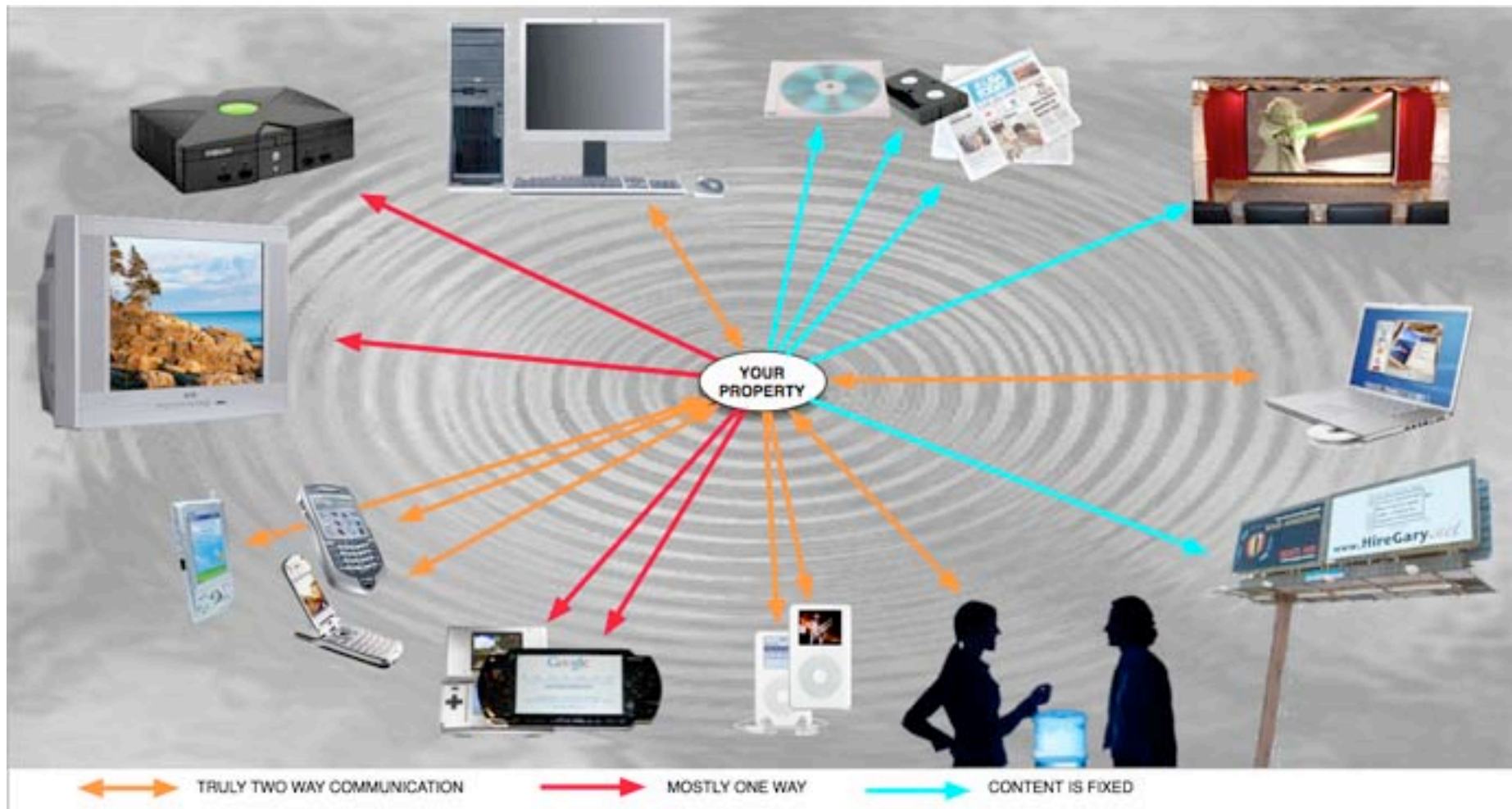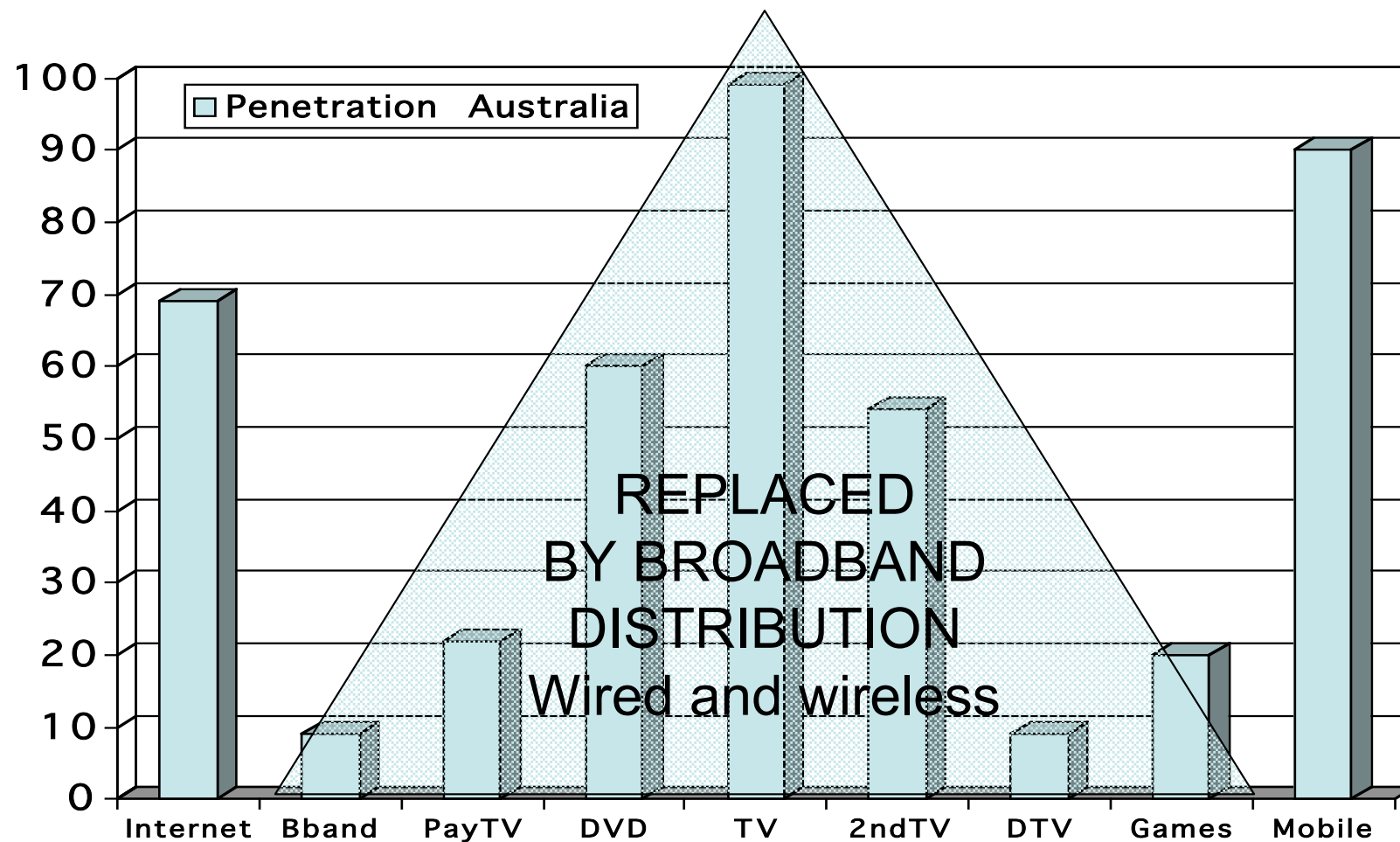
FINAL FRONTIERS

YOUR PROPERTY

TRULY TWO WAY COMMUNICATION — MOSTLY ONE WAY — CONTENT IS FIXED

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FINAL FRONTIERS

FINAL FRONTIERS

KEY STATISTICS

• Broadband now in 176 million homes worldwide (& 100 million laptops)

• In US broadband homes 58%, in those homes up to **40% less TV viewing**

• 53.3% of under 24yr olds say they use internet to watch video vs 27% of older

• Australia leads the world per capita in illegal downloads of TV over broadband

• *10 million PSPs sold already worldwide - fastest selling games device ever*

• *Over 84% of 7-17 year old Australians own a game console – Nielsen 04*

FINAL FRONTIERS

Broadband will be…

FINAL FRONTIERS

…the new TV, of course

FINAL FRONTIERS

ACCELERATION - THE LAST THREE WEEKS!

•In its first 3 weeks Apple had **1 mill iPod video** downloads at $1.99 US

•ABC will earn $1.20 per download. Even if 20% of the show's audience shifts its viewing from traditional TV to iPod, ABC would still net **$1.8 million more** per episode of it's top shows

•Warner Brothers launched **web based In2TV** that will let fans watch on-demand full episodes from more than 100 old television series. More than 4,800 episodes will be made available online in the first year.

•Comcast's ON DEMAND service has had more than one billion program views so far this year. Now CBS is offering within hours after they air, prime time TV, **commercial free**, for just 99c

•NBC via DirecTV's new PVR is selling prime time shows for 99c

•**Last week TiVoToGo (which allows users to transfer recorded shows to a PC) announced software that will move these to video iPods and PSPs (TV companies in the US said they will sue)**

"User Journeys, Personal Services"

FINAL FRONTIERS

FINAL FRONTIERS

"The future, according to some scientists, will be exactly like the past, only far more expensive."
John Sladek

VOICE - TV - DATA

down one pipe the great triple play

FINAL FRONTIERS

TV DEVICES CATCH UP WITH GAMES CONSOLES?

Or are they more useful?

A games console allows you to play games but the New Home Media Centers -

•TIVO - Dec 1. Subscribers using TiVo's Series2 digital video recorder can now access **local movie listings, purchase tickets, download music, podcasts, exchange Yahoo! Photos, "search" relevant advertising oh and capture TV via broadcast and broadband**

•The Microsoft Home Media Center links with XBox360 to provide connected games and TV amoungst many other things

•Apple is poised to launch in early 2006 the media center killer -a MacMini based DVR that docks with iPod, captures TV and can sync with iTunes and other video portals

FINAL FRONTIERS

FINAL FRONTIERS

FINAL FRONTIERS

FINAL FRONTIERS

THE UK FUTURE

• The BBC predicts broadband to 15 and 20 million homes by 2016

• The BBC expects that by 2016, seven in ten homes will be able to schedule their viewing and listening at a time that suits them best – PVR & broadband

"This decade will be the decade of on-demand. And we will arrive at a digital Britain not when we switch analog terrestrial TV to digital but when every household has access to rich and interactive on-demand services?…That's why it's a category error today to define or delimit the BBC around linear real-time TV and radio"
Mark Thompson, Director General BBC, Edinburgh Sep 2005

*"Thompson also mentioned that, in its preparations for the emerging on-demand television universe, the BBC is working on search, navigation and branding "with **partners like Google and Autonomy**," and on "digital rights solutions"* *with "partners like Microsoft and Kontiki."*

Analog switch-off in the UK will start 2008 and end in 2012

"User Journeys, Personal Services"

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PORTABLE PERSONALIZED VIDEO REVOLUTION

PORTALS

Flickr
Torrents
TriggerSt
iFilm
Atom
mtvU
NetFlix
Vimeo
iTunes
YouTube
Yahoo!Video
Grouper
GoogleVideo
MeFeedia
vBlogs
others

3G phones
others
PSP
Creative
iPod Video
Mustek
Archos
iRiver
Samsung
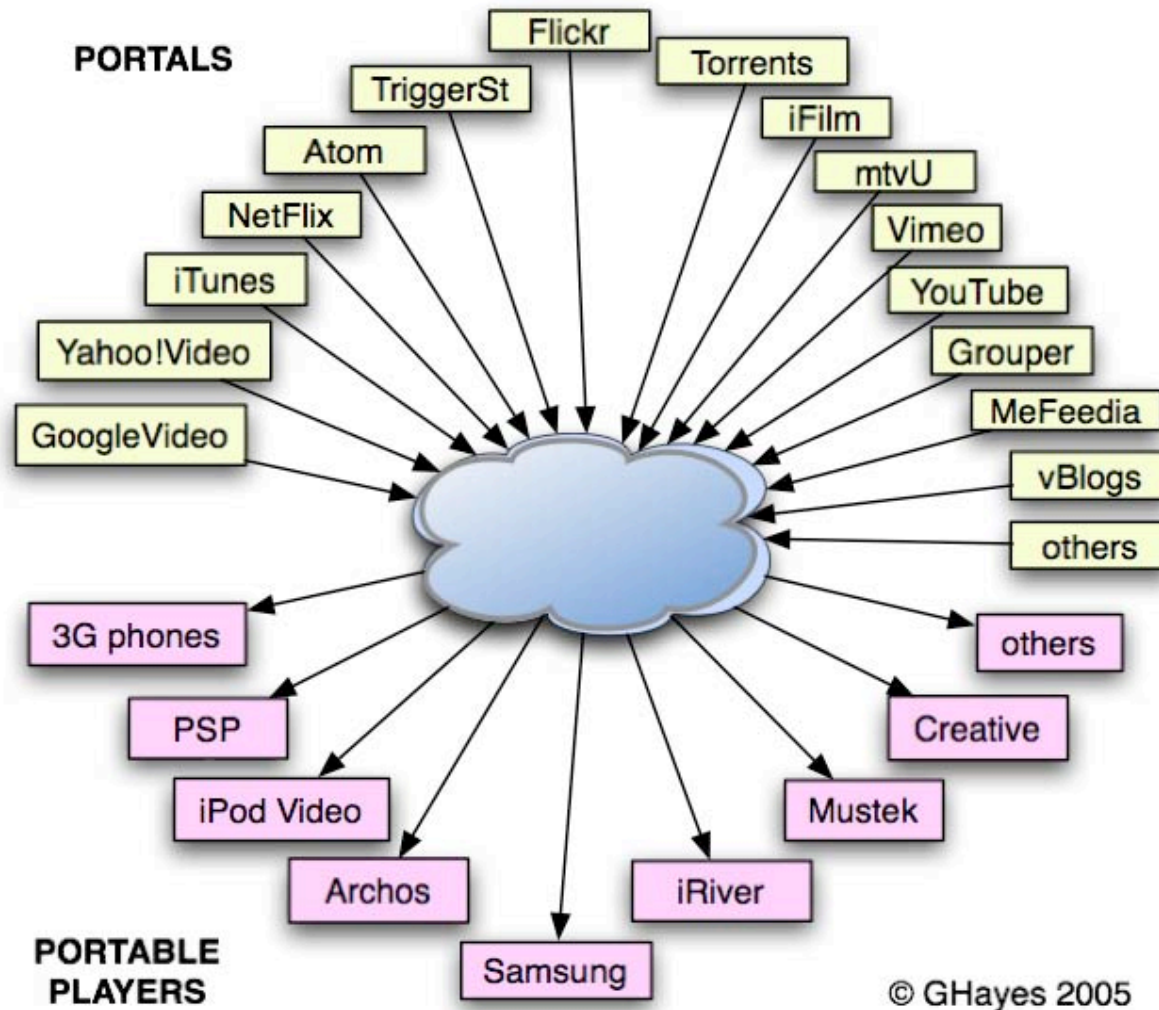
PORTABLE
PLAYERS

© GHayes 2005

FINAL FRONTIERS

SO WHAT ARE THE NEW KIDS ON THE BLOCK?

Social computing - e.g.: **blogs**

User generated - e.g.: **podcasting (aod), vBlogs (vod)**

Distribution - e.g.: **bitorrent**

Mobile - e.g.: **portable play station, video iPod, 3G phones**

Converged - e.g.: **Media Centre, PVRs, iTV**

PERSONAL SERVICES

Total MMOG Active Subscriptions (All MMOGs)
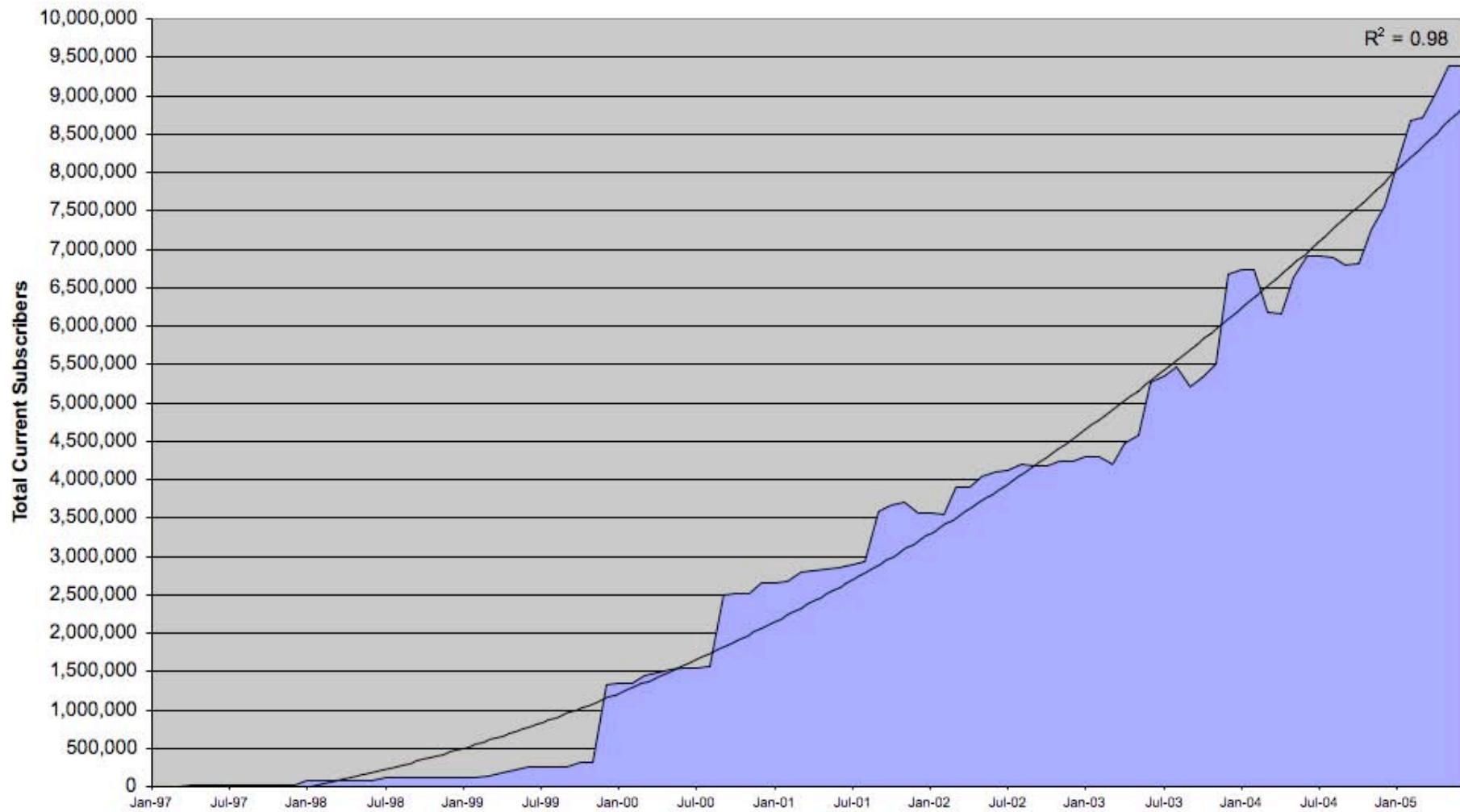
LAMP, Dec 2005 © Gary Hayes, Director LAMP
web **lamp.edu.au** email **gary.hayes@aftrs.edu.au** blog **personalizemedia.com**

FROM HERE TO THE FUTURE

THE RISE OF MMORPGS

•10 million players across all MMORPGs at $10 each pm

•MMORPGS are already at $1bill US in Asia Pacific

•Already games are bigger than box office at $10bill US

•In the next 4 years games will surpass music sales

•Sales of virtual property inside RPGs at $100mill US!

•*Mmorpg = massive multiplayer online role player games*
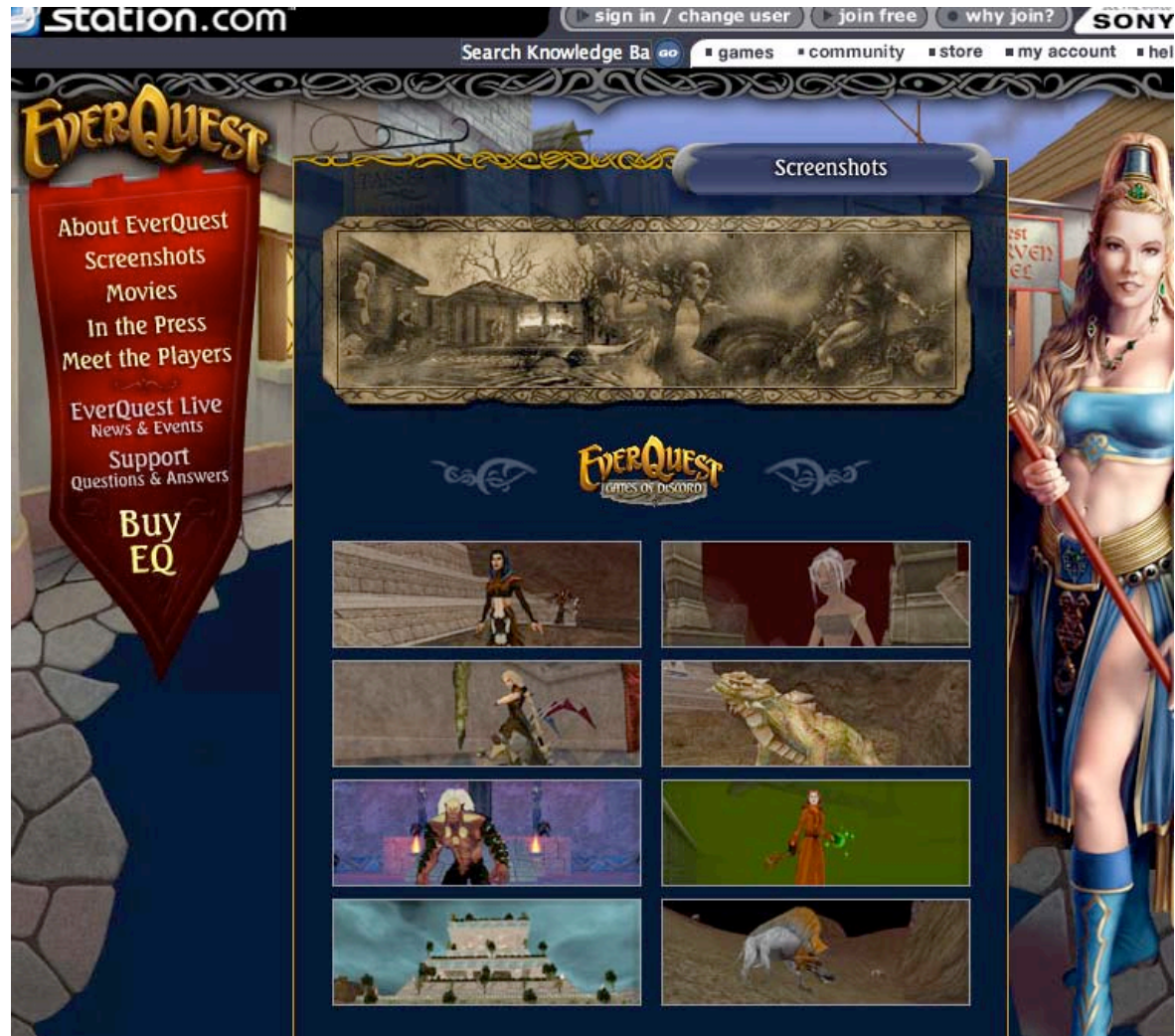
USER JOURNEYS

Evolution from linear to

personalised non-linear

USER JOURNEYS

The Linear World

Film/TV show >>

Beginning　　　　　　　　　　　　　　　　**Middle**　　　　　　　　　　　　　　　　**End**

Linear narrative. Beginning, middle and end with a range of twists, turns, tension points, lifts etc: etc: The most dominant form of media brought about by the dominance of broadcast which is intrinsically linear - one pipe, temporarily constrained in one direction. On-demand changes that

USER JOURNEYS

Non-linear video five - Branching hierarchy, fixed junctions

Context/Intro

Menu 1   **Menu 2**   **Menu 3**   **Menu x**

Clip 1a   **Clip 2a**   **Clip 3a**

Clip 1b   **Clip 2b**   **Clip 3b**

Clip 1c   **Clip 2x**   **Clip 3c**

Clip 1x   **Clip 3x**

Clip 1x Menu   **Clip 1xa**

Clip 1xb
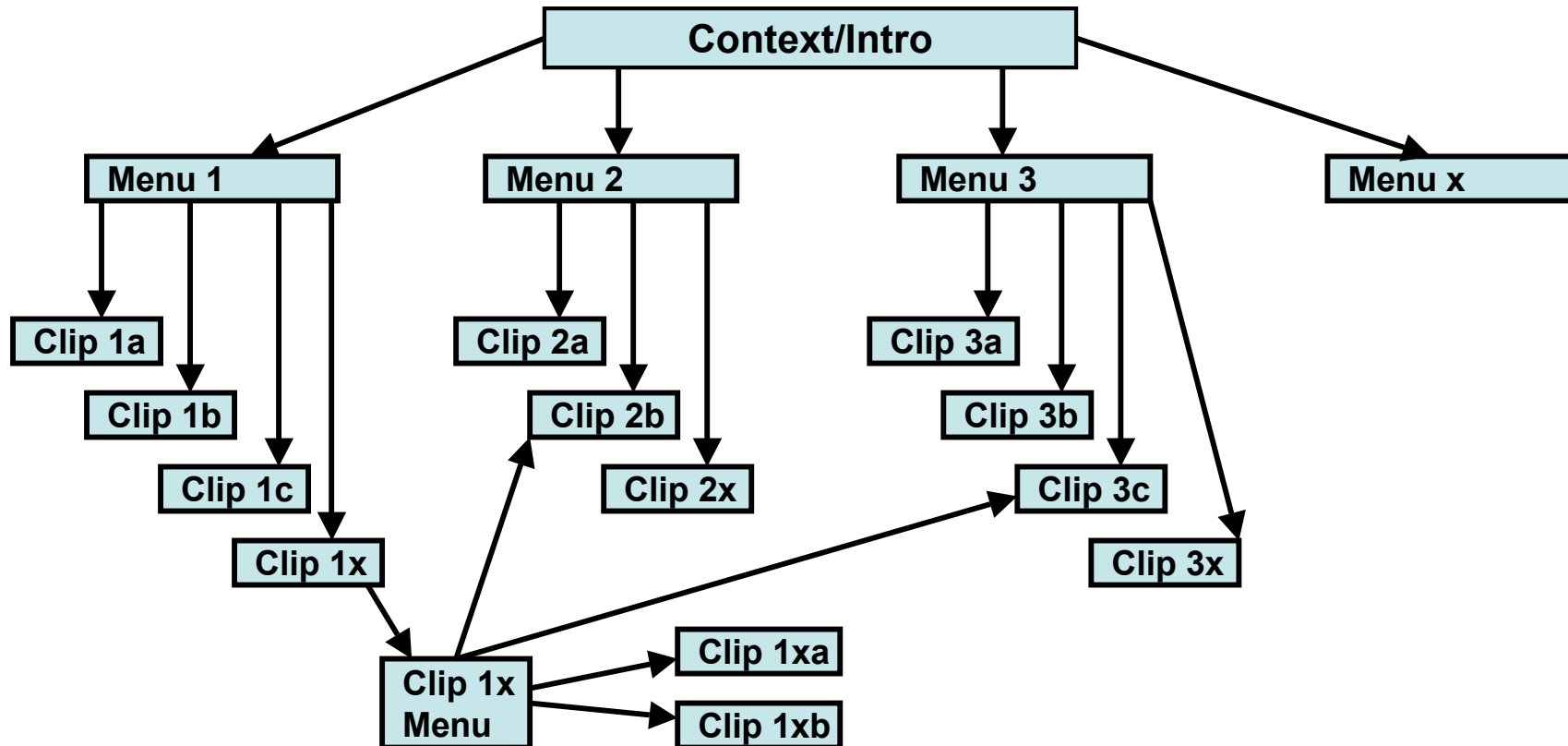
The most non-linear, a viewer led journey through short scenes, alt perspectives or outcomes, interface leads the viewer onward after each clip, deep hierarchies can be built with a mix of divergent & convergent sequences.

USER JOURNEYS

The Big Interactive Call to Action

- Audiences do respond to 'to camera' CTA's
- Olympics - 9 million users, over 60% of ALL Digital TV viewers
- Test the Nation - 1.25m played together over TV
- Mammals - 1.8m viewers & 76% interacted until the end
- Fame Academy - 1.6m viewers, many watched alternate streams up to 2.5 hours at a time
- Wimbledon 4.2 mill,
- Great Britons 1.1 mill,
- Eurovision 1.2m

USER JOURNEYS

The Call to Action. ©BBC 2003

USER JOURNEYS

Multi-stream video - Parallel, temporal
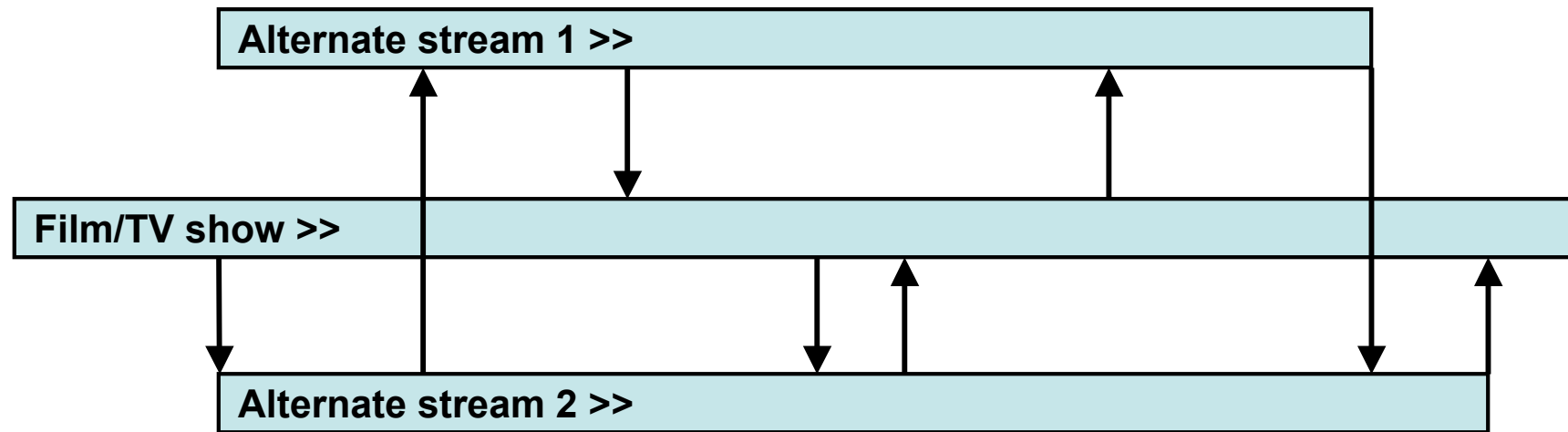
This is the most traditional of canned, pre-recorded multi-stream. Here the linear narrative has two alternative streams (e.g.: making of, alternate perspective) there could be as many as the system, bandwidth and most important the editorial direction will allow. The arrows indicate how a viewer may follow a route through the three streams, either guided or prompted during the main stream or allowed to freely 'roam'.

USER JOURNEYS

Olympics Interactive. ©BBC 2004

MENU

Multiscreen
Schedule
News
Medals Table
Day's Medals

Press BACK UP to return to the Multiscreen

USER JOURNEYS

Participation leading to video games
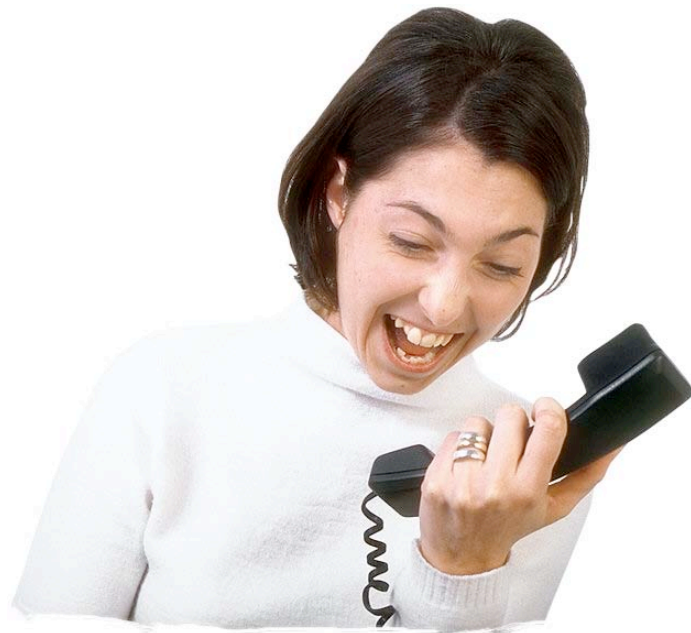
"User Journeys, Personal Services"

USER JOURNEYS

Spooks Interactive. ©BBC 2004

USER JOURNEYS

Multi-screen video - Parallel, temporal, viewer switch

Quarter Screen One >>

Quarter Screen Two >>

Quarter Screen Three >>

Quarter Screen Four >>
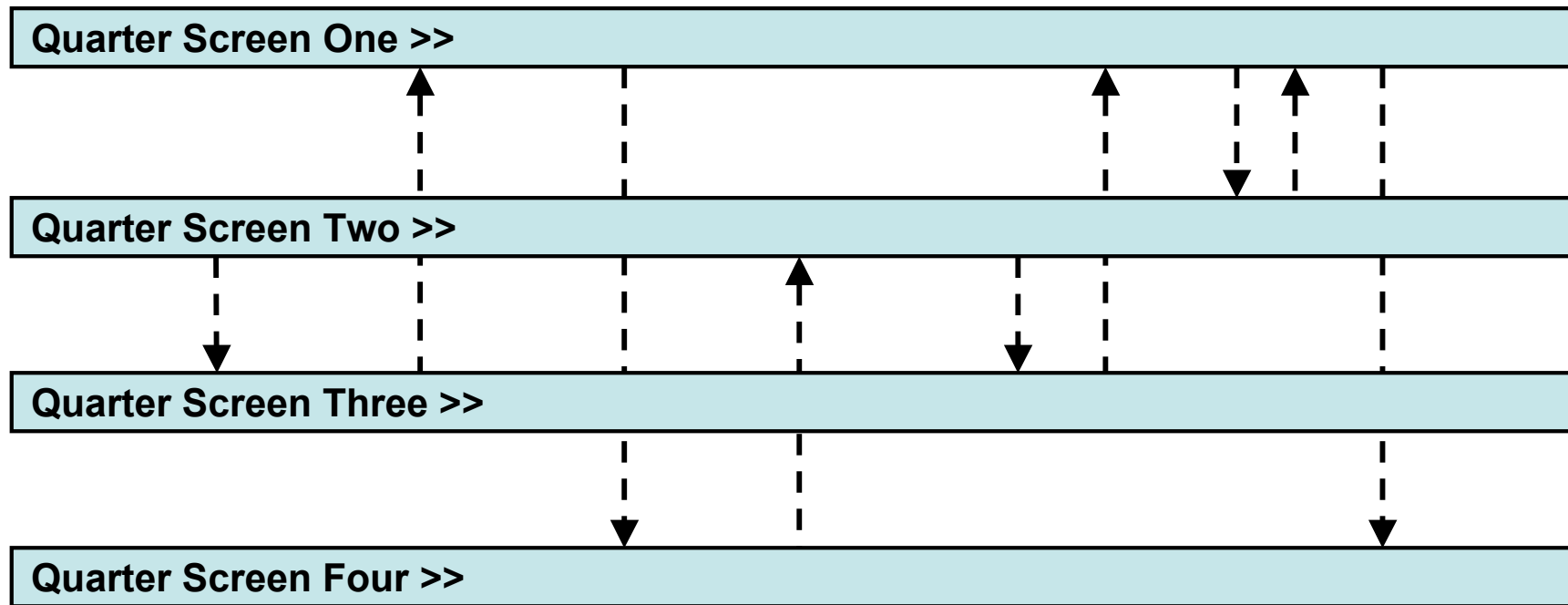
Used very rarely as a feature length proposition where the screen has is split into multiple areas to provide parallel narratives or disconnected exclusively linear streams. Not really interactive but provides the mechanism for the viewer to do the switching of streams in their head by jumping between screens with their eye/mind focus.

USER JOURNEYS

Timecode by Mike Figgis

LAMP, Dec 2005 © Gary Hayes, Director LAMP
web **lamp.edu.au** email **gary.hayes@aftrs.edu.au** blog **personalizemedia.com**

USER JOURNEYS

Interactive portal - Partial-sync application, program info, game, stats

| Interactive portal | | Latest sports scores | | Show update | |

Film/TV show 1 >>

Film/TV show 2 >>
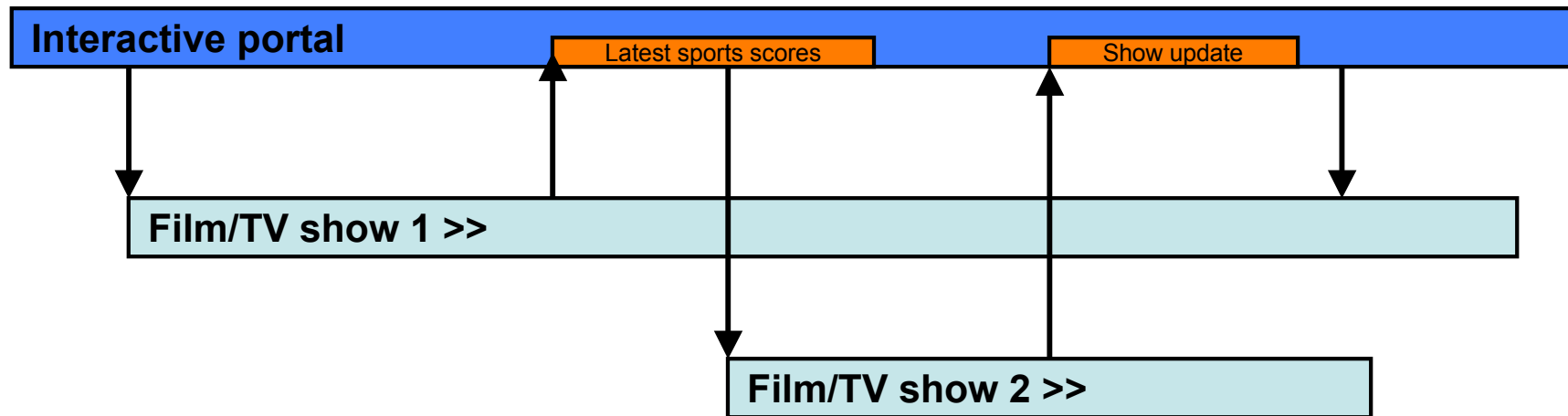
This is a scheduled interactive application that could be anything from a sports partial-synchronized statistics wrap-around, children's game alongside a show, or pop program with informational fixed elements and occasional updates.

USER JOURNEYS

Interactive service - Enhanced 'play-along' return path

Score/vote data >>

Film/TV show >>

Main quiz application >>
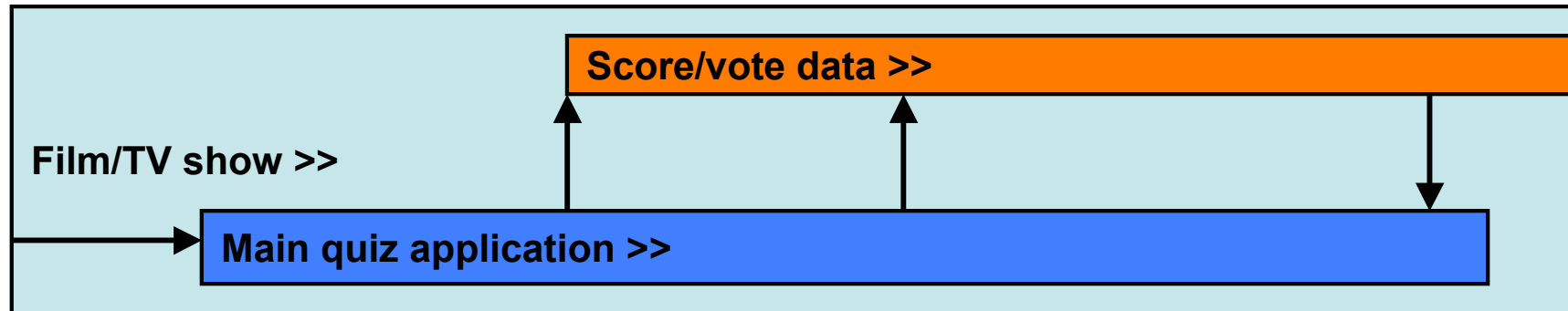
There are many variations of this theme of course but this is the most common synchronized service where-by a play-along application will begin near the start of the linear show. If the platform has a return path then the viewer can send data back to the providers during the show (or just at the end) so it can be reflected back as an aggregated running total. The application will often be overlay or L-shaped screen in visual layout.

USER JOURNEYS

Non-linear video one - Parallel, sequential, temporal

Film/TV show >>			

Alt video/audio	Alt video/audio	Alt video/audio
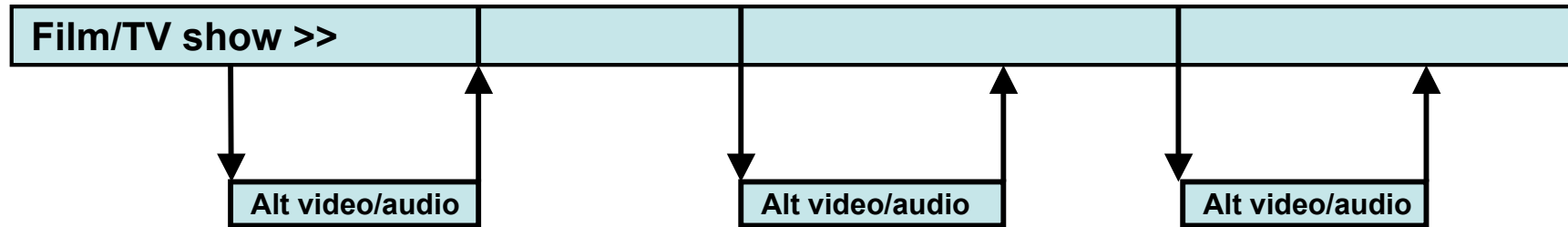
The linear narrative forms the backbone on which hangs jump off points to alternative commentary, background & perspective. This temporal, time critical interaction of course means care has to be taken so viewers do not 'feel' they are missing out on other streams as they will naturally miss elements of the main linear stream.

USER JOURNEYS

Non-linear video two - Sequential, tangential scenes

| Film/TV show >> | chapter 1 | chapter 2 | chapter 3 |

Clip 3x   Clip 2b   Clip 3a   Clip 1c   Clip 2a
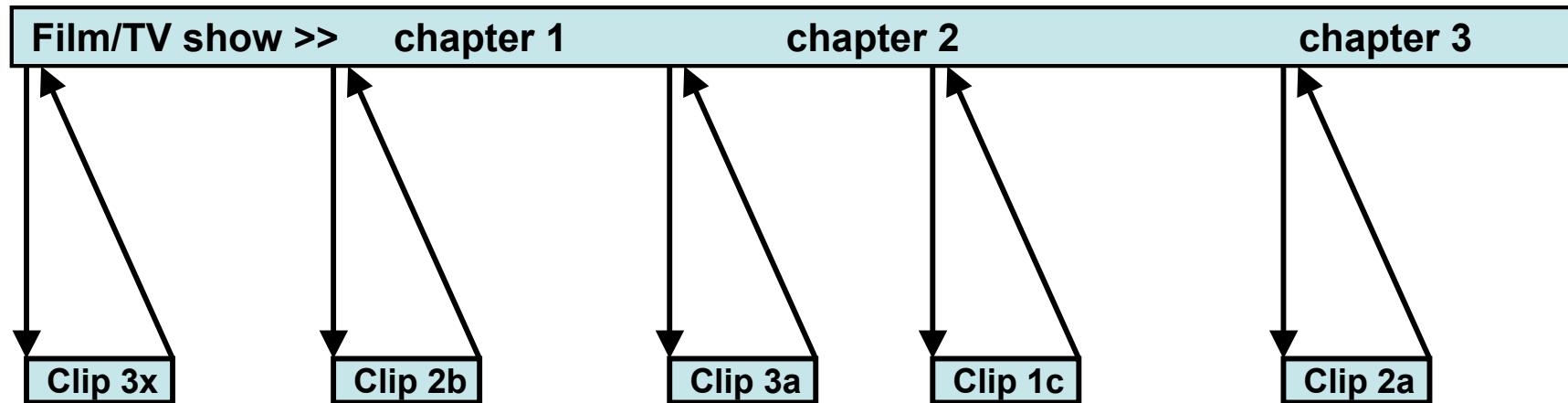
Again linear narrative forms the backbone with jump off points to alternative commentary, background & perspective. Here though we are assuming an on-demand environment such as DVR or cable server based and the viewer returns to the main narrative where they left off.

In one example of this format the short loops from and back offer serendipity, time-shifting and slightly anarchistic and disorientating being relevant to sections further along in the narrative.

LAMP - Laboratory for Advanced Media Production

The L Word. Line Produced Gary Hayes at AFI, 2004

"User Journeys, Personal Services"

USER JOURNEYS

Non-linear video three - Single node scene menu
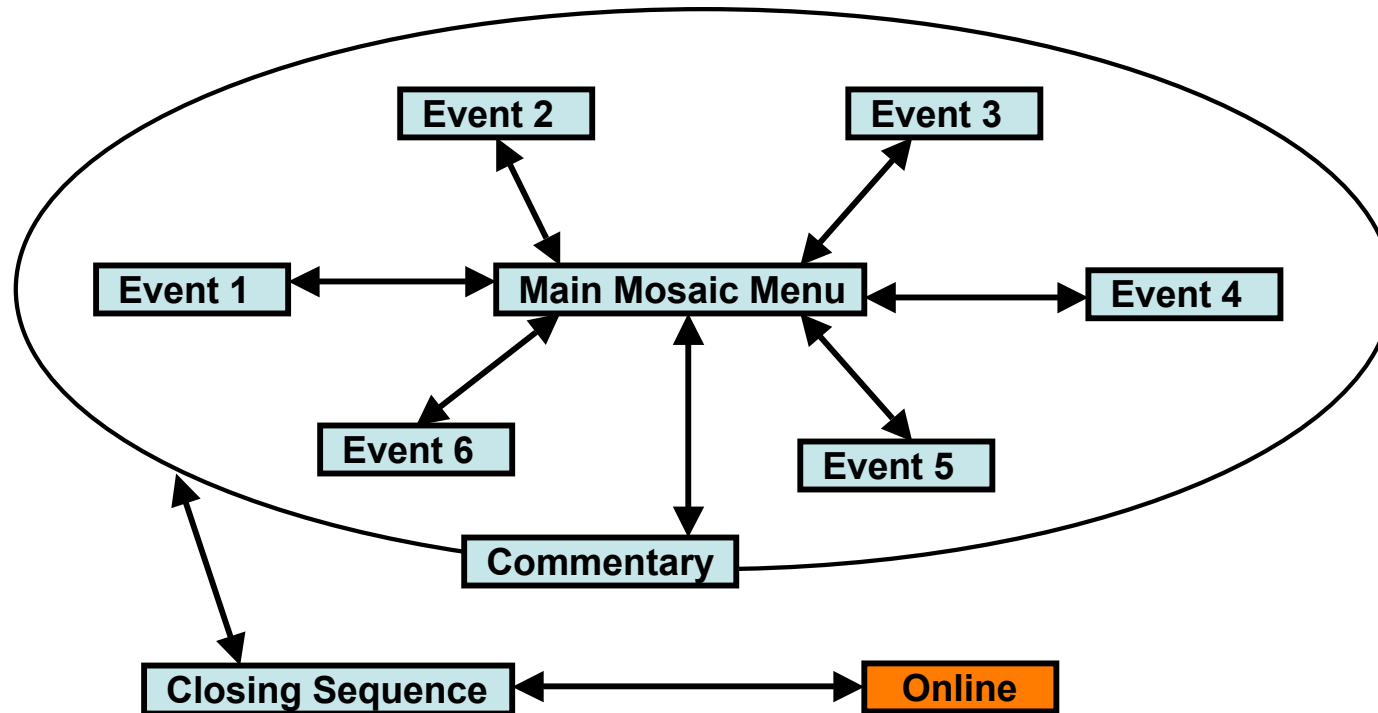
A window on the world. Viewers get to choose key events in any order from a central menu. In this example a mosaic 'mind-map' interface, shallow hierarchy, convergent sequence leading to closure and conclusion

USER JOURNEYS

Non-linear video four - Sequential, branching hierarchy, fixed junctions
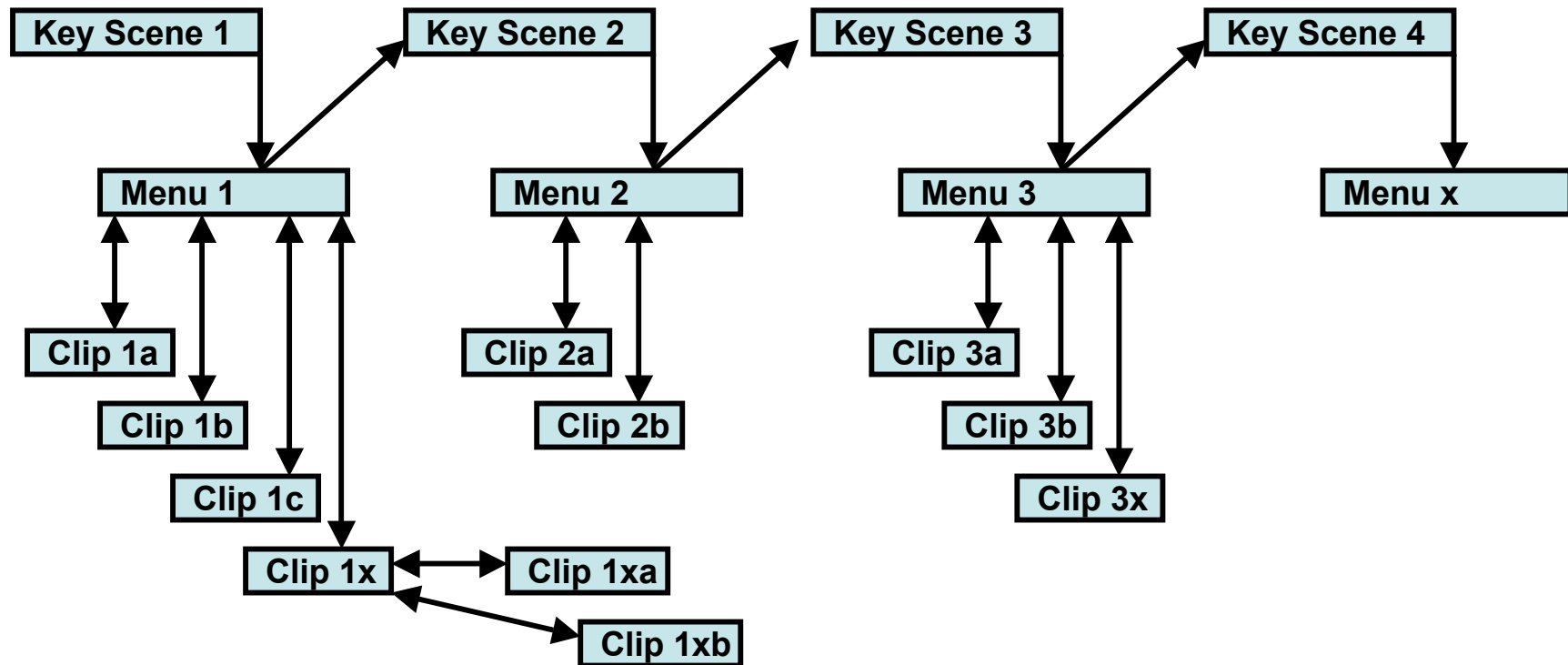
Sequential journey through key scene clips laid out in a order. The tangential deep hierarchical links at junctions give more perspective or background. They pick up where they left off to go to the next scene - ideally suited to gaming-type progression with challenges at main junctions.

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X-Creatures. Produced by Gary Hayes ©BBC 2001

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USER JOURNEYS

CROSS-MEDIA JOURNEY

TIME →

SMS game trial → SMS game1 → 3G video ext → SMS narrative ext → SMS game2 → SMS narrative ext

TV trail — TV SHOW 1 — TV SHOW 2

Viral video → Formal online promotion → Synch game1 → Broadband video ext → Sync game2 → Broadband video ext

Blog release
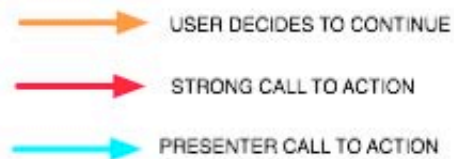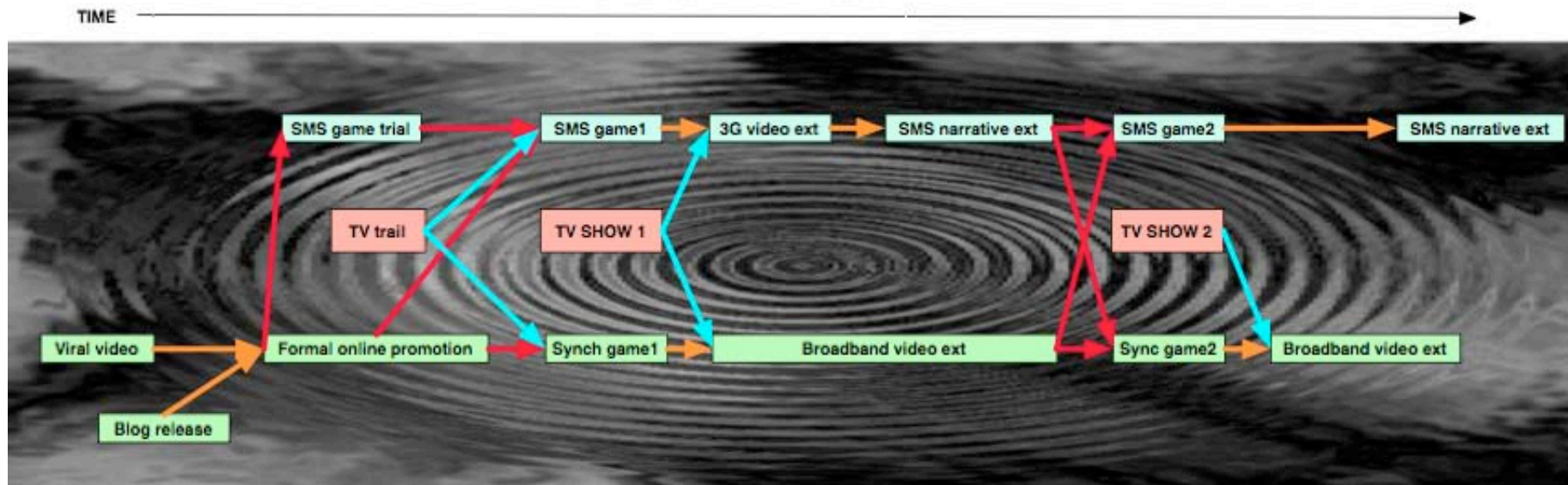
Gary Hayes & Christy Dena ©2005

Mobile | **TV** | **Web**

→ USER DECIDES TO CONTINUE
→ STRONG CALL TO ACTION
→ PRESENTER CALL TO ACTION

Notes: This is based on a continuing TV show with online and mobile synchronized play-along narrative elements. There are also elements where the experience continues after the show. After the first show it has 3G and broadband elements, after the second only the broadband element remains. There is also a continuing narrative fed out to sms mobiles leading up to each show, with a strong call to action to drive viewers to play each subsequent game.
Stats: SMS in Australia 04-05 6.7 billion messages over 6.5 million phones

PERSONAL SERVICES

PERSONAL SERVICES

•"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

•**Podcasts** nearly 5 million worldwide (83% are male)

•BitTorrent - 35% of all internet traffic. *CacheLogic Feb 05*

•83% of 18-24 years olds demand, **personalisation**. *eContent 2005*

PERSONAL SERVICES

PERSONALISATION AND THE LONG TAIL
Too much 'stuff' - the mass niche and how to get to content you want?
Find out more on 'my' blog www.personalizemedia.com!
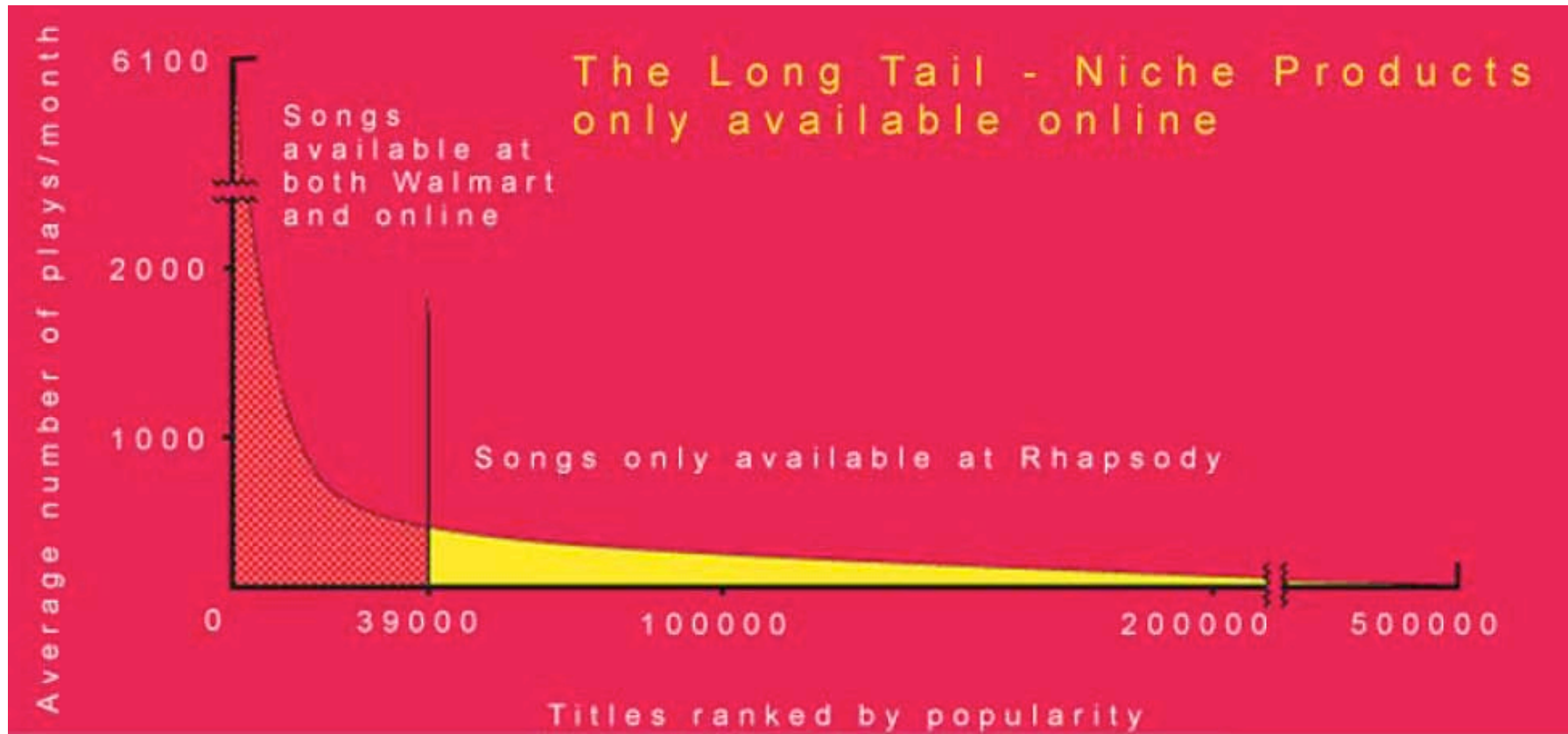
PERSONAL SERVICES

Take users on personalized journeys:

•Media is now about 'me'

•Measurement of how 'ALL' users move around your service is not enough - you need to know what 'EACH' user's experience is!

•Content providers need to consider ways to reach the mass niche

•Create services that have resonance and do allow dynamic modification

•Understand the wide range of audience you are delivering too

PERSONAL SERVICES

The psychographic audience

•Audiences are fragmenting into smaller segments

•Create services most appropriate for those segments

•Select the best ways to reach an audience

•Develop call to actions that are relevant to the audience

Psychographic audiences are based on: beliefs, personal characteristics, social networks, how they spend their $, behaviour, **niche interest groups**

PERSONAL SERVICES

The psychographically segmented audience - one example segment group, life outlook

Succeeder

Explorer

Resigned

Struggler

Aspirer

Reformer

Mainstreamer

PERSONAL SERVICES

Viewers want to tell their story - blogs for instance

•One **blog** created every second, there are over 20 million worldwide and it doubles every 5 months. 27% of all internet users read **blogs**

•The Vice President of **General Motors runs a blog** and he is already having a direct relationship with his customers

•Gizmodo (a gadget blog) has enormous power and can **make and break** a product even before it is launched

•**Social currency** - links to your blogs, comments on your blogs, subscriptions

•The RSS (really simple syndication) element that can follow blogs - 1.3 million posts a day

PERSONAL SERVICES

Take users on personalized journeys:

•service alters itself for you based on characteristics and carries on learning about you

•routes through one media type (the 'you' cut) and the non-linear narrative

How we interact with content - should reflect life:

•consider integration of targeted, **personally relevant advertising** in the core proposition

•build **elements of serendipity or chance**

•**changing profiles** - as they travel around cross-media systems - taking the 'mini me/digital you' from home to mobile to work to social, learning about you as it travels

•work with them to create their own content

LAMP - Laboratory for Advanced Media Production

The Planets ©BBC 2000

PERSONAL SERVICES

- Strong presenter and narrative **call to actions** – the more personal the better (*recognition, attraction, invitation*)
- Make sure the interaction and alternate content is integral, deep and **NOT a superficial add-on**
- Be clear about the **reward** for the viewer and tell them what it is
- If you are providing alternate media choice, make sure it is **compelling** in its own right
- **Encourage audience participation** through understanding their needs and expectations
- Do something **unique** that drives initial interest – viral uses recommender methods for example

PERSONAL SERVICES

Test the Nation. ©BBC 2004
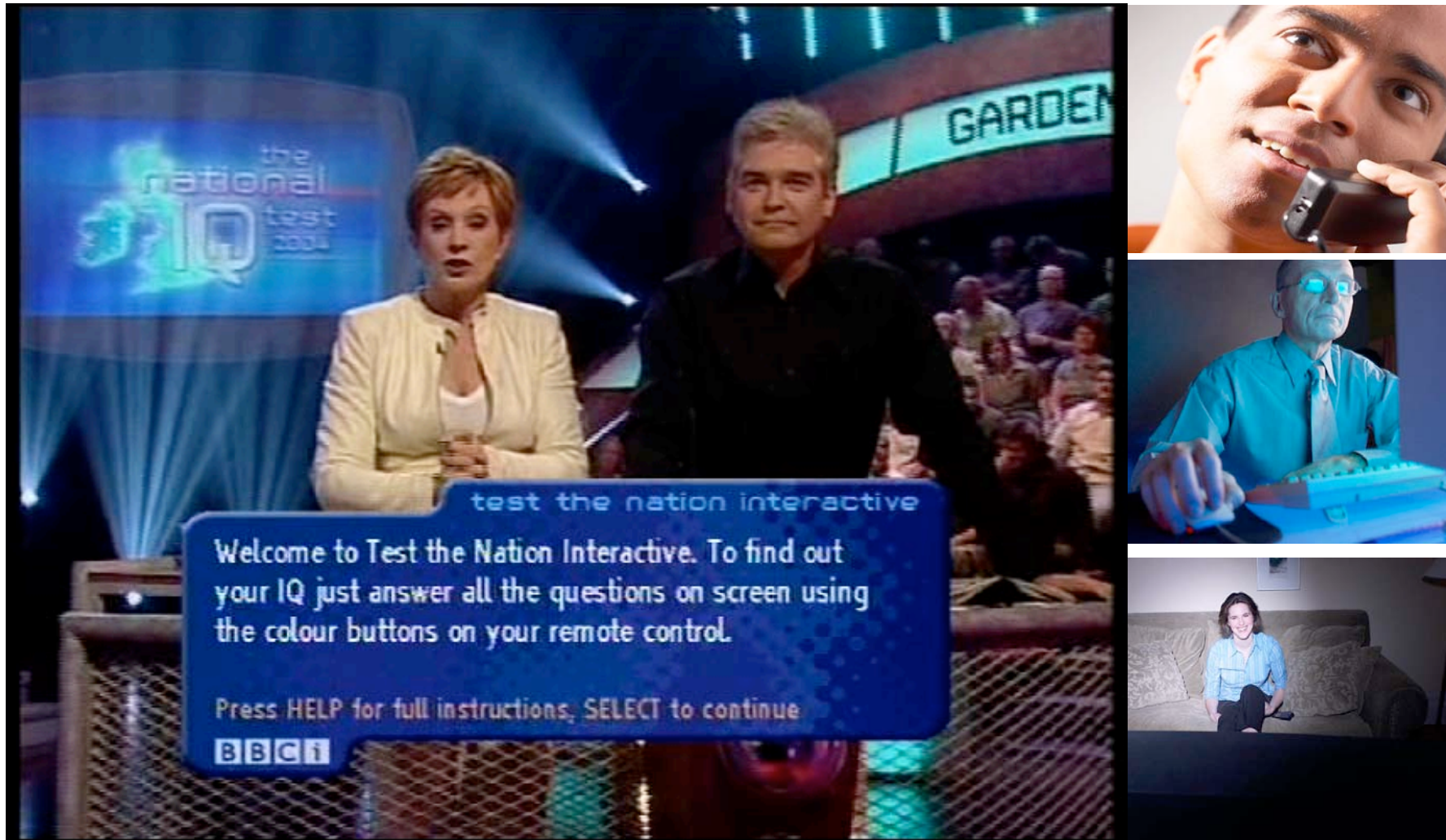
PERSONAL SERVICES

GARY'S PREDICTIONS 2015 - the cycle continues

•TV/Radio/web merge into being just 'stuff' from a range of content pipes. TV and radio as a term dissapears from young peoples vocabulary

•UGC - good story tellers become popular, bad story tellers do not - everyone on the planet can tell their stories to the world

•Wireless broadband (WiMax) is your main distribution source to homes and people on the move (oz)

•The converged device is your total personal storage requirements (1TB+), communications and av capture in one - you carry all your pro and personal av with you everywhere, it docks to your large home screen

•RFID devices delivers locative personalization - the mobile device becomes your augmented reality shop window to physical product and media

•Personalized content from many providers uses your one profile - content is targeted at you and you give permission because it becomes highly relevant

THAT'S ALL FOLKS!

Thank you and good afternoon!

email **gary.hayes@aftrs.edu.au** or **mail@garyhayes.tv**

blog **www.personalizemedia.com**

iProducer site **www.garyhayes.tv**