“User Journeys
Personal Services”

“natural evolution”
GARY HAYES

“One of many children playing with crude, caveman-like tools of interactive communication at the beginning of the 21st century.”
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
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 receding
The Linear World

Film/TV show >>

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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
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
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)
bring your home to life from
just £14.99 a month
for the first 3 months,
then from £17.99 a month.

11Mb broadband
Don’t hang around – 11Mb 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:

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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 11Mb Base Pack or visit homechoice.co.uk

Limts: Open to all, 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 11Mb downstream.
*Free calls are optional and apply to calls to an area code starting 01 and 02 excluding calls made between 2am-6am weekdays. Charges apply to roaming, additional packages and some channels. Channels include broadcast and on-demand. Special offer £1 installation (standard installation £49). Subject to terms and conditions, 12 month contract and local availability. Homechoice is a trading name and registered trade mark of Video Networks Limited, 305 Holland Park Avenue, London W14 4LB, registered in England & Wales No. 3763910.

LAMP, Dec 2005 © Gary Hayes, Director LAMP
web lamp.edu.au email gary.hayes@aftrs.edu.au blog personalizemedia.com
“The future, according to some scientists, will be exactly like the past, only far more expensive.”
John Sladek
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 amongst 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
The Carol and Steve Show - Episode 35: The Rolling Stones at Fenway Park

Carol and Steve head down to Fenway Park in Boston to hear the Rolling Stones who were on the first stop of their 2005 US Tour.
FINAL FRONTIERS

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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
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)

“User Journeys, Personal Services”
THE RISE OF MMORPGS
• 10 million players across all MMORPGs at $10 each pm
• MMORPGs are already at $1b US in Asia Pacific
• Already games are bigger than box office at $10b US
• In the next 4 years games will surpass music sales
• Sales of virtual property inside RPGs at $100m US!

• *Mmorpg = massive multiplayer online role player games*

“User Journeys, Personal Services”
USER JOURNEYS

Evolution from linear to personalised non-linear
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
Non-linear video five - Branching hierarchy, fixed junctions

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
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
USER JOURNEYS

Participation leading to video games
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
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.
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.
Non-linear video one - Parallel, sequential, temporal

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.
Non-linear video two - Sequential, tangential scenes

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
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.
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.
LAMP - Laboratory for Advanced Media Production

X-Creatures. Produced by Gary Hayes ©BBC 2001

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USER JOURNEYS

CROSS-MEDIA JOURNEY

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

“User Journeys, 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!

“User Journeys, Personal Services”
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

Resigned

Struggler

Succeeder

Explorer

Aspirer

Reformer

Mainstreamer

“User Journeys, Personal Services”
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
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

“User Journeys, Personal Services”
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!

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blog  www.personalizemedia.com
iProducer site  www.garyhayes.tv

“This journey is only the beginning

We set ourselves the impossible task of reflecting on the last six weeks in the space of a few hours. As we have been doing all along, what follows are the immediate impressions of all members of the team. We will continue to add to this site over the coming months. Please continue to send Emails and we will endeavour to answer them."