

New methods for engagement

There appeared to be a subtle shift from past NAB conferences this year in that technology seemed to take a place behind new methods in storytelling and advertising. That having been said, however, I believe there is more work required to develop new and innovative techniques to maximize the potential of the technology now available.

By Laurie Kennedy

While there is new technology waiting to be deployed, North American innovation seems to be at a slower pace. According to other attendees, the majority of innovative thinking and new technology is now originating in Europe. But why would that be?

Europe vs. North America

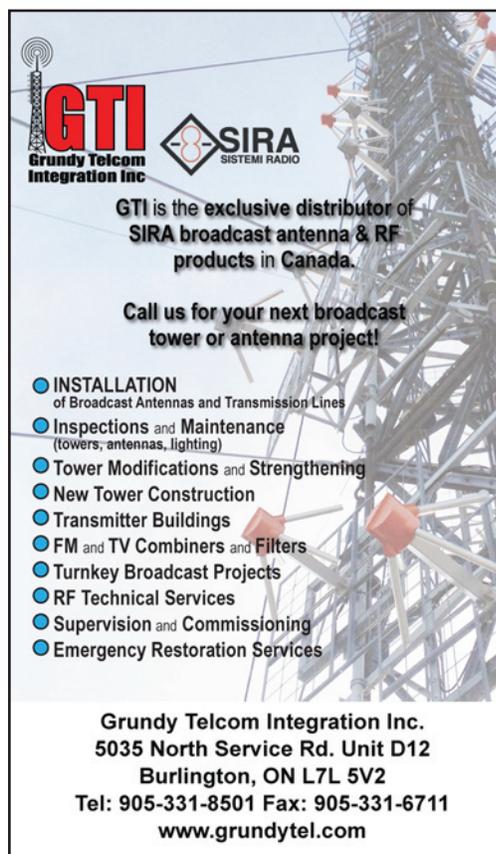
North America has a much larger geographic area where large cable companies have significant infrastructure investments along with existing revenue models. Though

perhaps valid in the 1990s, in 2014 it could be said that the many layers of broadcaster, channels and cable providers creates a false economy which would have huge revenue impacts if (when) dismantled. This includes advertising and subscriber revenue. Is it short term thinking keeping this alive or are there strategies which just haven't come to light yet?

In Europe there is cable, but over the air (OTA) TV is still prevalent. As such, this has enabled Internet providers (OTT/VOD) to flourish more rapidly than in North America. More Europeans are willing to pay for VOD in conjunction with conventional TV, especially when OTA is free.

Mobile devices are able to receive content via a wireless network, but also Internet WiFi hot spots and home WiFi. Mobile OTA technology is now available and also able to broadcast to personal hand-held devices and devices on moving trains, subways and cars.

With the spectrum auctions and the fight by wireless companies to obtain more, there are still many who believe there should be more interest in mobile OTA for broadcast TV. Of course, this would not be suited for VOD but it is well suited for live events and mass broadcasting as well as to support emergency broadcast systems. On the other hand, mass broadcasting across a wireless or Internet network could have challenges with bottlenecks and through-put limitations.



GTI
Grundy Telcom
Integration Inc.

SIRA
SISTEMI RADIO

GTI is the exclusive distributor of
**SIRA broadcast antenna & RF
products in Canada.**

**Call us for your next broadcast
tower or antenna project!**

- **INSTALLATION**
of Broadcast Antennas and Transmission Lines
- **Inspections and Maintenance**
(towers, antennas, lighting)
- **Tower Modifications and Strengthening**
- **New Tower Construction**
- **Transmitter Buildings**
- **FM and TV Combiners and Filters**
- **Turnkey Broadcast Projects**
- **RF Technical Services**
- **Supervision and Commissioning**
- **Emergency Restoration Services**

Grundy Telcom Integration Inc.
5035 North Service Rd. Unit D12
Burlington, ON L7L 5V2
Tel: 905-331-8501 Fax: 905-331-6711
www.grundytel.com

Second Screen and Synchronizing

This year's 2nd Screen Sunday was more about shifts in promotion and advertising opportunities than first screen companion content apps. The term '2nd Screen' now seems to be a misnomer. Instead, the phrase 'Synchronization across multiple platforms' with the purpose of amplifying key messages was used throughout the sessions.

Mark Page, senior manager at Twitter talked about Twitter Amplify and how it can be used as a live 2nd screen with video. The key here is "owning" the conversation within Twitter and embedding brand messages within content videos (e.g. pre-roll). Thumbnail videos can be selected within tweets; opening up to a full screen video.

Page claimed that with this, users can get a higher degree of engagement and can measure and analyze brands, tweets, events, video. His presentation set the stage, and the conversation continued with these panel members: Brent Gaskamp (SVP, Videology); Greg Jarvis (VP, solutions, Synacor); Alex Terpstra (CEO, Civolution); Zane Vella (CEO, Watchwith); Ron Yerkes (senior director, emerging technology, Turner); and Evan Young (senior director, TiVo).

The panel's key message was that broadcasters are now realizing they can own how the new social media platforms are being used. Reiterated was that Twitter is more than just tweets and that it can also manage video. The intent isn't to have long playing video but to synchronize



THE WORLD'S LARGEST
BROADCAST SOFTWARE COMPANY

Zetta®

ADVANCED PLAYOUT

**SECURE,
JAVA-FREE**
Software

RCSWORKS.COM

© Copyright 2014 RCS. All Rights Reserved. RCS Sound Software and its products and their marks and logos are registered trademarks of RCS.

with a broadcast feed and send out (syndicate) select video clips to social media platforms; embedding thumbnails within text.

This could be a content clip, commercial spot or a content clip with a pre-roll ad delivered to multiple social media sites triggered from within the broadcast feed. The value to advertisers is the interactivity and ability to obtain data. The belief is interactivity will become more important to advertisers and thus where the money will be allocated; rather than traditional push ads on TV.

Civolution, headquartered in The Netherlands, is one example of companies offering automatic content recognition (ACR) and ways to fingerprint content to enable synchronizing.

Curate Social Media Content

The social media topic continued throughout the afternoon sessions with a panel believing the concept of 2nd screen companion content has not taken off as much as many thought. Panellists were: Ian Aaron, CEO, ConnecTV; Mick Darling, CEO, Tomorrowish; John Dixon, VP, strategic development, Comcast; Christy King, VP, digital technology, R&D, UFC; and Bill Reiter, Fox Sports 1.

There seemed to be consensus that a social six-second ad spot will replace the traditional 30-second spot. With many viewers tweeting during live events, whether at home or live at the venue, the need to have effective Internet and/or wireless connectivity available within a venue is becoming a must have.

As the producers of UFC Live Events (Ultimate Fighting Championship), Christy King talked about the need to have tools to curate social media content. Specifically, MAM Systems (Media

Protect Your Equipment!



1-800-665-0501
www.oakwoodbroadcast.com

Asset Management) to support social media content. What they are doing at UFC today is sending out questions on social media platforms prior to a UFC event. A team gathers (curates) the responses within their MAM System and decides what to send out during the UFC Event. Their MAM System distributes to all platforms; both large and small files in various formats.

A Few Tid-bits

- AKAMAI—logs all transactions; has a database of consumer usage data that can easily be used to derive preferences and likes
- Most of the volume today is still laptops, TVs; next in line tablets
- 50% of all tweets on Twitter are about sports
- Twitter still has a low penetration rate—below 30%
- Today, word of mouth plus peer pressure has more impact on what people watch as opposed to the past when show promos had a bigger impact
- Next generation will include effective content search engines and ad management (e.g. Chromecast, Amazon Fire TV); and
- Some expect the next five years will see more change in this industry than the past 50.

Laurie Kennedy, CMC is a consultant with Sapphire Leadership Inc. She can be reached at 416-918-4161 or LSKennedy@sapphireleader.com.

