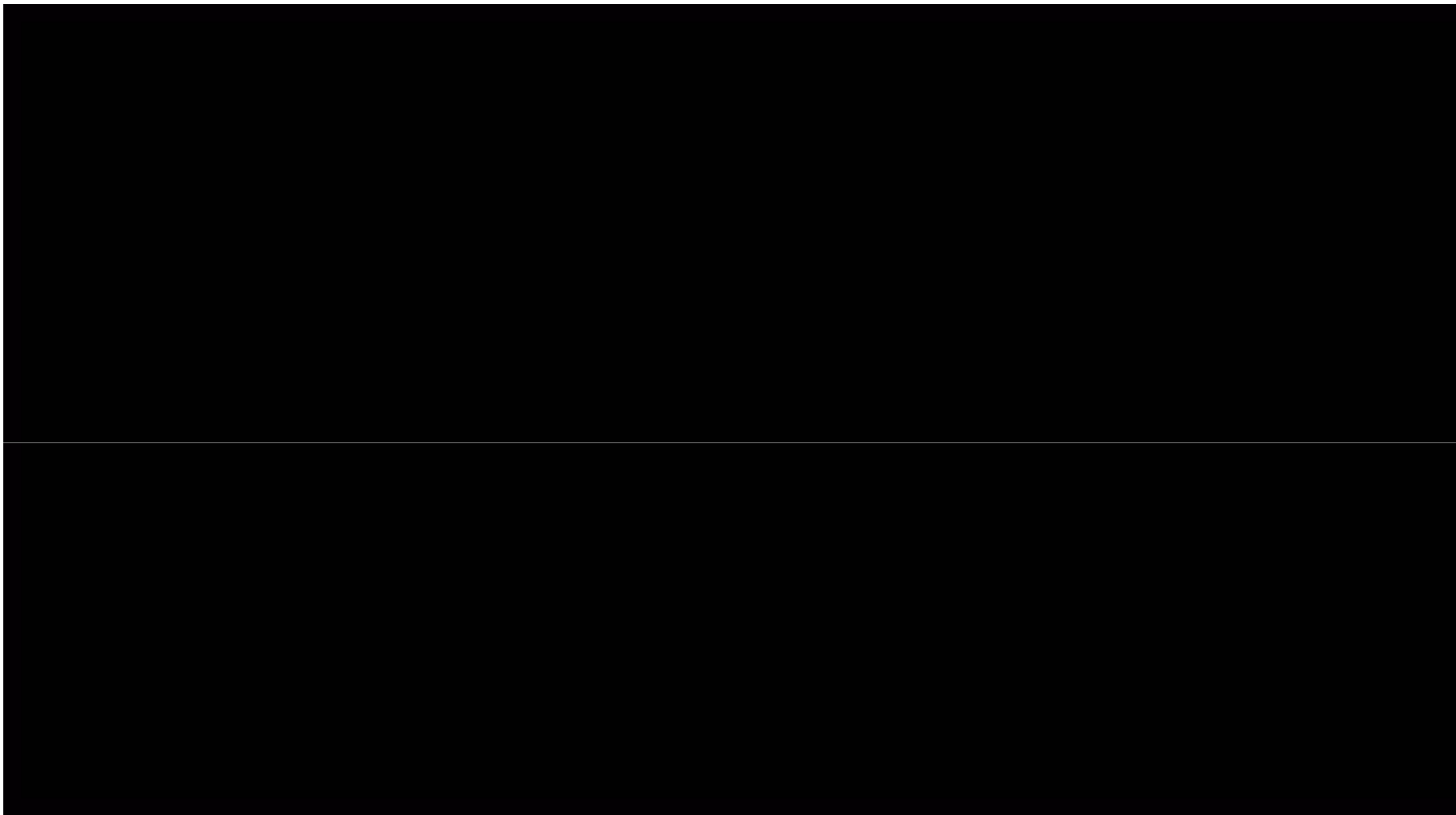


Television's *Even More Social* Future

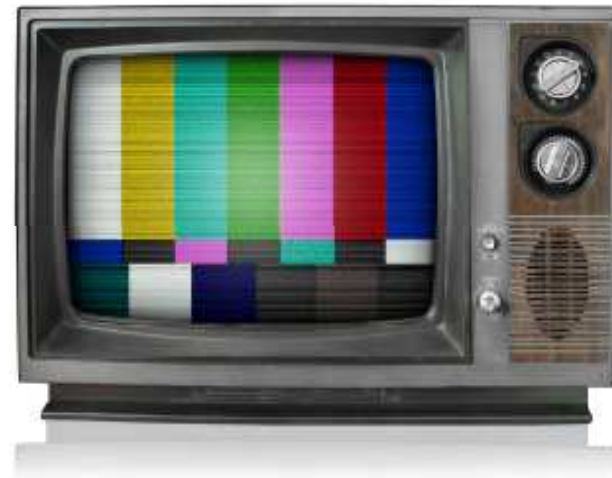
Graham Lovelace

Director

Lovelace Consulting



Television's Evolution



B&W



Colour

Television's Evolution



VCR



DVR

Television's Evolution



HD



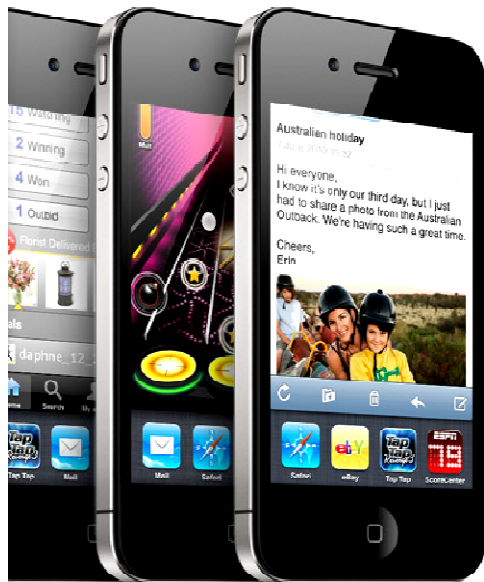
3D

Television's Evolution



‘Next gen TV’

Television's Evolution



'Next gen TV'

Tablets, mobiles and connected TV fuel new **BBC iPlayer** record

Total requests:

145 million, December 2010
→ 187 million, December 2011



December 2010

PCs 72%
 Virgin Media cable 16%
 Games consoles 7%
 Smartphones 3%
 Tablets 1%
 Connected TV 0%
 Other 0%

December 2011

▼ PCs 62%
 ▼ Virgin Media cable 12%
 ▼ Games consoles 5%
 ▲ Smartphones 7%
 ▲ Tablets 5%
 ▲ Connected TV 4%
 ▲ Other 5%

Connected TV includes internet-connected TVs, set-top boxes and DVD players.

TV and radio requests

Online TV, Virgin Media cable TV and online radio (millions)

	Dec 2010	Dec 2011
	90	▲ 120
	24	▼ 23
	32	▲ 44

Tablet request increase on the year

+596%



Want your own infographic?

Total TV & radio iPlayer requests in 2011

1.94
BILLION

Up 29% on 2010

Connected TV request increase on the year

+>1,000%

Smartphone request increase on the year

+163%

All data BBC Communications. Infographic by The Infographic Agency

The **Infographics** Agency

Innovation Has Delivered

- **More choice**
 - More channels on all platforms
- **More convenience**
 - When and where
- **Better quality**
 - Sound and vision

Innovation Trends

- Bigger and thinner



Innovation Trends

- Bigger and thinner
- Higher resolution
- Glasses-free 3DTV
- TVs that recognise you
- Voice and gesture control





AdvertisingAge[®]



'As one can imagine, this is all very exciting to the world's biggest advertisers ... who spend billions on TV advertising but really don't know who's in the room when their ads air'

January 13, 2012

Two Types Of Innovation

Sustaining

- Keeps people in the game
- Can be evolutionary, revolutionary – but markets remain intact
- Follows trends
- Change easier to predict

Disruptive

- Changes the rules of the game
- Novel method or technology that can displace incumbents and disrupt markets
- Introduces surprise
- Change harder to predict

Two Types Of Innovation

Sustaining



Disruptive



Connected TV



Second screen



Social TV

Connected TV

Definition:

- The delivery of programmes, applications and interactive services to the television screen via broadband
 - A broad category of IP-enabled devices (including games consoles, Blu-ray players, set-top boxes) as well as connected screens

Potential for disruption:

- Creates a new direct channel to consumers for:
 - CE manufacturers
 - Telcos, ISPs
 - Content producers, aggregators, rights holders
- Enables:
 - Data capture
 - Targeted advertising
 - Transactions
 - New metrics, analytics

Connected TV

Monetisation:



Connected TV



- Catch-up TV and movie streaming best prospects for connected TV
- But how able and committed are CE manufacturers in becoming pay-TV operators, and service providers?
- Will they leave that to other parties, such as Google TV?

Connected TV

- CE manufacturers are pushing social TV on the main screen, but it's a **#fail**
- Poor user experience, clutters up main screen
- Limited to single user – so quite anti-social!



Second Screen

Definition:

- Devices and applications that augment TV viewing with content and services, often synchronised with the main screen:
 - Sync techniques:
 - Listening (IntoNow, Shazam)
 - Manual check-in or automated
 - Increasingly integrated with social network commentary (social TV)

Potential for disruption:

- New entrants monetising second screen applications without the involvement of the broadcaster or pay-TV operator:
 - Data capture
 - Interactive advertising, highly targeted
 - Transactions
 - New metrics, analytics



Notion MetaMirror





Notion MetaMirror



Notion MetaMirror



Notion MetaMirror



Social TV

Definitions:

- People using social networks and social applications to:
 - **Find** programmes
 - **Chat** about them
 - **Rate** them
 - **Share** them with friends
 - **Participate** (vote, play along)
- Increasingly integrated with second screen applications augmenting TV viewing with content and services, often synchronised with the main screen

Potential for disruption:

- Social TV generates data which can power:
 - New forms of programme discovery, bypassing operator's EPG
 - Interactive advertising, highly targeted
 - Second screen transactions
 - New forms of participation
 - New metrics, analytics

Trends Driving Social TV

- Meteoric rise of social networking:
 - Facebook: 1m active users 2004 to more than 800m in September 2011
 - Twitter: 100m active users, up 82% since January 2011
- Rapid take-up of mobile internet devices: smartphones and tablets
- Multi-tasking becoming the norm

Social TV Forms

Social nets



Social networking
while watching TV

Social apps



Integrating



Smartphones and
tablets, **synched to
TV, (listening/
manual check-in)**

Integrated apps



Integrating



Smartphones and
tablets, **synched-
apps integrated with
set-top boxes**

Social TV – Saviour Of Live TV?

- Builds awareness, enhances brands
- Drives tune-in AND drives people back to the schedule
- Increases programme loyalty
- Provides instant feedback for producers and advertisers
- Provides new audience insights and some form of engagement/ appreciation metric

Social TV Guides



The Social 100

www.socialguide.com/social100

Month of December 2011

Social TV Audience Snapshot






Social TV Comments:	39,530,628
Social TV Uniques:	6,067,574
Avg. # of Followers/Unique:	409
Social TV Programs:	5,329
Avg. # of Comments/Unique:	6.52


Most Social Programs

Rank	Network(s)	Program	Type	Uniques (Share)
1	FOX	The X Factor	Series	325,029 (5.36%)
2	nick	SpongeBob SquarePants	Series	340,551 (5.61%)
3	FOX CW The CW	Family Guy	Series	248,175 (4.09%)
4	MTV VH1	Teen Mom 2	Series	204,507 (3.37%)
5	NBC	Fear Factor	Series	192,602 (3.17%)
6	VH1	Love & Hip Hop	Series	154,252 (2.71%)




TV GUIDE Fall TV Is Here! [Create your free Watchlist now >](#)


Social Power Rankings Share     

- 


1 Chuck (NBC) [Discuss](#)
Finale airs Friday, Jan. 27 at 8/7c
 "I wish them all success in whatever they end up doing! The cast is really top notch, and I'll miss them all." — *Lizzo13, on TVGuide.com*

[+ add to watchlist](#)
- 


2 CSI (CBS) [Discuss](#)
Wednesdays at 10:9c
 "Hubby and I were both crying at Catherine's goodbye." — *Beth Stone, via Facebook*

[+ add to watchlist](#)
- 

3 American Idol (Fox) [Discuss](#)
Wednesdays and Thursdays at 8/7c
 "These 'talent' shows are part of the systematic dumbing down of society." — *Chris Coffin, via Facebook*

[+ add to watchlist](#)
- 

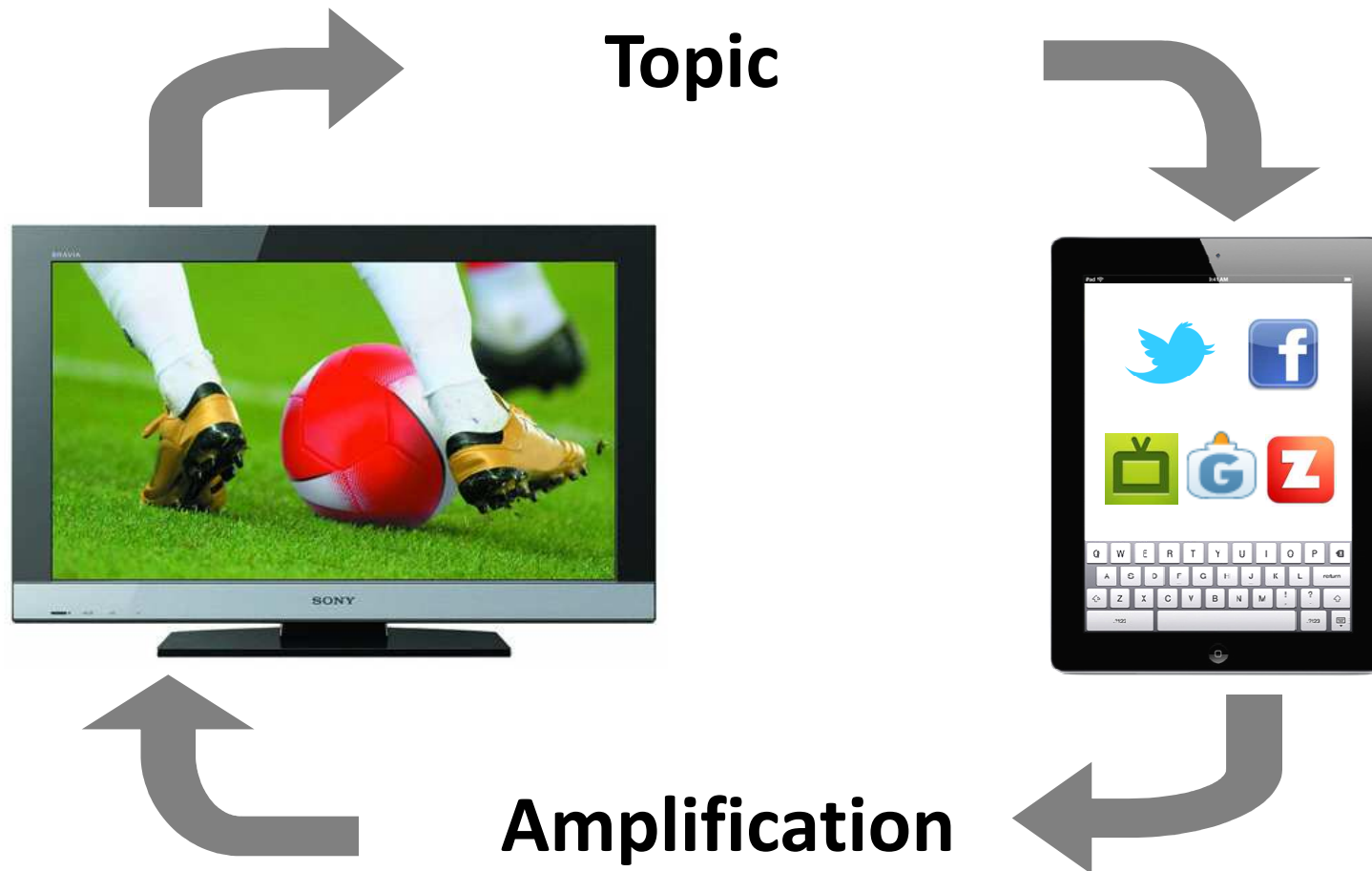
4 84th Academy Awards (ABC) [Discuss](#)
Sunday, Feb. 26
 "Melissa McCarthy for *Bridesmaids*? Sorry, but I expect better from the Oscars." — *Linderella, on TVGuide.com*

[+ add to watchlist](#)
- 

5 Alcatraz (Fox) [Discuss](#)
Mondays at 9/8c
 "It is my new *Lost*! I love it, even though I have no idea what is going on." — *Angie Johnson, via Facebook*

[+ add to watchlist](#)

Symbiotic Relationship



Twitter's Record Bump



Last night at 10:35pm ET, Beyonce's big MTV [#VMA](#) moment gave Twitter a record bump: 8,868 Tweets per second.

29 Aug by [open](#) via web ☆ [Favorite](#) [Retweet](#) [Reply](#)

Social TV Strategies

- Broadcast hashtags
- Curated Tweets
- Performers live-Tweeting

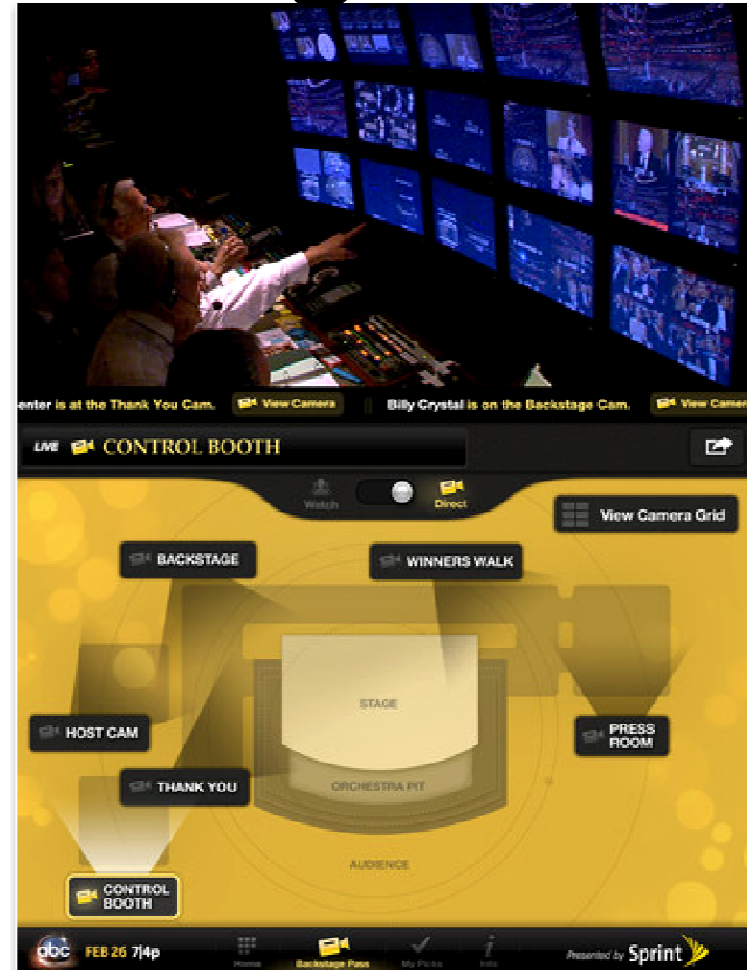
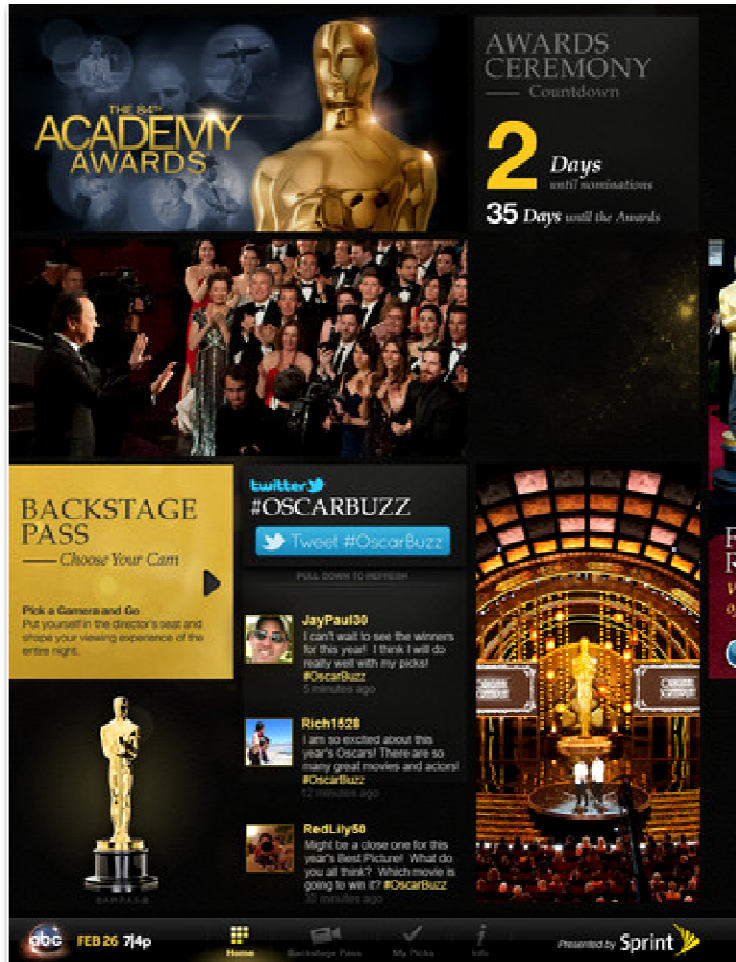


Social TV Strategies

- Super Bowl advertisers using social TV to extend reach of TV commercials:
 - **Coca-cola**: Arctic polar bear campaign on Twitter, Facebook
 - **Pepsi**: free music performance, downloaded via Shazam
 - Several TV ads 'Shazamable'
 - **Audi** and **Chevy** ads integrated with Twitter, Facebook
 - Brand partnerships with **GetGlue**
 - **Bluefin Labs** monitoring how fans react to advertising messages



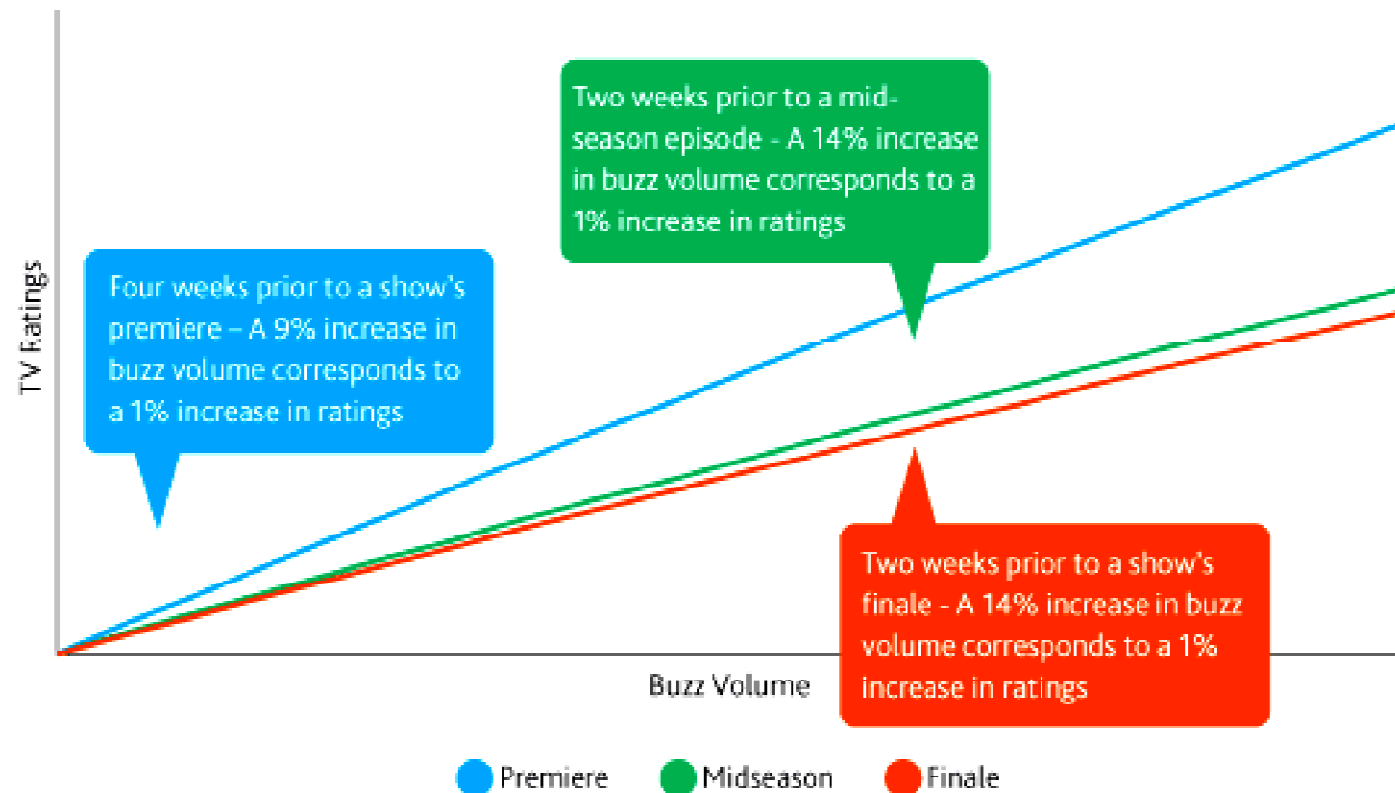
Social TV Strategies



Buzz To Ratings Correlation

The Relationship between Online Buzz and TV Ratings

Ratings among persons aged 18-34



● Premiere ● Midseason ● Finale

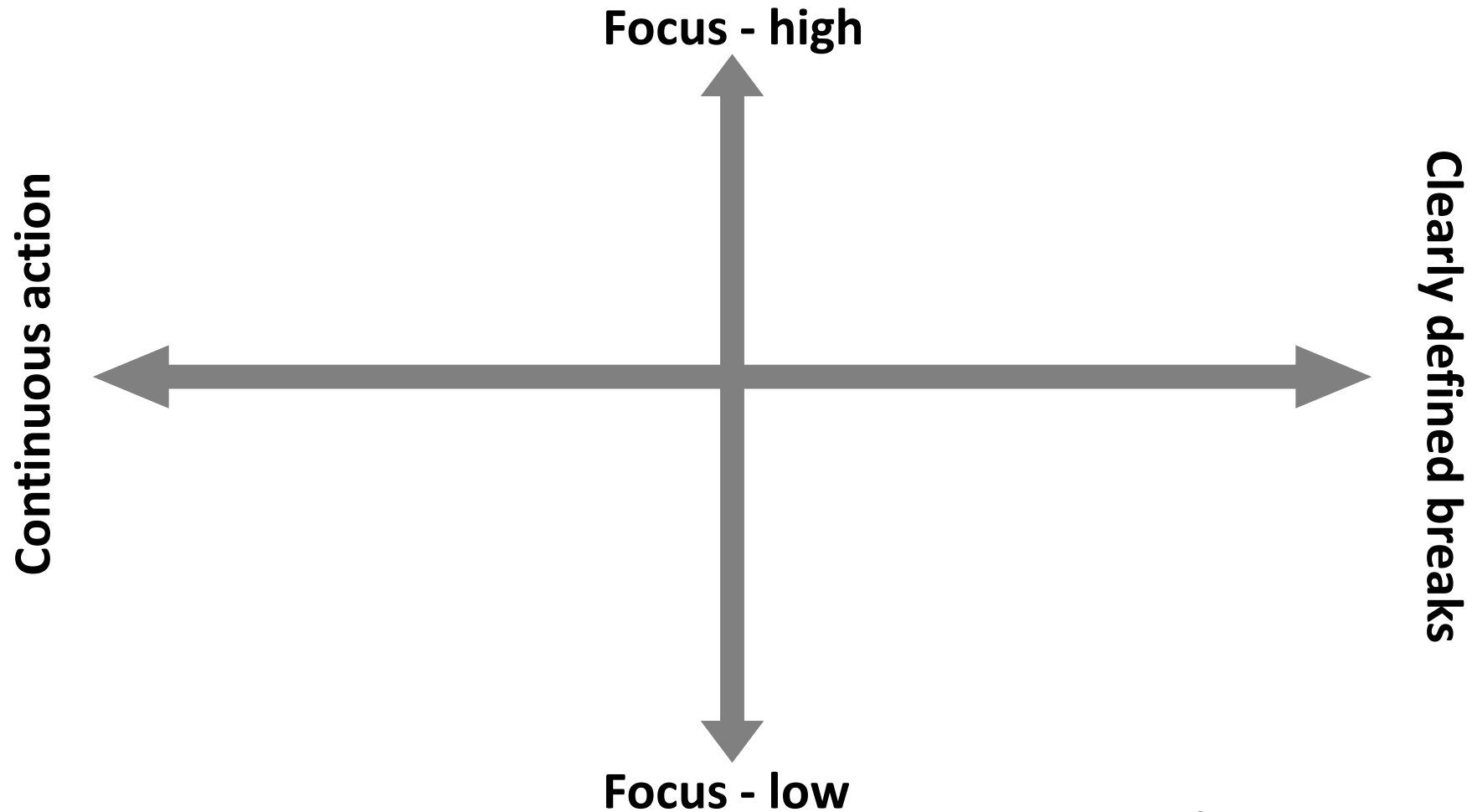
 **LOVELACE**
CONSULTING

Three Stages Of Social TV*

- Decision-making
 - Open to ideas, suggestions – what are my friends watching? What have they recently recorded?
 - Opportunity for ‘social EPG’ is greatest, a social filter helping manage abundance of choice
- Watching
 - Content genres influence activity
 - Ad breaks become ‘social intermissions’ (Tweet breaks)
 - Watching along or with family/ friends, different experiences – is social TV more social when you’re alone?
- Reviewing
 - Incentivising users to rate, review

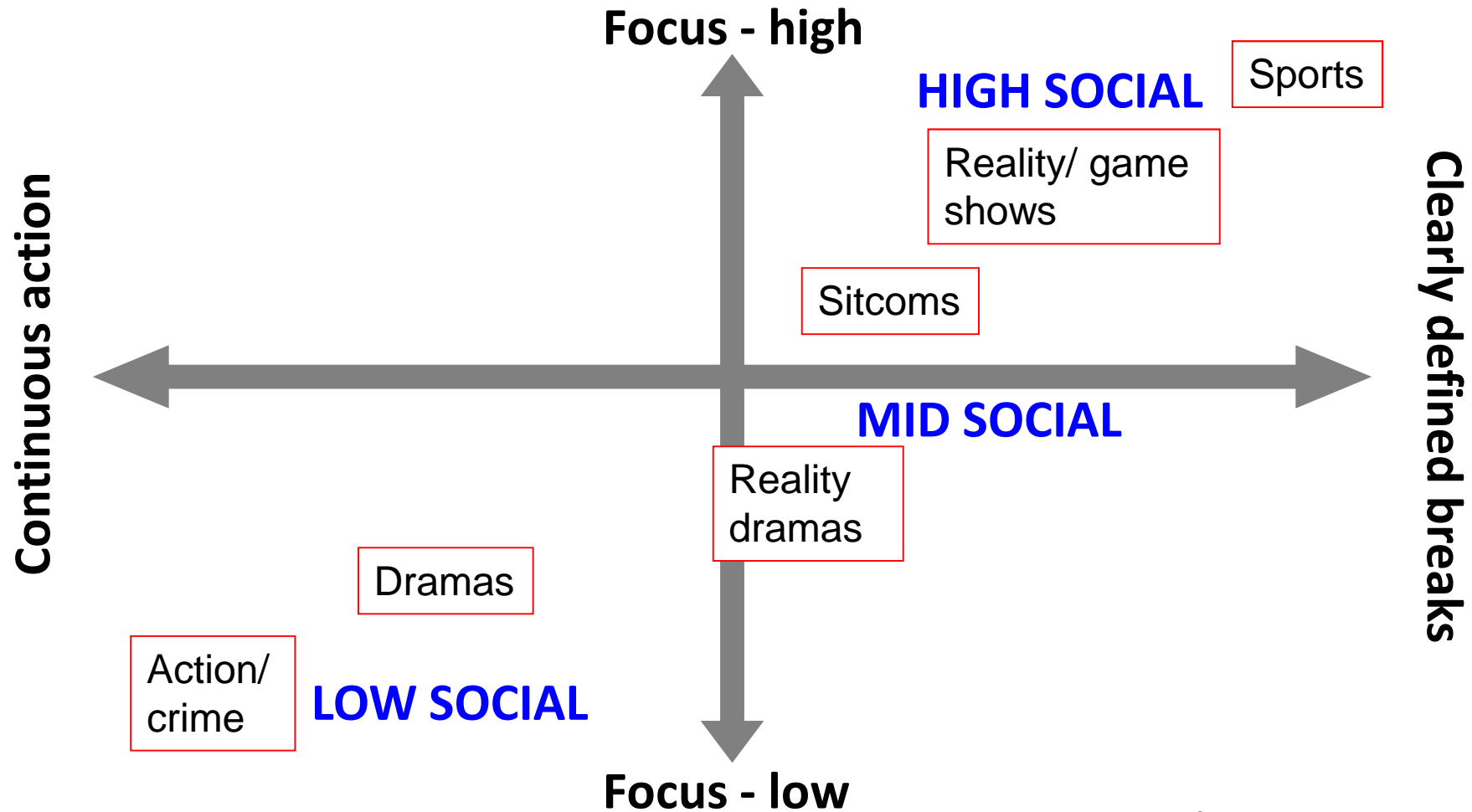


Content Genres Influence Activity*



* 

Content Genres Influence Activity*



* 

Disruptive Potential Fuels Buzz



'I truly believe all TV will be social in the future'

- Joanna Shields, Facebook

Disruptive Potential Fuels Buzz



'A metric for viewer engagement, a vehicle for instant feedback, a channel for reaching people outside broadcast times'

- Eric Schmidt, Google

Disruptive Potential Fuels Buzz



*‘Whoever figures it out
social TV will be the
next Steve Jobs of this
generation’*

- Ynon Kreiz

Investments And Acquisitions

Venture	Investment activity	Amount
IntoNow	Bought by Yahoo! Apr 2011	c.\$20m
SocialGuide	Raised seed funding Apr 2011	\$1.5m
Shazam	New funding for TV expansion June 2011	\$32m
Philo	Bought by LocalResponse Aug 2011	N/A
Miso	Additional funding, partly Google Dec 2012	\$4m
Zeebox	BSkyB takes 10% stake, US expansion? Jan 2012	\$15m
GetGlue	Additional funding, partly Time Warner Jan 2012	\$12m
Bluefin Labs	Additional funding, led by Time Warner Jan 2012	\$12m

Consolidation Casualties

'I think there are some great services out there like IntoNow, GetGlue, Miso and others, but none has really captured the mass audience'

- Yaniv Solnik, BeeTV

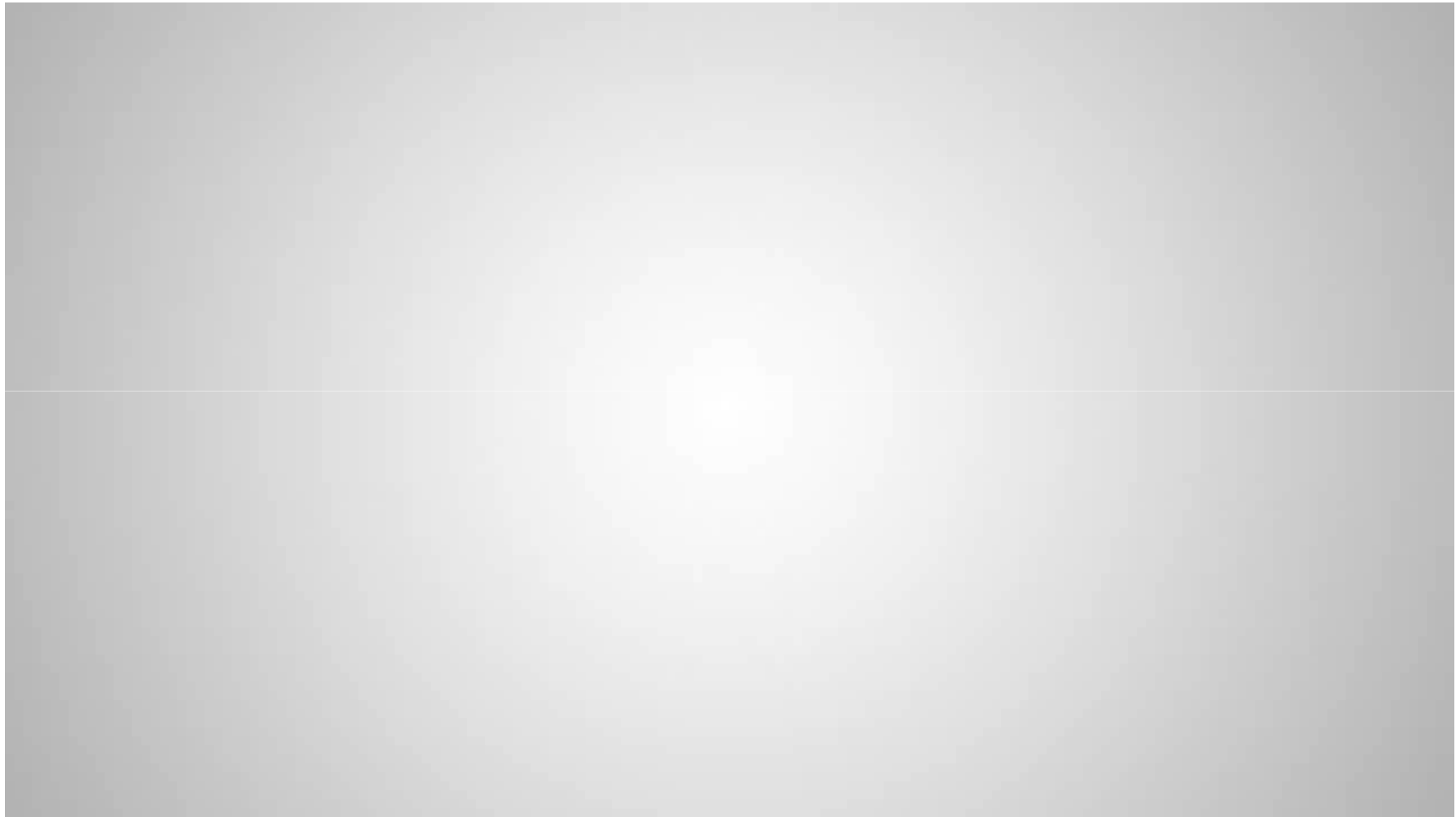


Challenges For Social TV

- Achieving scale, reaching the masses:
 - Make it easier – seamless integration with set-top box, connected TV
 - Make it essential – *the* way to vote; key element of the viewing experience
 - Less confusing – overcoming app overload/ fragmentation
- Move beyond the start-up stage:
 - Agreed standards, definitions, methodologies, formats
- Dependency on Twitter and Facebook:
 - Twitter: conversation platform
 - Facebook: Recommendations, frictionless sharing

Three To Watch







EPG with live buzz ratings and a connected TV remote control

Social commentary platform, integrated with social nets

Live infotags ('zeetags') – related information as well as e-commerce opportunities



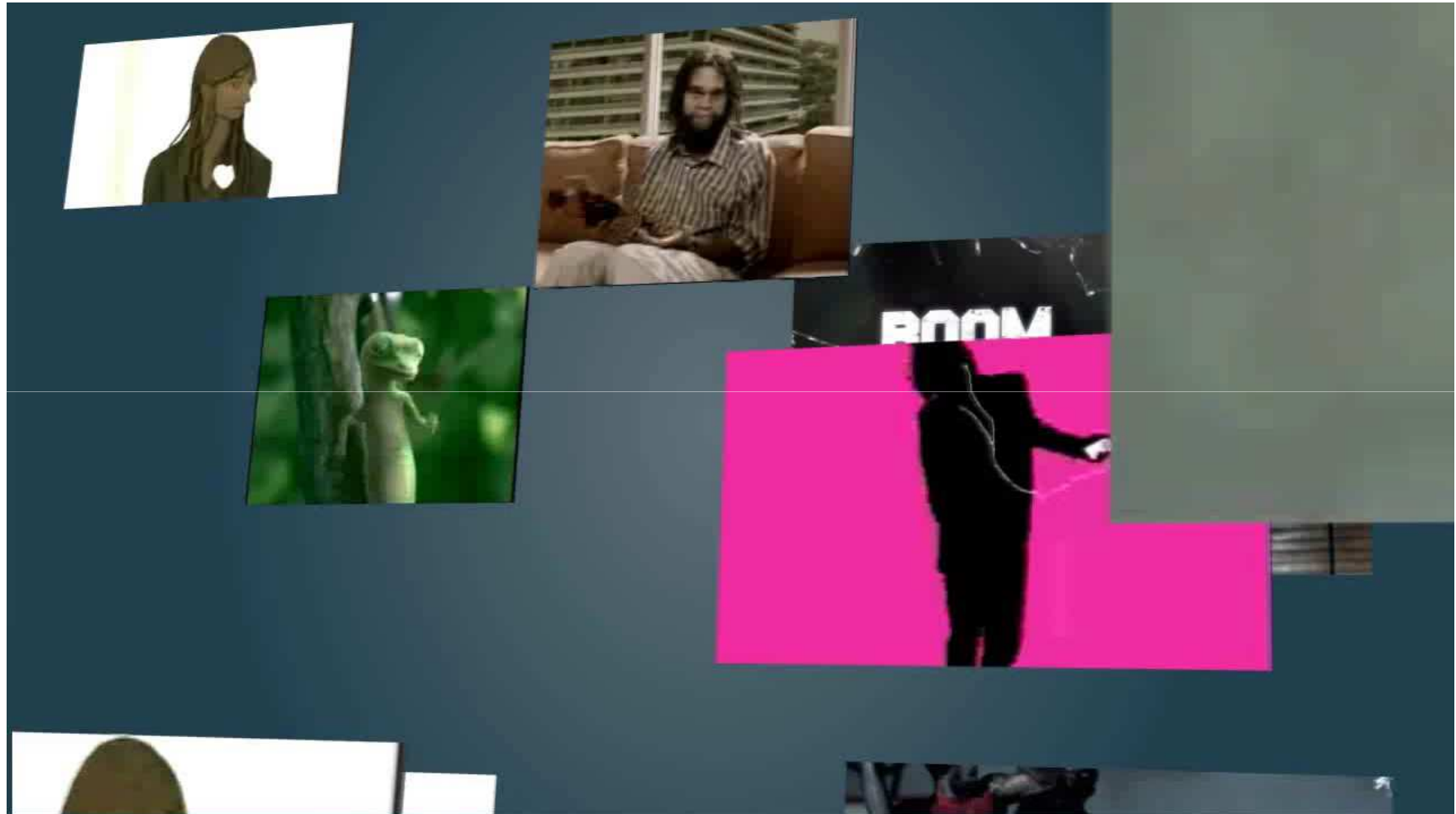
*‘zeebox creates a direct channel between advertisers and consumers with powerful transactional capabilities. **The second screen is entirely free to be commercialised**’*









- Ernesto Schmitt, zeebox



WORKS
een





Audience: Everyone (US)		Activity Level
1	 Florida Republican Presidential Debate Thu 8:00PM / 7:00c	294.6k
		93.7k
2	 NBA Basketball Boston Celtics at Orlando Magic Thu 8:00PM / 7:00c	105.1k
		68.1k
3	 2012 NHL All-Star Fantasy Draft Thu 8:00PM / 7:00c	86.4k
		44.8k
4	 Jersey Shore Thu 10:00PM / 9:00c	84.5k
		69.0k
5	 American Idol Thu 8:00PM / 7:00c	75.8k
		58.9k
6	 NBA Basketball Memphis Grizzlies at Los Angeles Clippers Thu 10:30PM / 9:30c	71.8k
		49.7k
7	 Jersey Shore After Hours Thu 11:02PM / 10:02c	68.0k
		50.4k
8	 Jersey Shore Thu 9:00PM / 8:00c	30.2k
		27.0k
9	 Winter X Games Winter X Games Thu 9:00PM / 8:00c	29.4k
		23.4k
10	 2012 Australian Open Tennis Men's First Semifinal Thu 3:30AM / 2:30c	27.5k
		18.3k

January 26, 2012

[Back to Main View](#)



American Idol

Jan 01, 2011 to Present

Total Comments

1.8M

Unique Authors

1.3M

Avg. Comments per Author

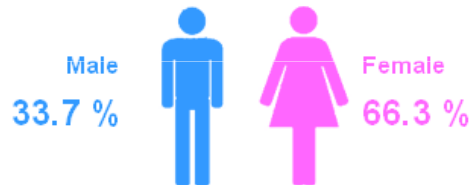
1.4

Response Level

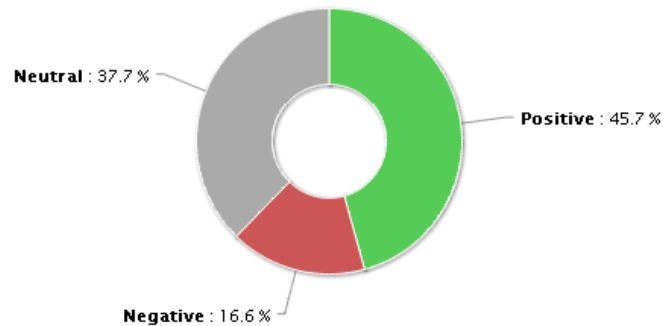
7.4

Audience Insights

Gender



Sentiment



Top 10 Shows this audience is talking about

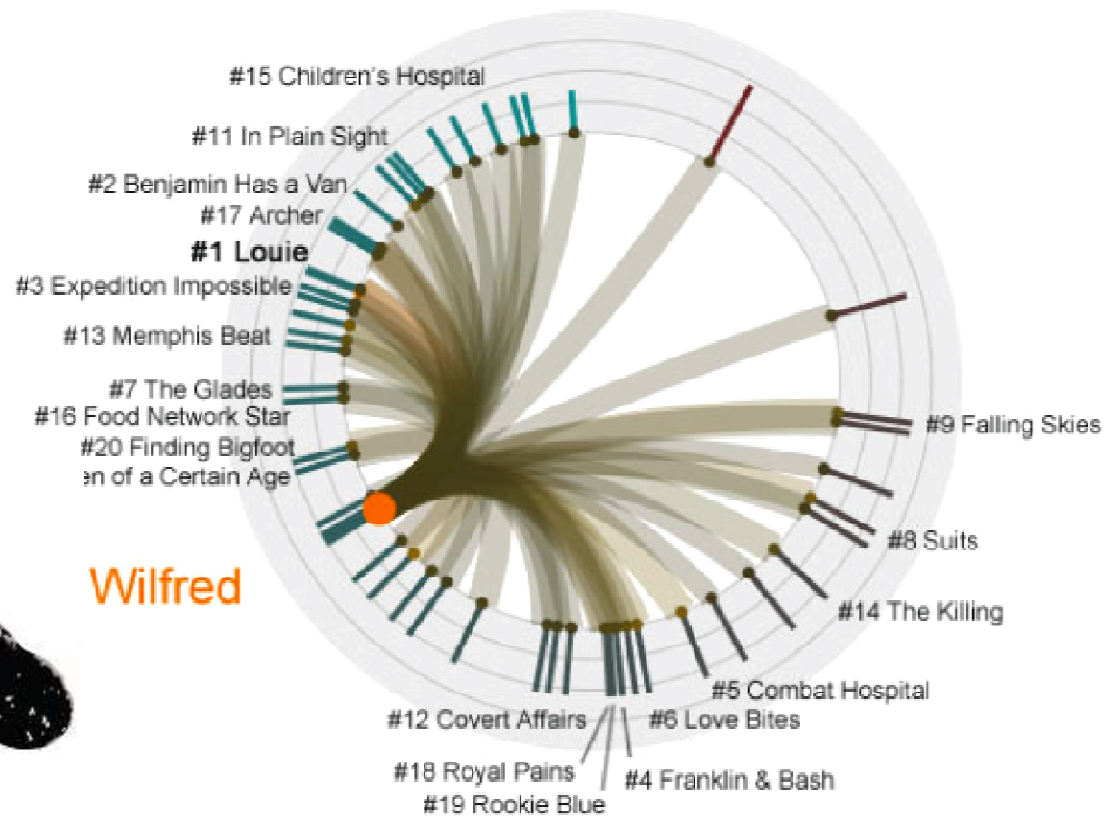
Audience: American Idol		Show Index
1	FOX Mobbed	678
2	abc Live to Dance	505
3	FOX Breaking In	490
4	FOX Traffic Light	487
5	FOX Million Dollar Money Drop	455
6	abc Mr. Sunshine	446
7	oxygen The Dance Scene	430
8	abc Secret Millionaire	422
9	OWN The Judds	418
10	oxygen The Real Housewives of Miami	407

Showing 10 out of 452 shows with a strong show index

Audience: Diet Coke Advocates ▼		Diet Coke Index
1	 Say Yes to the Dress: Big Bliss	276
2	 My So-Called Life	261
3	 Virgin Diaries	258
4	 Don't Tell the Bride <i>New Series</i>	244
5	 Brides of Beverly Hills <i>New Series</i>	238
6	 2012 Golden Globe Arrivals Special	230
7	 19 Kids and Counting	224
8	 Alex's Day Off	223
9	 Martha Bakes <i>New Series</i>	219
10	 Peppa Pig	217

One month to
January 26, 2012

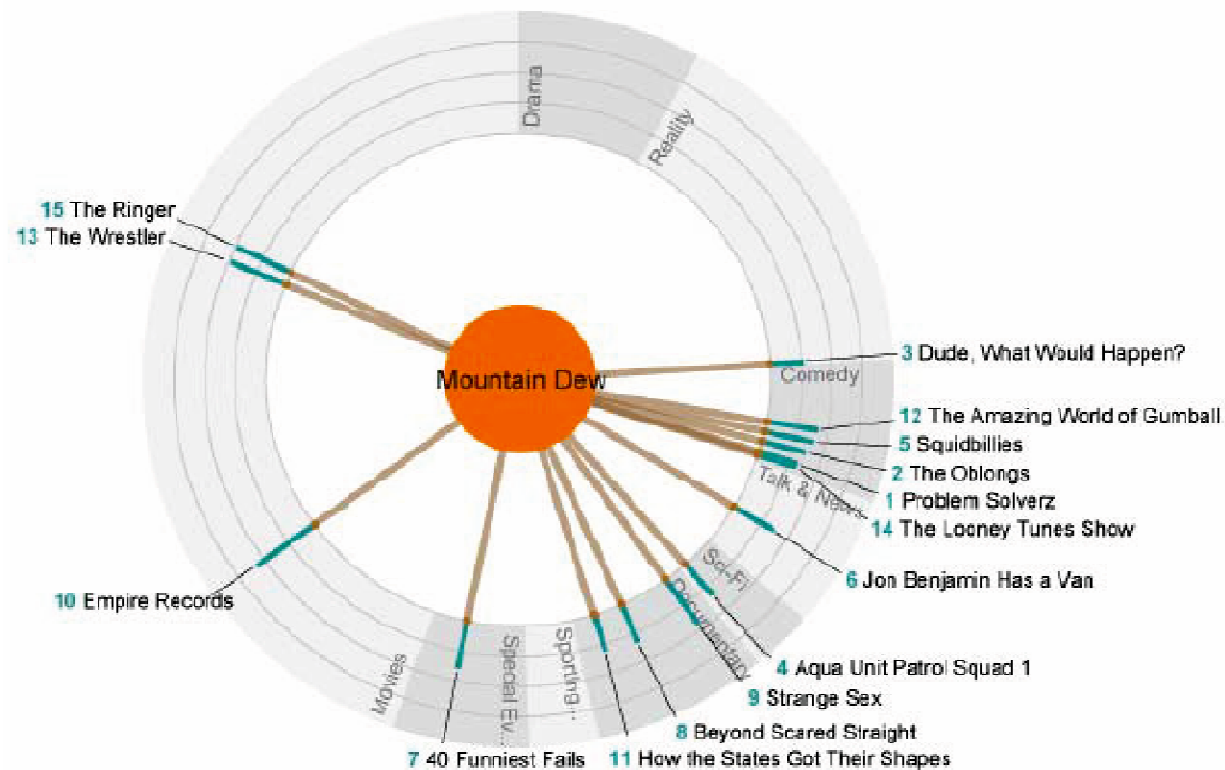
Show-to-Show Affinity



Wilfred



Brand-to-Show Affinity



Back To The Future



‘Contrary to some expectations, technology has not shattered the TV schedule, but rather made it stronger by making it more flexible. Online social networks are likely to enhance the schedule’s appeal, not diminish it’

Back To The Future

- Recognise potential for disruptive innovation to disrupt markets
- Be your own disrupter:
 - Research
 - Experiment and evaluation
 - Listen and involve
 - Invest
- Opportunity to make TV even more communal and engaging
- **Above all else, have a strategy**



@glovelace

Thank You!