

The Future of New Media – Trans-media Broadcasting

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Commonwealth
Broadcasting
Association
Conference

Prepared by

Nordicity



Nordicity

- New business models for the digital industries based on our expertise in the convergence of traditional culture with digital technology
- Broadcasting regulation experts, including developing new broadcasting & eMedia regulatory regimes globally (recent work for BCJ in Jamaica)
- Data gathering and industry profiles across all cultural sectors (interactive media, film and television production, digital publishing, music)
- Economic impact assessments of support programs
- Offices in Ottawa, Toronto and London (UK)

The Central Question

How can broadcasters use digital media to drive audiences from web/mobile platforms to TV?



And so

How can broadcasters generate more advertising/subscription revenue & viewer engagement?



Historically...

- Broadcasters have seen mobile and web content (e.g. websites, mobisodes, games, etc.) as marketing expenses
- These expenditures have typically been made at the end of a production with very limited resources and with limited access to talent, sets, etc.
- When producers have pitch digital ideas, they have tended to be for the sake of experimentation or fun

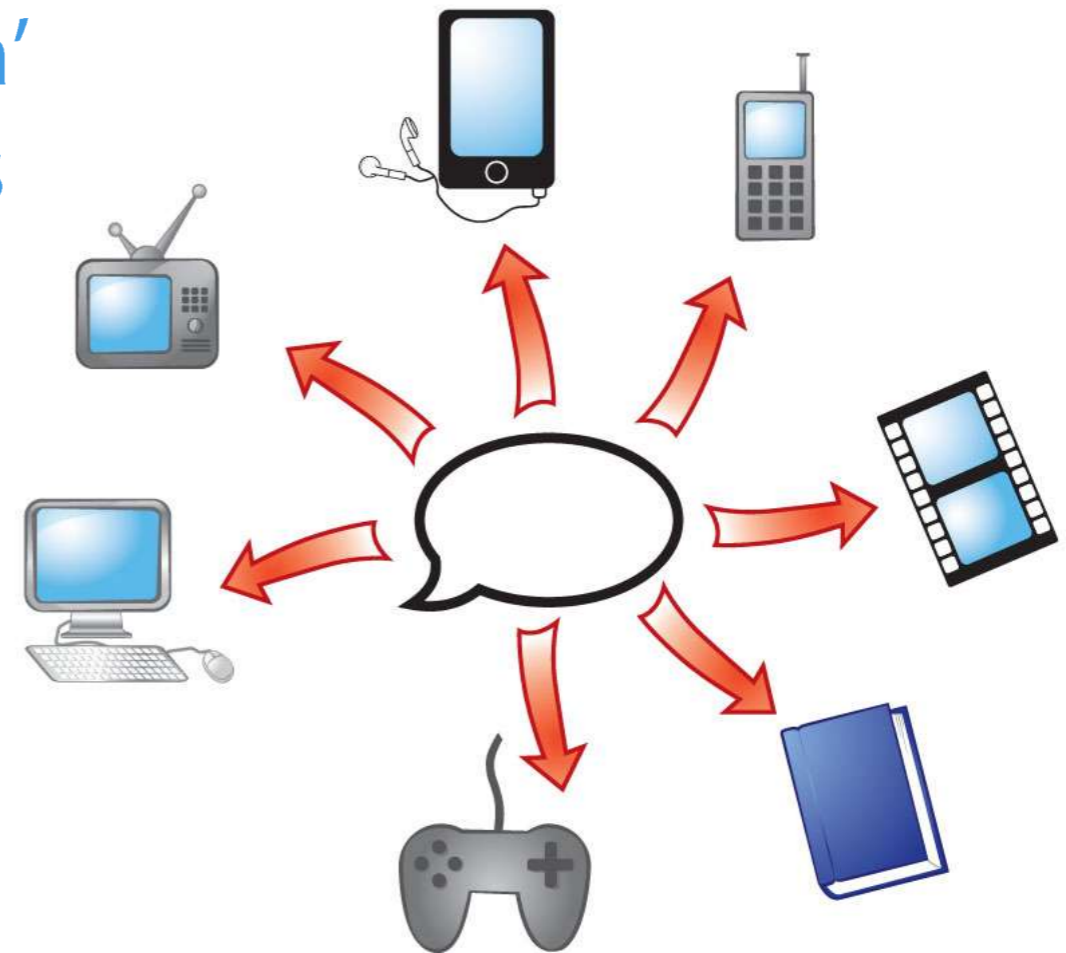
Now in Canada (and elsewhere)...

- Broadcasters are now commissioning content that is (better) integrated into the production schedule of the TV programme
- Some funding bodies and regulatory entities are adapting support programming to reflect this change



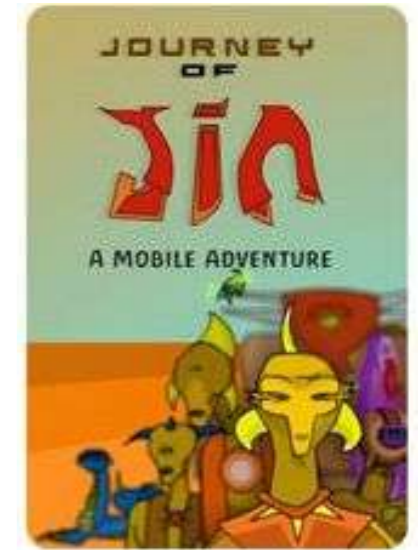
We are seeing the creation of “Trans-media” content properties

- We can define ‘trans-media’ as when “content becomes invasive and permeates fully the audience's lifestyle” (e.g. on the web/mobile devices)
- While we are not yet fully trans-media, there are some early compelling examples



“Trans-media” content examples

- Xenophile Media (Canada)
 - *Total Drama Island* (Cartoon Network)
 - *M.I. High* (BBC Kids)
- *Sorority Forever* (US, Warner Bros.)
- *Journey of Jin* (US, Stephen Dinehart)





Trans-media content changes how advertising is purchased

- Broadcasters can sell space on several different platform (as they are available) to extend promotional campaigns beyond TV (e.g. on mobile phones)
- This is done around a single broadcast property with common messaging (e.g. in banner ads, SMS, TV spots, etc.)



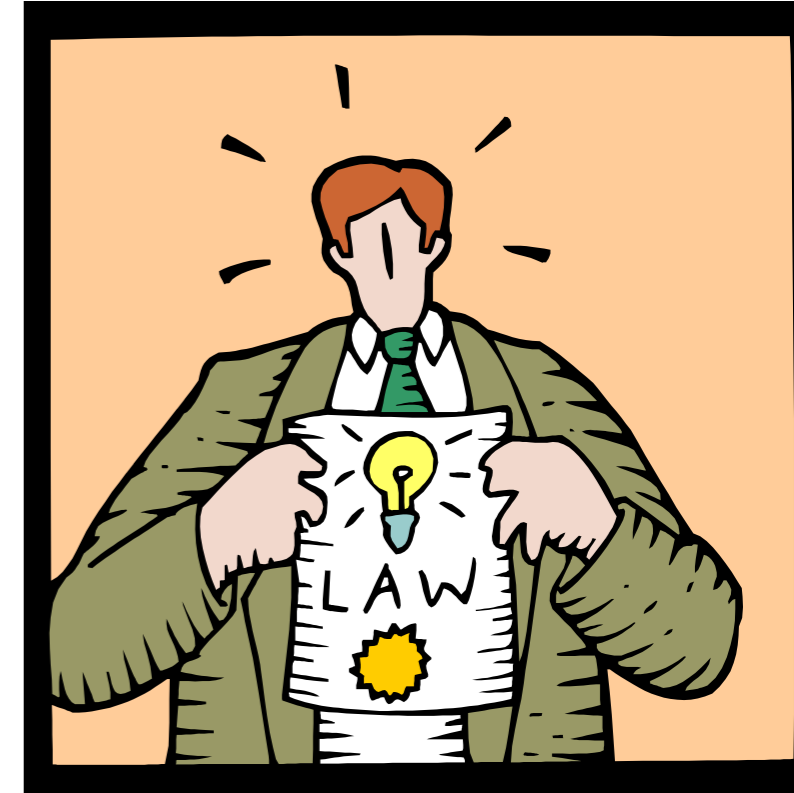
Public broadcasters can participate too

There are several ways where extending the message beyond TV can be compelling

- Civic engagement campaigns (e.g. getting people to vote)
- Informational campaigns (e.g. concerning H1N1 precautions)
- Programme promotion and marketing

Regulators in Canada have been at the head of this trend

- Canada Media Fund – combines two old funding sources (a Television Fund and a New Media Fund) and requires that any funded TV project have an integrated digital component
- Canadian Radio/Television and Telecommunication Commission (our regulator) – increased programming flexibility to allow for more online, mobile content





Some issues and challenges remain

- It is difficult (if not impossible) to predict the level of engagement on newer platforms (there are fewer precedents)
- Double-dipping: Are advertiser reaching the same viewer/user twice OR two different views
- It remains difficult to combine TV and digital production schedules
- Advertising rates on other platforms are only starting to be standardized



Looking forward...

- Many broadcasters are moving from distributing TV programmes to orchestrating trans-media experiences around content.
- Therefore, there is a need to synchronize commissioning of TV content with digital content
- Changing the way broadcasters think about commissioned (and internal) programming can open up new advertising (and engagement) opportunities
- This is done by driving users to a destination where advertising can be sold (e.g. a mobile phone)

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For information on how Nordicity is leading the discussion towards developing Canada's national digital strategy, visit:

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