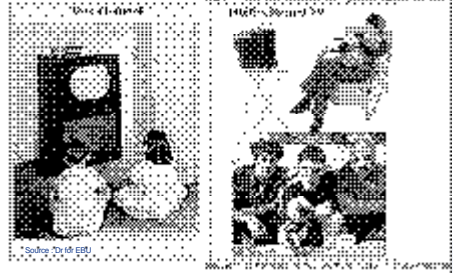


Session 8:
CONTENT IN A CONVERGENT ENVIRONMENT

Challenges for a Public Service Broadcasting

FX SCHLESSER
Head of CMO
RTBF – Belgium

Changes in viewer behaviour control



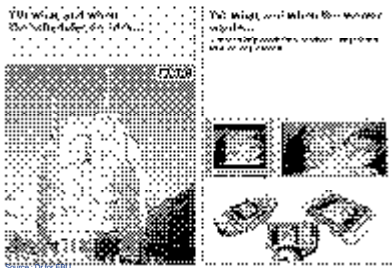
A variety of viewing behaviours



A variety of viewing behaviours



Changes in viewer behaviour

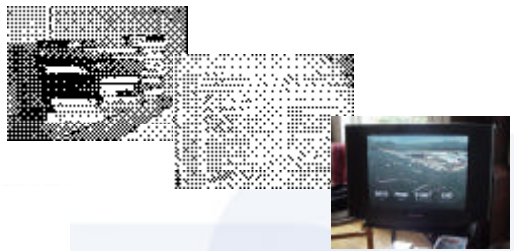


OUR CONSUMERS CHANGE...

DEVELOPING VIEWING EXPERIENCE

TV market response

1. **VHS recorders:** I view when I want?
→ Never reached a substantial level – bad quality
-difficult manipulation



OUR CONSUMERS CHANGE...

DEVELOPPING VIEWING EXPERIENCE

TV market response

- VHS recorders:** I view when I want?
→ Never reached a substantial level – bad quality
-difficult manipulation
- Channel multiplication:** more choice, my choice ?
(thematic channels: cable/sat)
→ too much available, too few viewed: the goal in TV brand management:
being in the first 10 buttons of the remote
→ high branding costs, lots of loss



7

OUR CONSUMERS CHANGE...

DEVELOPPING VIEWING EXPERIENCE

TV market response

- VHS recorders:** I view when I want?
→ Never reached a substantial level – bad quality
-difficult manipulation
- Channel multiplication:** more choice, my choice ?
(thematic channels: cable/sat)
→ too much available, too few viewed: the goal in TV brand management:
« being in the first 10 buttons of the remote »
→ high branding costs, lots of loss
- DVD:** when I want, better quality
→ needs moving out to get the movie –
→ **quality is an issue** (large screens)
→ reaches a **substantial level** (in addition with « other screens »)

8

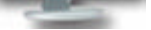
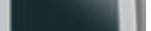
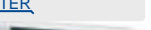
OUR CONSUMERS CHANGE...

DEVELOPPING VIEWING EXPERIENCE

- PVR:** records « classical TV channels » with the help of EASY EPG (E-TV guide) (ex press red)
→ success: 20% in the US, more than 50% of BSKYB's equipped users delay viewing

→ NON LINEAR EXPERIENCE

- commercial skipping → business model in danger for some actors!
- Only the stronger exclusive and premium brands will survive
- Will the next generation know the « rendez-vous » habit? Not sure
- N/VOOD experience
- **GOOD NEWS: people watch more!**



9

OUR CONSUMERS CHANGE...

DEVELOPPING VIEWING EXPERIENCE

- Interactive distribution**
 - ASDL, VDSL, CABLE, mixed solutions
 - VOD, PPV → **the customer chooses**
 - Mobility: Video on 3G, DVBH... → **new moments, new places**
 - PC is no longer an exotic screen, (is it still a PC?)
+ screens **interconnection** (analog, SDI, wireless), PC STB (mediacenters),
multiplatform devices (Dreambox, Digibox, mediacenters...)
mobile as remote control



10

OUR CUSTOMERS CHANGE...FASTER

DEVELOPPING VIEWING EXPERIENCE

// CONSUMERS more and more IT based

- PC and Broadband
- Mobile phone and videophone over IP
- Large size TV sets**
- hybrid TV sets:** LCD TV combining: tuner, wireless, lan, web browser and mail, pc card slot
- Mediacenter:** works with datas found on the internet; manages HD, pictures, sounds, e-mail, usb memories...
- DVD with HDD (cost=VHS 5 years ago): easy **recording and delayed viewing** with simple EPG or Guide plus system
- STB:** interactive boxes for sale with cards at choice for: DVBSAT, DVBT, DVBC, ADSL, LINUX based and remote web management, etc...
- PC sold with DVBT card including MPEG2 **PVRs**, and export as MPEG4
- The web experience uses the viewers to **content selection and non linear viewing:** streaming, podcasting, VOD, torrent of XVID and other DIVX piracy
- HDTV sets sold before any such channel exists!
HDTV cameras (1080i) for sale : 1700 euros only!



11

OUR « BROADCASTING WORLD »CHANGES

10-15 years of progressive convergence between IT and broadcasting

Phase 1: Numerise

- Better quality → ← more constraints (high data flow – 270Mb/s)

Phase 2: IT intelligence and power: compression of signals

- Same quality, less constraints



Radio first, TV follows: in production, exchanges and contribution, distribution

IT tools arrive in Production facilities

- Videotape recorders, mixers, editors → Computers
- Cassette tapes → Hard Disk drives, flash memories
- Libraries Management → Media Assets Management
- Audio/Video transmissions → Data and file networks
- Electronic hardware → IT hardware + software
- Electricians teams → Informaticians teams



12

OUR CONTENTS CHANGE

FROM CHANNELS to PROGRAMMES to SEQUENCES to ESSENCES

1. **Before: activity was centered on TV broadcast**
 2. **Multiplication of distributors**
 - VHF
 - Cable
 - SAT
 - IP
 - Mobile streaming

→ more opportunities to see TV & more TV
 3. **Multiplication of services**
 - VOD on fixed
 - VOD on Mobile
 - Other Services

→ see what I want when I want
→ see more, anywhere, differently
→ see something else
- **NEW FORMATS:** remastered for small screens (size, time ...), permanent availability...
- **NEW CONTENTS:** value added, essences, services, rushes ...

13

OUR CONTENTS CHANGE

FROM CHANNELS to PROGRAMMES to SEQUENCES to ESSENCES

MEDIA ARE BASICS, METADATAS ARE VITAL

- Rights management is a key issue
- Total IT integration needed → large investments
- Archive value is tremendous
- Profound changes in the production process to integrate the new needs for different contents and formats

PSB OPPORTUNITIES:

- Produce at lot,
- Own their programming and essences,
- IT integration in progress

14

TOMORROW...is TODAY

2 main DIRECTIONS

- **2 WAY RELATIONSHIP**
 - Interactivity
 - Customer relationship, Customer knowledge
 - Customer in control : VOD, PPV economic system
 - Value added system for publicity (CRM, PPV)
- **ENHANCED BROADCASTING**
 - Broadcasting: simultaneously many channels to large numbers (several receivers)
 - Higher services quality available:
 - EPG (key to NVOD) and intelligent STB
 - Data streaming



15

KEY ISSUES for a PSB

Our « TV broadcasting world » Prepare structures to be ready for content sharing and valorisation

Our consumers change... Focus on new relationship with users
The right content for each type of contact

Our contents change Produce, produce, produce...!!!
Focus on value added content, and add value to content not used on « TV »

Tomorrow...is today Do it now...
ex: HD content will be needed in large amount...very soon

16

rtbf

Radio-Télévision Belge de la Communauté Française



www.rtbf.be