

The background of the slide is a photograph of a modern glass-walled building, likely a television studio or control room. The building's structure is dark, and the glass reflects the sky and surrounding greenery. Several satellite dishes are mounted on the roof of the building. The sky is a clear, bright blue. In the foreground, there are dark silhouettes of trees and bushes. On the right side of the image, there is a large, semi-transparent graphic element consisting of several overlapping circular shapes in shades of blue and white, resembling a stylized globe or a network diagram.

**EBU**

OPERATING EUROVISION AND EURORADIO

# **FUTURE INTERACTIVE USER EXPERIENCE FOR TELEVISION IN EUROPE**

SÉBASTIEN NOIR – NOV. 2021

# EBU

OPERATING EUROVISION AND EURORADIO

## WHAT IS TV?



TV...





# NETFLIX

- › Is it TV?
- › Because it shows on a TV screen...



# NETFLIX

- › Is it TV?
- › Because you can play series, films and documentaries...



Photo by [Sayan Ghosh](#) on [Unsplash](#)

Photo by [Charles Deluvio](#) on [Unsplash](#)

# NETFLIX ANYWHERE?

- › No matter the device, the place, the time



# IT'S NOT JUST NETFLIX...

- › Traditional TV channels are competing with the Big players

 prime video

 hulu



Google TV

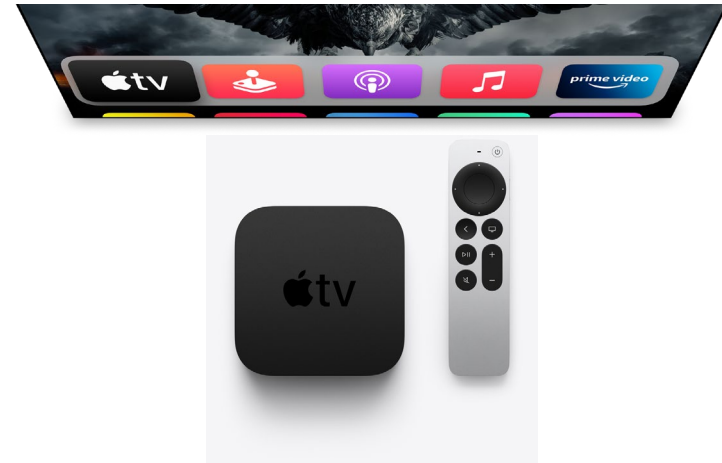
 Disney+

 Apple TV+

 YouTube

# BORDERS ARE GETTING BLURRY

- › On an Apple TV device, you can
  - › Apple TV app : Rent & buy movies and series
  - › Install Aps : Netflix, Amazon Prime, YouTube...
  - › Receive and play content from your phone
  - › Do fitness... and track your performance
  - › Play games
  - › Listen to music
  - › Play content in sync with others
  - › Control your connected home : cameras and more
- › But you can also use AppleTV app on iPhone, iPad, Mac, Desktop PCs, Roku, Samsung TVs, LG TVs, Sony TVs, Playstations, Xbox





# REAL TV? PRODUCTION !

- › You are a good TV if you produce good content...
  - › Quality of the production
    - › The best studio...
  - › Quality of the capture
    - › Higher resolution, more frames, more dynamic range, better audio, more channels, more immersive,...



# YOUTUBE SPACE

- › Originally (2012!) : physical locations provided by YouTube for content production
  - › 10 locations
  - › After Covid hit
    - › 4 remains
    - › Virtual events...
- › Video : <https://youtu.be/DmSi6Ft3nSI>



# EVERYONE IS A TV PRODUCER...

- › The pandemic was a huge accelerator for traditional broadcaster to move to remote production
- › Youtubers did not wait for it to create their own studios
- › Live streaming was the default solution for events forced to go virtual





## EUROPEAN TELEVISION

TV REACHES

**84%**  
OF EUROPEAN **CITIZENS**  
every week



WHO WATCH

**3h43**  
every day



**LIVE** VIEWING  
ACCOUNTS FOR  
**89%**  
on average

TV REACHES

**63%**  
OF EUROPEAN **YOUTH**  
every week



WHO WATCH

**1h39**  
every day



**LIVE** VIEWING  
ACCOUNTS FOR  
**86%**  
on average

## PUBLIC SERVICE TELEVISION

PSM TV REACHES

**61%**  
OF EUROPEAN **CITIZENS**  
every week



**35%**  
OF EUROPEAN **YOUTH**  
every week

TOP PUBLIC SERVICE  
OFFERS

MAINLY NATIONAL CONTENT

**75%**  
OF ALL HOURS BROADCAST ON OUR MEMBERS  
TV CHANNELS ARE OF **NATIONAL ORIGIN**



Reach : Everyone that watched for at least 15 consecutive minutes in an average week

## TRADITIONAL TV IS UNDER PRESSURE

- > Younger generations are less engaged with traditional TV content and spend less time watching
- > My kids **love** screen time...
  - > Games
  - > YouTube
    - > Gaming videos
    - > Craft
    - > Tutorials
    - > ...
  - > Netflix
  - > Broadcast TV for live sport and news, mainly



# SOME CONSTANTS IN A CHANGING WORLD

- › Everyone is competing for viewing time
  - › Users spend more and more time in front of the screens
    - › At work / at home / public transport / cars
- › The competition is about getting the user's attention... make him stay and come back.
  - › Facebook algorithms driven mostly by the attention / retention of users is not there by accident
- › **What do users perceive?**

# USERS USE APPS

- › On most devices nowadays the main entry point is an app
  - › Phones, tablets, smart TVs, Apple TV
  - › Regular TV were an exception...
    - › But no more...



# EVERYTHING IS AN APP

- › Even cars...
- › And they will have lots of screens
  - › In the front, the back
  - › 14(!) was mentioned to us...
- › How will users spend their time when charging their EVs?
  - › Watching TV?
  - › Listen to music?
  - › Play games?
- › Also while driving...












# WHAT'S NEXT THEN?

- › The current trends will continue
  - › Higher resolution, more frames, better quality,...
- › **Apps are there to stay**
  - › Your content must be in apps that your audience use on a daily basis
  - › To be relevant your app must have a great user experience
    - › Your competition has millions for UX...
  - › Most users use multiple devices.
    - › Your content must be in apps on relevant platforms.
    - › Users live in their data-driven universe...



# THE DIGITAL SHIFT

| Scope                 | Traditional   | Digital <i>de Facto</i> standard  |
|-----------------------|---|---|
| Content shown to user | Linear <br>Time based                  | On-demand <br>My interests and choices <input checked="" type="checkbox"/> |
| Focus                 | Channel or Brand                       | User centric   |
| Content               | Same for all. Take it or leave it.  | Personalized  |
| Culture & mindset     | <b>We</b> know what <b>they</b> want  | <b>I</b> know what <b>I</b> want  |
| User experience       | Fragmented                             | Consistant, Cross Device   |
| Competition           | Other broadcasters  | Netflix, Spotify, GAFAs   |
| Steering              | Strategy & audience measurement      | Data driven, fact based    |

# IT'S ALL ABOUT DATA

- › TV is just another app...
- › Broadcasters will become media / data / net companies
- › Serving the audience is creating a universe for each user
  - › All apps are driven by what you do / like / keep / want / search
  - › Login (or some other authentication) will become the norm
    - › I'm the same "me" on all my devices...
    - › You cannot afford to loose my data, or you might loose me.
  - › Personalisation and recommendation become the norm
    - › Relevant / appealing content must be found effortlessly

# INTERACTIVE USER EXPERIENCE

- › TV is / will be more than watching a video
- › Apps can make the experience personal
- › Users experience an interactive exploration of their content
  - › Metaverse? Maybe.
- › User want to feel in control
  - › Content they watch
  - › When / where / which device
  - › Sound settings / color settings
  - › Catch-up where I stopped / Prepare or keeps things for later

# BUT WE NEED A HUMAN TOUCH

- › The current Covid crisis has shown clearly our need to *connect* with others
  - › People working on their own in a zoom meeting – not to feel alone
  - › *Watch together* mode on VOD platforms
  - › Restrictions to meet in person are terrible for many
- › We need human stories...
  - › Influencers, known journalistic trustworthy figures are very important
- › Media is about being the medium, the intermediate between people
  - › Media technology should help us connect to other humans
    - › **Automatic translations** / AI / recommendations can play a major role
  - › Algorithms and journalists can work together to provide the best content selection to the citizens



# WHAT CAN YOU DO?

- › Get feedbacks from your users!
- › Invest in data
  - › With user consent, track their actions
  - › The more you know them, the better you serve them
- › Deliver the right content, to the right user at the right time on the right device
  - › Recommendation algorithms bring more **diversity and relevance**
- › Shape **user-centric apps**
  - › Non-personalised experience is out dated
- › Create great stories in great quality. Content matters!
- › **Join forces** : unless you have millions you can get prominence alone...