

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 large satellite dishes are mounted on the roof of the building. The sky is a clear, bright blue. In the foreground, there are some trees and a fence. The overall scene is brightly lit, suggesting a sunny day.

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  Time based	On-demand  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	We know what they want 	I know what I want
User experience	Fragmented 	Consistent, 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...