

MultiScreen Report

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Eurodata TV
WORLDWIDE



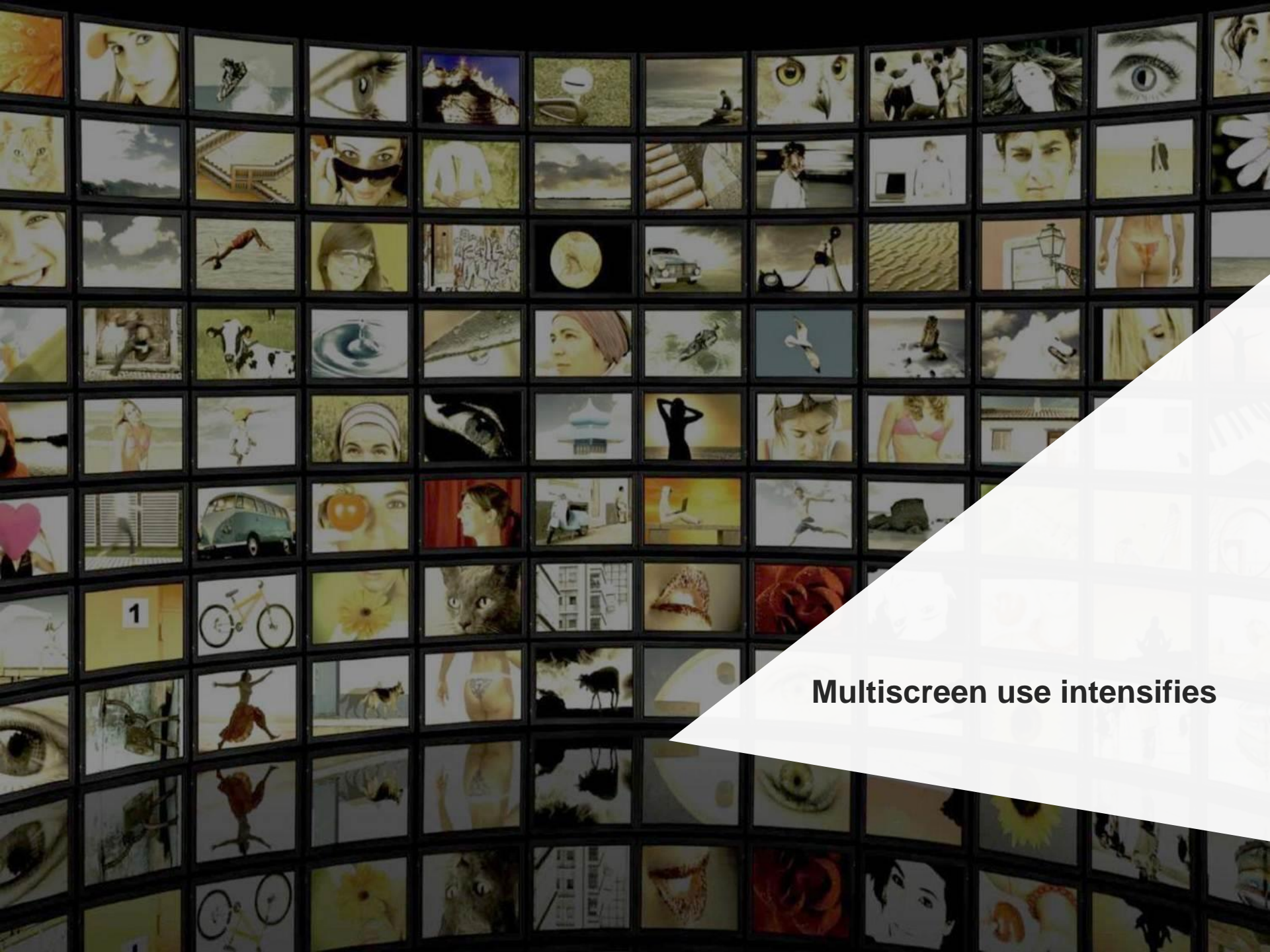
miptv



mipcom

Cannes, France

<http://www.miptv.com> <http://mipcom.com>



Multiscreen use intensifies

Multiscreen use intensifies

Free or Pay services to suit all tastes

Free-to-use models dominate...

- ✓ A free service **financed by advertising** (pre-roll) for commercial channels



- ✓ A service **free of charge and free from advertising** for public groups



- ✓ A service partially financed by advertising : two exceptions



... but Freemium is gaining ground



A wider offer of channels



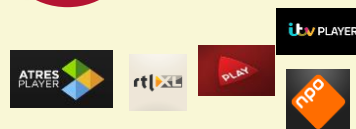
More content available for direct viewing



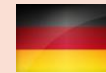
Content available over a longer period



Preview programmes available before TV broadcast



Premium, an exception for FTA broadcasters



Germany



Norway



Multiscreen use intensifies

Social TV = Multi-screens, multi-app?

Each broadcaster of each country has its own strategy for dedicated apps. Some groups such as SBS (Netherlands) and Rai (Italy) gather all of their digital content (live sync, catch-up, social feeds, bonuses, TV guide...) into one single app for all channels, when others have several dedicated apps: Mediaset (Italy) dedicates its live sync app to a specific genre (football) and RTL Group (Germany) has one dedicated app by channel (RTL Inside and VOX Inside for live sync, RTL Now and VOX Now for catch-up).

Synchronisation & interactivity



1 Unique brand

For on-demand & synchronisation

Dedicated brands

For synchronisation & interactivity

France



Germany



Netherlands



Italy



Italy



UK





NLZiet, mutual paid-subscription VOD platform



In November 2013, three main television groups in the Netherlands launched NLZiet, a mutual paid-subscription platform that **gives access to catch-up services and a selection of avant-premiere series' episodes.**



Magine, from Sweden to Europe



A specialist in live streaming, this Swedish company gives access to **a large offer of TV channels, catch-up and VOD services.** Launched in Germany in April 2014, they managed to **drew more customers than in Sweden in less than a month.** A beta version is currently being tested in Spain and the company plans to expand in Europe.



Case Studies

Case Studies

Utopia – Pays-Bas (SBS6)



In "Utopia", a group of 15 everyday people are whisked to an isolated, undeveloped location – for an entire year – and challenged to create their own civilization. They are living in an isolated space, with water, electricity, a parcel of land, a simple hangar building and some money to start with. However, in Utopia there are no laws and no rules. How are they going to create their ideal community and become self-sufficient? The program is expected to run for one year.



54 793
Likes



14 094
Followers



3 223
Followers

Collected on 02/05/2014

Scope



+



Web

Content & Interactivity

- TV Broadcast
- Vote
- Live streaming
- Live chat
- Additional/ Exclusive content

Technological tools



App

WWW.
Dedicated Website



Sh%

Program average

Slot average



Ind 2+

16.3 %

9.1 %



Ind 18-34

16.5 %

7.9 %

9 weeks of broadcast (January – March 2014)







The show will be adapted in Germany (Sat.1) and in the US (Fox)

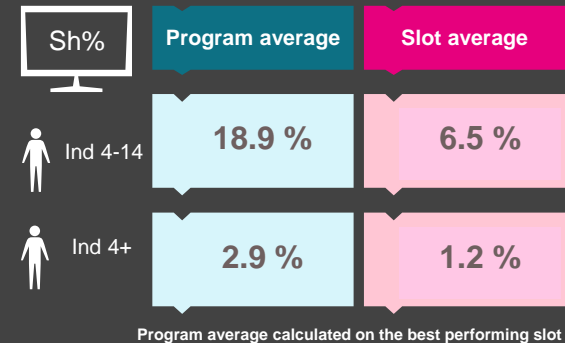
Case Studies

Tahiti Quest – France (Gulli)



In a family feud show shot in Tahiti, five families (two adults with two children) take each other on in a variety of physical challenges to win an incredible journey across French Polynesia. In the spirit of Survivor's tribal challenges, kids and parents battle it out in games inspired by the legends of the Archipelago that include both physical and mental elements. Reflexion and ability are needed to take it all. The program is supported by a digital platform available on the website Gulli.fr that provides news and information on the show. During the broadcast, viewers can also share tweets @TahitiQuestOff to comment and predict the winner as well as answer quizzes about the show via the website and the app of Gulli.

Scope	 +  TV Web
Content & Interactivity	<ul style="list-style-type: none"> • TV Broadcast • Play along • Additional content
Technological tools	    App Catch-Up







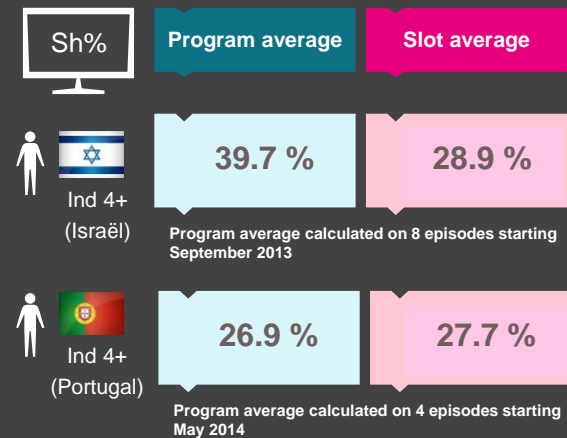
Case Studies

Rising Star – Israel (Channel 2) / Portugal (TVI)



Rising Star is a live singing competition that aims to discover the next big musical star. The contestants are evaluated by four judges as well as home viewers, who are able to vote in real time using a free second screen application. Viewers play a key role in every decision made on the show as they decide who will go on to the next stage using a dedicated app (makoTV app). Their votes are counted in real-time, while their individual pictures from their Facebook profile appear on a large screen that faces the contestant. Thus the screen separates the contestants from the live audience and the judges who vote simultaneously by pressing their buttons in the studio. **Only when the candidate receives 70% of the votes**, including the judges', will the screen be lifted so he can see the entire audience. It is broadcast **live in its entirety**, beginning with the first audition.

Scope	 +  TV Web
Content & Interactivity	<ul style="list-style-type: none"> • TV Broadcast • Real time online voting
Technological tools	  App



Case Studies

2014 Sochi Winter Olympics – France / UK / USA




TV

 **FRANCE**
(France 2, France 3, France 4)

✓ **900 hours** available on all devices

 **UK**
(BBC One, BBC Two)

✓ 6 live HD broadcast = **650 hours** of live action

 **USA**
(NBC, CNBC, MSNBC, NBCSN, USA Network)

✓ **1000 hours** of live streaming coverage



Web

✓ Schedules, tables & results

✓ Exclusive content & Videos on demand

 **FRANCE**
francetvsport.fr

 **UK**
bbc.co.uk/sport

 **USA**
NBCOlympics.com



App

✓ Several competitions and ceremonies

✓ Results in real-time, schedules, table of medals...

✓ Athlete information and profiles

 **FRANCE**
FranceTVSport app

 **UK**
BBC Sport app

 **USA**
NBC Sports Live Extra

About the Author

Eurodata TV Worldwide

Created by Médiamétrie, Eurodata TV Worldwide analyses and distributes programming and audience information, based on its partnership with the national institutes operating people meter systems throughout the world. Today, Eurodata TV Worldwide's database contains more than 5500 channels in more than 100 countries and provides exhaustive daily program information including: content, production, international distribution and the audience levels for targeted programs, all data emanating directly from the relevant authorized institute based in each country around the world. These data provide a range of services which help in the decision-making process of international professionals within the broadcasting world.

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