

Playground of the Converged Producer

New opportunities in a fragmented media landscape

Speaker: Peter Giles

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Digital distribution of content - current models

Jibjab - pay for download, player banner

Happy Tree Friends/Atom Films - top & tail ad

Branding of content with bug/watermark



JIBJAB

SUBSCRIBE TO JIBJAB

HOME ANIMATION ECARDS BLOG STORE SUBSCRIBE STU

Political: This Land!

CLICK TO LAUNCH


This Land

SEND THIS TO A FRIEND

- This Land!
- JibJab and Bud
- Drugs I Need
- Good to be in DC!
- Matzah!
- Second Term
- Ahnuld for Governor
- Founding Fathers
- The Musical
- Funny Foreign Names
- Bush Versus Gore

Yahoo Presents JibJab - Second Term

NEW! **JIBJAB**
presented by **YAHOO! SEARCH**



Email This Page to a Friend

Visit the JibJab Store!

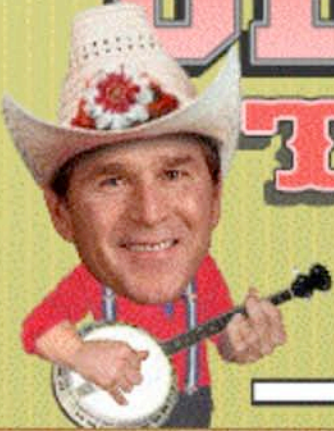
Download This Movie to your Desktop for \$2.99

Subscribe to JibJab's Free Newsletter

Click Here to Send Toys to Kids in Iraq

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JIBJAB Presents
SECOND TERM!




Starring
GEORGE W. BUSH

5.8 MEGABYTES

Progress bar: []



PRESENTED BY  atom FILMS

HAPPY TREE FRIENDS®

Quick Pick



the show will begin shortly



clicking this advertisement will not affect loading.
links open a new window.



Send to a Friend

mondo
mini shows™

happy tree friends

send it to a friend

your friend's name:

your friend's e-mail address(es):

you may mail this message to more than one person
by placing a comma between the e-mail addresses
your e-mail address:

your name:

subject:

note:

I want to be a Happy Tree Friend!

send it! cancel

check out more

HAPPY TREE FRIENDS 



Portals for digital distribution

Yahoo - currently estimated global audience of 300 million

Yahoo audience est 1 billion by 2010



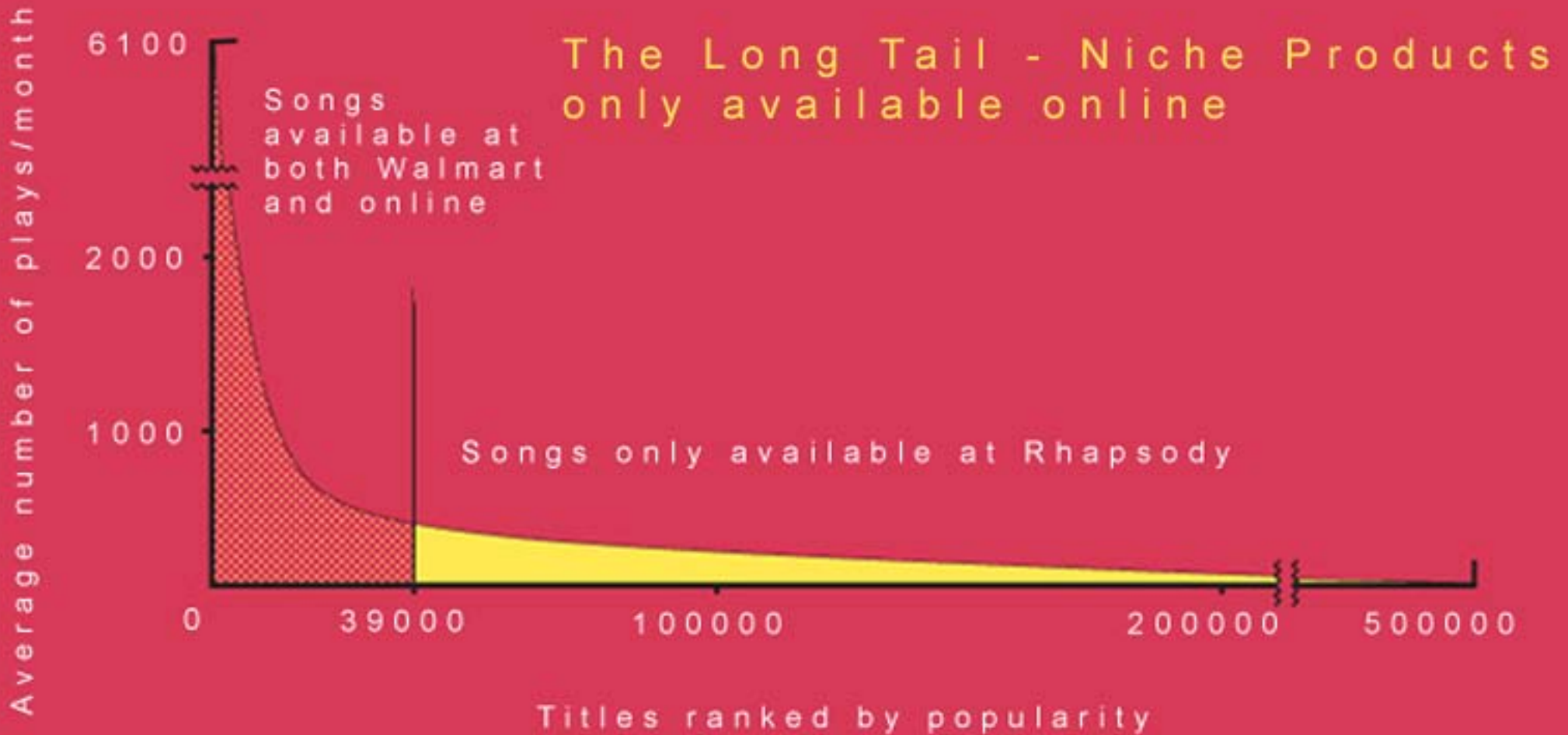
Cineclix - digital distribution of film festival content

Micropayment system where producer gets 25% - 50%

Cross promotion between web and festivals

Digital Rights Management system to minimise piracy





Chris Anderson, wired Magazine, Nov 2004

The Long Tail - Niche products

Online services carry far more inventory than traditional retailers



Rhapsody inventory - 735000 songs
22% of sales of songs only available online



Amazon inventory - 2.3 million books
57% of sales of books only available online
Typical Barnes and Noble - 130000 books



Netflix inventory - 25000 DVD's
20% of sales of DVD's only available online
Typical Blockbuster - 3000 DVD's

Chris Anderson, wired Magazine, Nov 2004



There is a lot of content out there, how do we get recommended?

Viral distribution of content using social networks

Audience patterns for Big Pond - peaks at 9am, 1pm, 7:30pm

Searching for needles in the haystack



Video search - Google

Live plasma - visual map of recommendations

Search Engine Marketing - eg. Google Adwords

Navigating a sea of global content



Computers are a small part

Set top boxes, Games consoles, handhelds and mobiles are all connecting to the internet

Move away from one to many model of broadcasting

Personalising media preferences



How are advertisers dealing with this?

New environment is more measurable, precise and targetted

Number of 'clicks', tracking user behaviour, meta data - hitwise.com.au

Many major companies questioning effectiveness of TV advertising

Since 2001 McDonalds cut TV ad spend from 80% to 50% of budget
(Businessweek.com)



Interactive television - developing relationships with audiences

Interactive advertising on Foxtel, Honda UK campaign

Games and interactive experiences can hold users longer than 30 sec

User generated content - everyone wants to be famous



“Advertising has been built around reach and frequency, but depth and duration of experience is going to be the next big metric.”

Reactrix Agency CEO Mike Ribero, Inc Magazine, Aug 2005



Advertising principles apply to producers

Producers have access to a 'feedback loop' with audiences

Increasingly need to make use of this link to engage audiences



So what is cross platform production?

Diversification of message across platforms:

Internet, TV, radio, public screens, mobiles, games - all linked

Seizing opportunities to reach audiences in new ways

Extending the depth and experience of a project

Ideally it is a seamless experience for the viewer/user



Opportunities for linear producers in emerging media

“Rich” video and animation content now available on broadband internet, 3G mobiles, handhelds and public screens

Skills of visual storytelling increasingly in demand

New ability to reach niche global audiences

Finding new revenue streams from new platforms eg. wallpapers, ringtones, SMS, digital distribution, brand partnerships

Re-purposing and re-versioning content for new platforms



The skill set of converged producers

Creating new partnerships with the games and IT industries -
interactive specialists on every team

Cross platform propositions become part of any pitch

Flexibility to depart from linear production process - more adaptive
production management process

Getting to know your audience - and connecting directly with them

Making links with advertisers, making brand partnerships

