

THREE SCREEN STRATEGIES
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THREE SCREEN STRATEGIES

- A short history of screens
- The customer value proposition
- Detailed user story
- Challenges to executing
- Monetising content over three screens
- Is a three-screen strategy critical?

A SHORT HISTORY OF SCREENS

1940s: 1 Screen



1980s: 2 Screens



1990s: 3 Screens

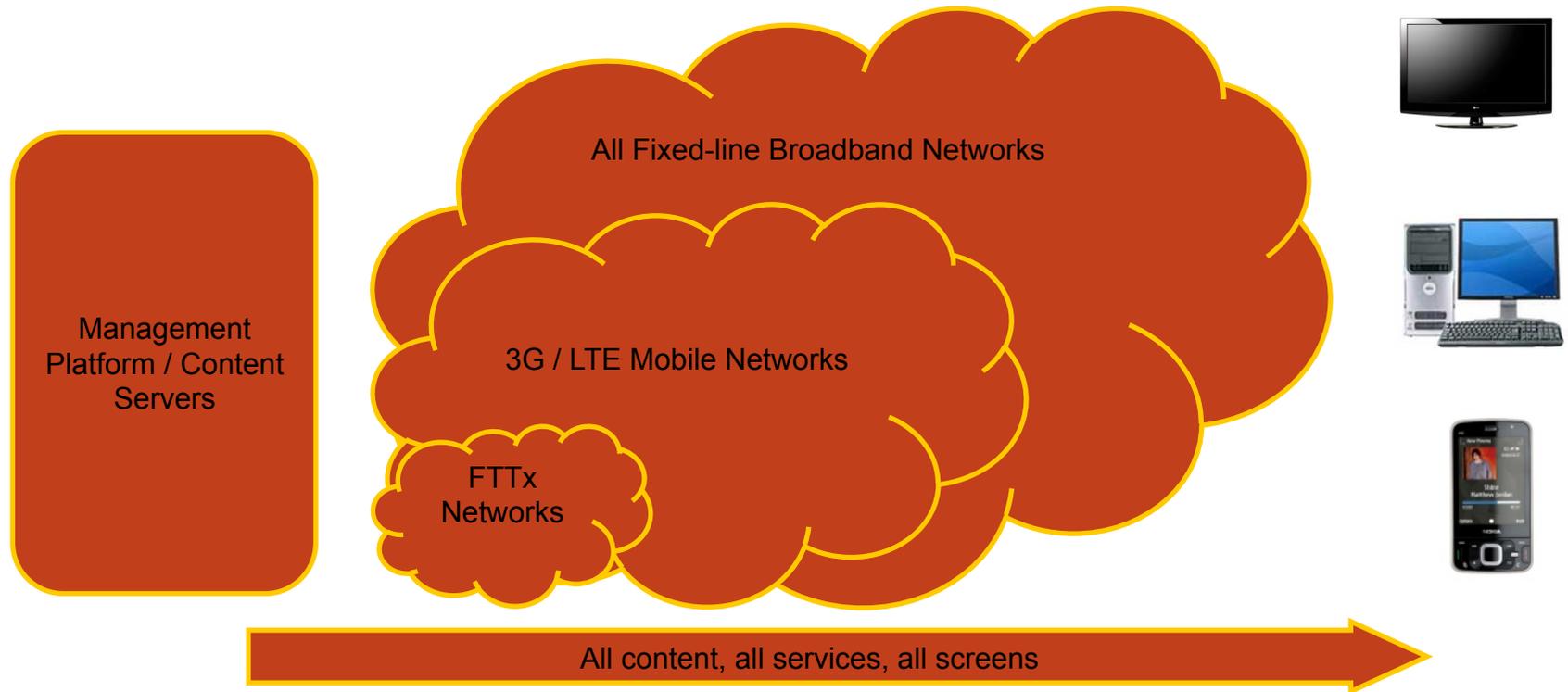


mobilegazette.com

And now...



THE CUSTOMER VALUE PROPOSITION



TV converged services
 The *Quantum of Solace* bundle

- Rent the movie on TV
- Download the soundtrack as MP3 to PC
- Install the theme as a ringtone on phone

eircom.net converged services

- Browse VoD library, watch trailers and purchase for later viewing on TV
- View TV EPG and set PVR in the home to record
- Follow-me VoD from TV to PC

Mobile converged services

- Browse VoD library, watch trailers and purchase for later viewing on TV
- View TV EPG and set PVR in the home to record
- Follow-me VoD from TV to mobile



DETAILED USER STORY: FOLLOW-ME VoD



From TV to mobile



From mobile to online



Step 1

Late afternoon, Janet begins watching an episode of Desperate Housewives on TV in the sitting room through her telco's on-demand TV service.

Halfway through she pauses the episode and leaves the house to pick the children up from school.

Step 2

The traffic is light so Janet arrives at school early. She parks the car and takes out her 3G mobile phone.

A few taps later, the episode of Desperate Housewives is listed in her "my rentals" list of available movies.

She clicks on the episode and it resumes at the exact point she stopped watching in her living room.

The children come out of school and she presses pause on her phone.

Step 3

After arriving home, the children sit down to watch Doctor Who their telco's on-demand TV service in the sitting room.

Janet slips into the office upstairs and clicks through to her "my rentals" list on her telco's online VoD service

She selects the episode of Desperate housewives and it resumes playing the final minutes from the exact point she stopped watching on her mobile phone.



CHALLENGES TO EXECUTION 1



- Modern screen-agnostic Content Management System
- Modern format-agnostic video servers
- Cross-screen DRM / CA
- New contracts with rights holders
- Combined three-screen business case

CHALLENGES TO EXECUTION 2



- Legacy CMS (probably stovepipe, closed, proprietary platforms each with vested interests in perpetuating the utilisation of legacy platforms)
- Proprietary, single-format / single protocol Video Servers
- Screen-specific DRM / CA
- Existing contracts with content rights holders that need to be extended
- Existing business case that needs revising with additional cost without much additional revenue

MONETISING CONTENT OVER THREE SCREENS

Warning

Adding screens can add value and undoubtedly adds cost but does not necessarily add revenue

Questions

1. Is the content appropriate to the screen
2. Do the rights cost more for a particular screen?
3. Would anyone pay extra to watch the content on a particular additional screen?
4. How big is the audience for the content on a particular screen?

Try these questions out on movie trailers, The Six O'Clock News, Coronation Street and Transformers 2.

If the answers are favourable then it is up to the capabilities of your platform to drive the maximisation of the content rights you acquire.

This leaves only one question: Who would watch Transformers 2 in the first place?

IS A THREE-SCREEN STRATEGY CRITICAL?

Questions for your organisation

1. What are your competitors doing in terms of functionality and content?
2. What are your competitors capable of?
3. Are you therefore doing it to compete, differentiate or make money?
4. Will your customers accept you delivering content to additional screens?
5. Do you have any existing fit-for-purpose capability that can be leveraged?
6. How do you get the business case through the organisation?

THREE SCREEN STRATEGIES

Questions