

Three Screens: The Strategy for Success

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- The market potential for a three-screen strategy
- The three-screen customer value proposition
- Monetising content across three screens
- Challenges to executing a three-screen strategy
- Critical capabilities required to deliver the strategy
- Profiling and targeting advertising at the three screen customer

A short history of screens

1940s: 1 Screen



1980s: 2 Screens



1990s: 3 Screens



mobilegazette.com

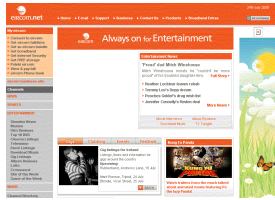
And now...



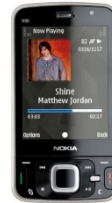
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Market Potential



Screen 1: Online



Screen 2: Mobile



Screen 3: TV

eircom / Ireland Market Facts

- eircom.net web site visited by 1.1 million unique viewers every month
- Meteor's 3G network launched in September 2008 / >1m mobile phone customers
- OneVision DTT hybrid can be a solution for the third screen

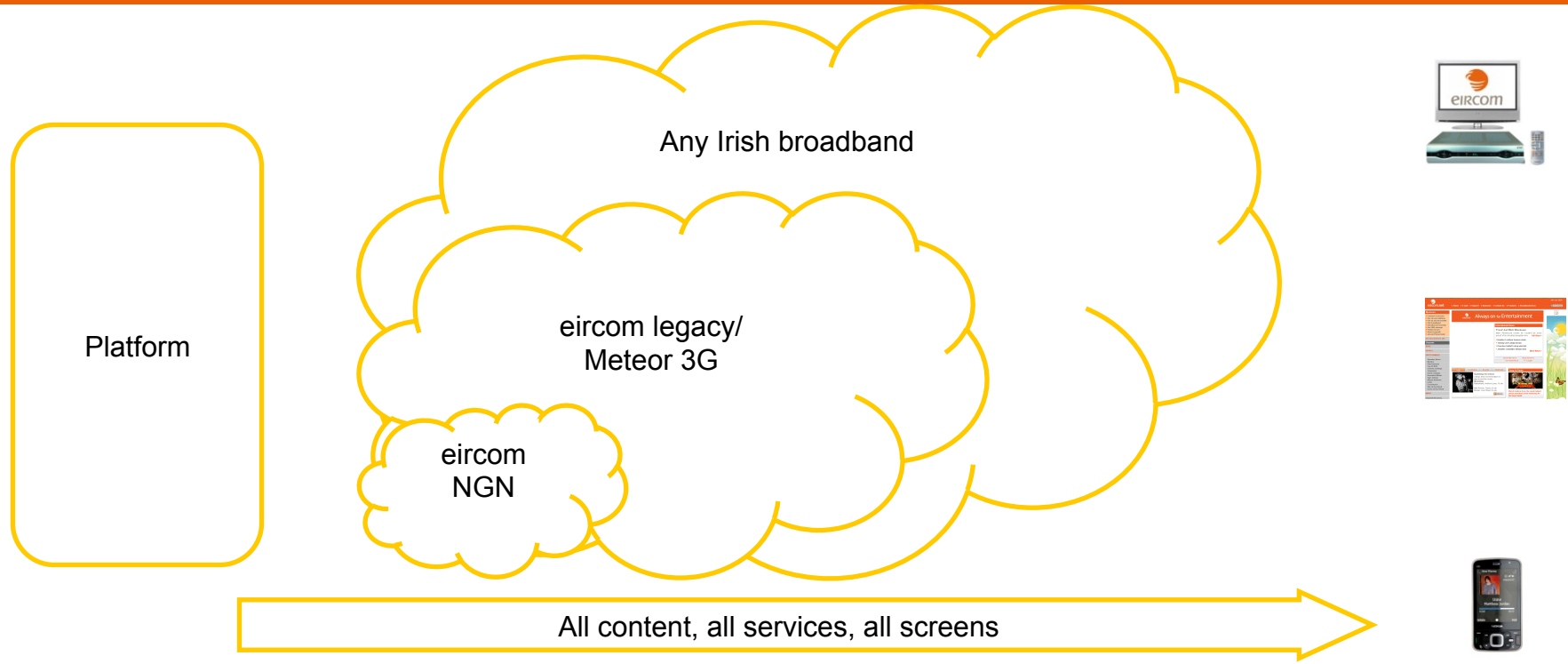


Screen 4: PMPs

- Instead of trying to solve three (or four) different problems, we need to view this in a device-agnostic way where a **known viewer watches content on a screen delivered over a network.**
- This implies we have a modern multimedia Service Delivery Platform (mSDP) that is agnostic to the viewing device or the media being delivered and enables propositions across all three screens (as well as Telco 2.0 data-driven features such as targeted advertising, recommendations, follow-me TV and remote PVR)



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



Step 1

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

Janet slips into the office upstairs and clicks through to her "my rentals" list on eircom.net.

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.

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?

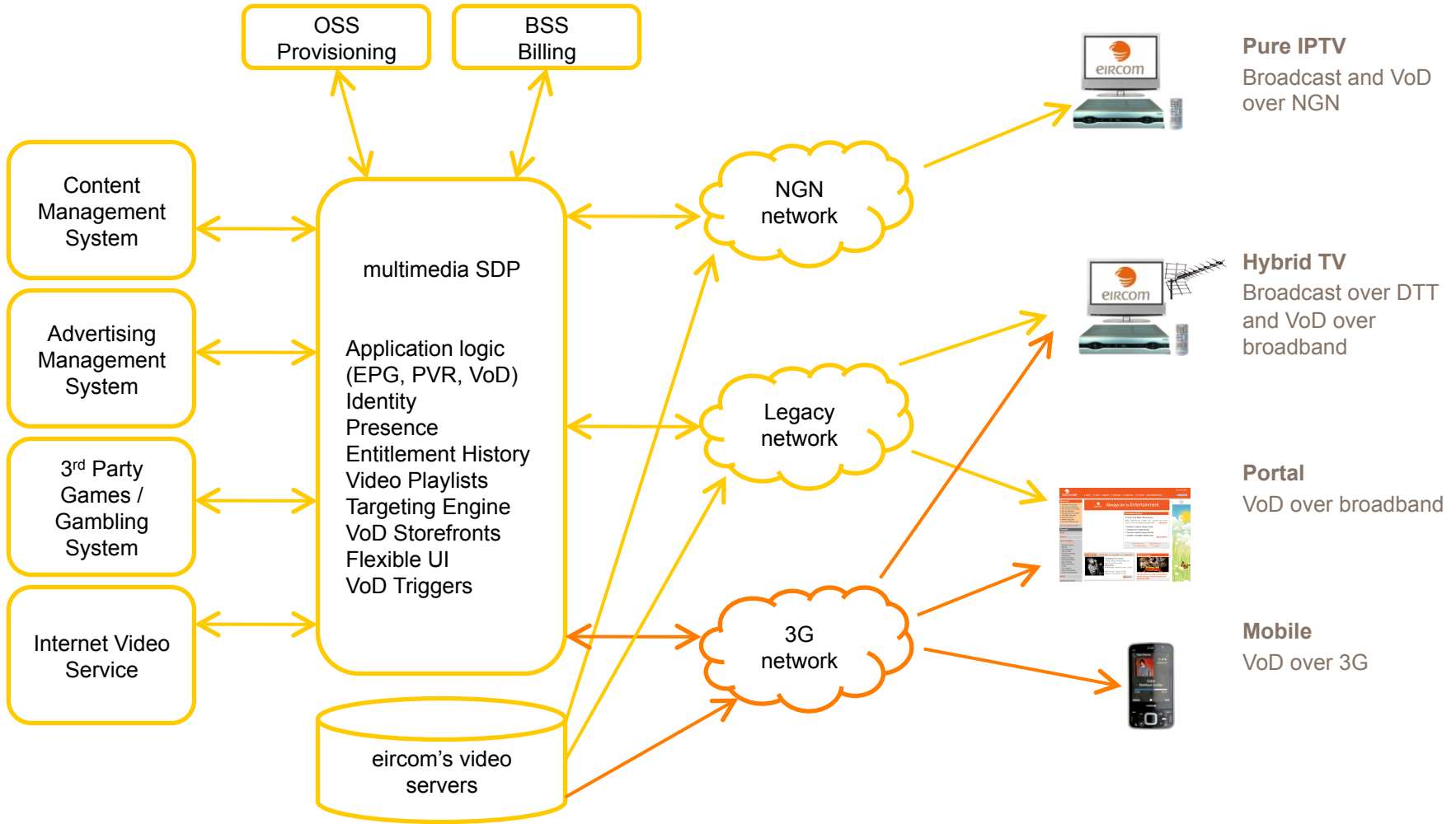
Challenges to execution

- Legacy, legacy, legacy
 - You want this →
 - Instead you inherit
 - Stovepipe, closed, proprietary platforms
 - Vested interests in perpetuating legacy platforms utilisation



- Supported screens (mobile phone platforms, StB platforms, codecs, DRM/CA)
- Platform and network capability
- The online video element is probably the most straightforward

Critical Capabilities: the mSDP



Targeting the Customer

The Strategy for Success

- Have a CRM strategy
- Use the viewing data to feed into CRM systems
- Acquire appropriate content for the different demographics and screens

Critical capabilities in the mSDP

- Identity
 - Entitlement
 - Presence
 - Targeting engine
- From this information you can profile:
- Household demographic (TV)
 - Individual demographic (PC and mobile)
- And achieve the holy grail of the three-screen strategy
- Targeted advertising
 - Targeted recommendations