The Future of TV And Big Data

Eric Kim / CEO

Streamlyzer, Inc

About Me

2013 Streamlyzer

2011 NETFLIX

2010 Trident

2008 NXP

2003 CONEXANT

Company Name	Streamlyzer, Inc
Establish	April, 2013
Employee	8 +
Address	850 Stewart Dr., Sunnyvale, CA 95085
Technology Portfolio	Streaming, Real-time Bigdata, Machine Learning, Personalization
Business Area	Online Video Analytics Online Video Platform

About Streamlyzer

- **Innovative Digital Entertainment & Media Technology Company**
  - Provide innovative technology to **connect audience and digital entertainment & media companies**
  - Focusing on **revolutionizing** the entertainment & media company
  - Delivery software, solutions and analytics to have **audience better** entertainment and media **experience**

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- The Future of TV
- Internet TV Replacing The Legacy TV
- Millennials
- US Online Video Market Landscape
- Video Ad Trend
- Strategies
- Success Story : Buzz Feed
- 시청률
- Conclusion

The Future Of TV

The Future Of TV?

SmartTV

4K TV

Revolution of TV Industry

TV Stations
(Free-to-Air)

8 Channels

Analog Cable

80 Channels

Digital Cable/Sat

300 Channels

Online Video

No Limit

Internet TV Replacing The Legacy TV

Multi-Screens (N-Screens)

You screen I screen We all screen

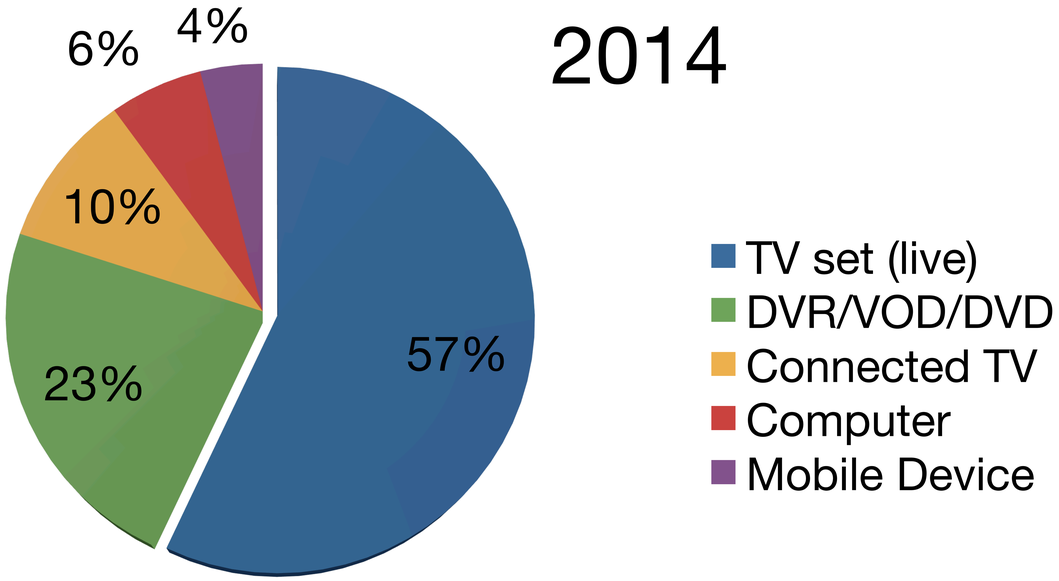
Consumers Expect To Watch TV Contents On Own Terms

Device Share of TV contents, USA , 1/2014

1950s

TV set (live) = 100% of Viewing

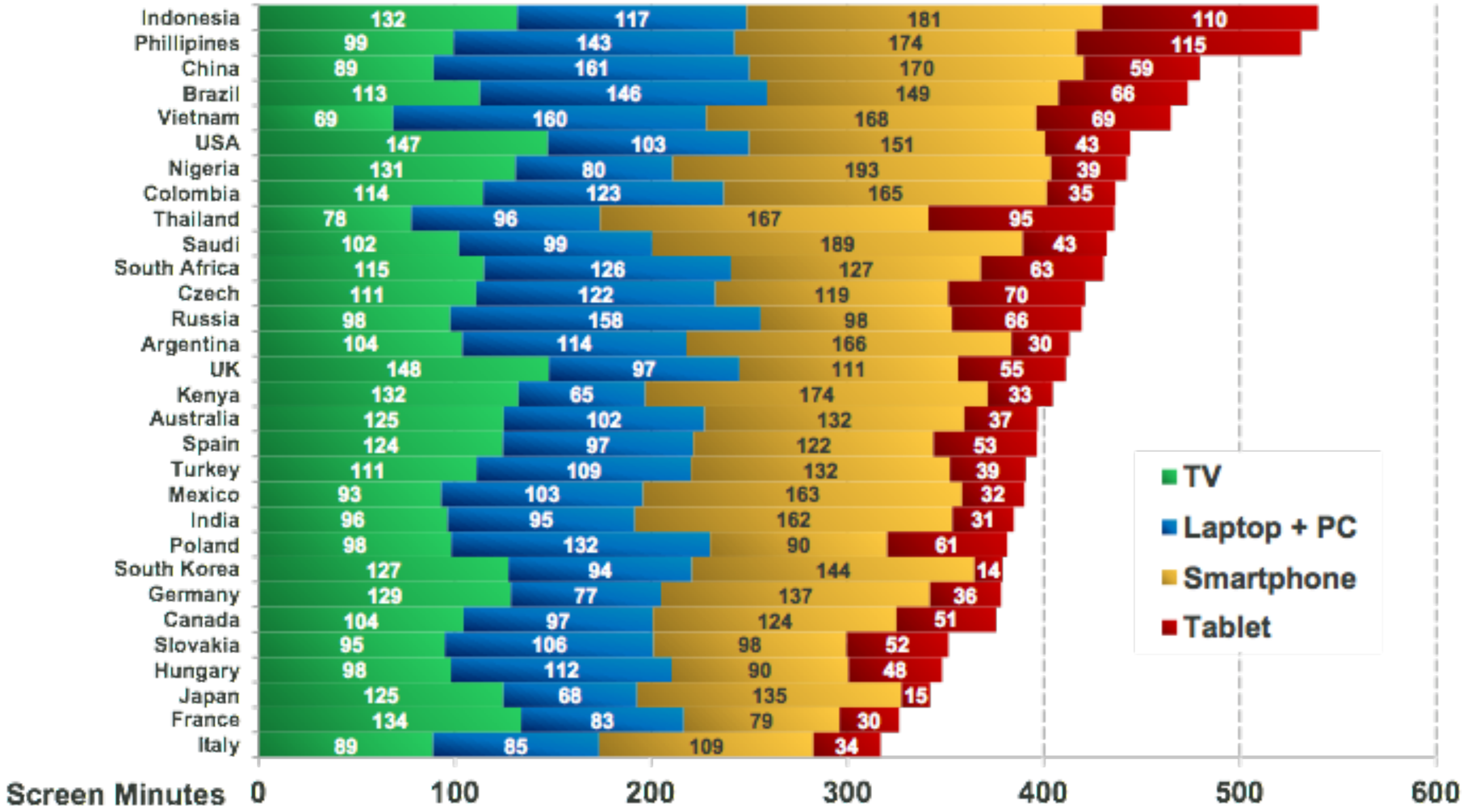
2014



Study based on 1,200 interviews in 1/14 among heads of households (18+) who watch any kind of TV. 124 Live TV defined as watching linear programming that is not time-shifted from original programming time intended

Smartphones Is Most Viewed / Used Medium

Daily Distribution of Screen Minutes Across Countries (Mins)

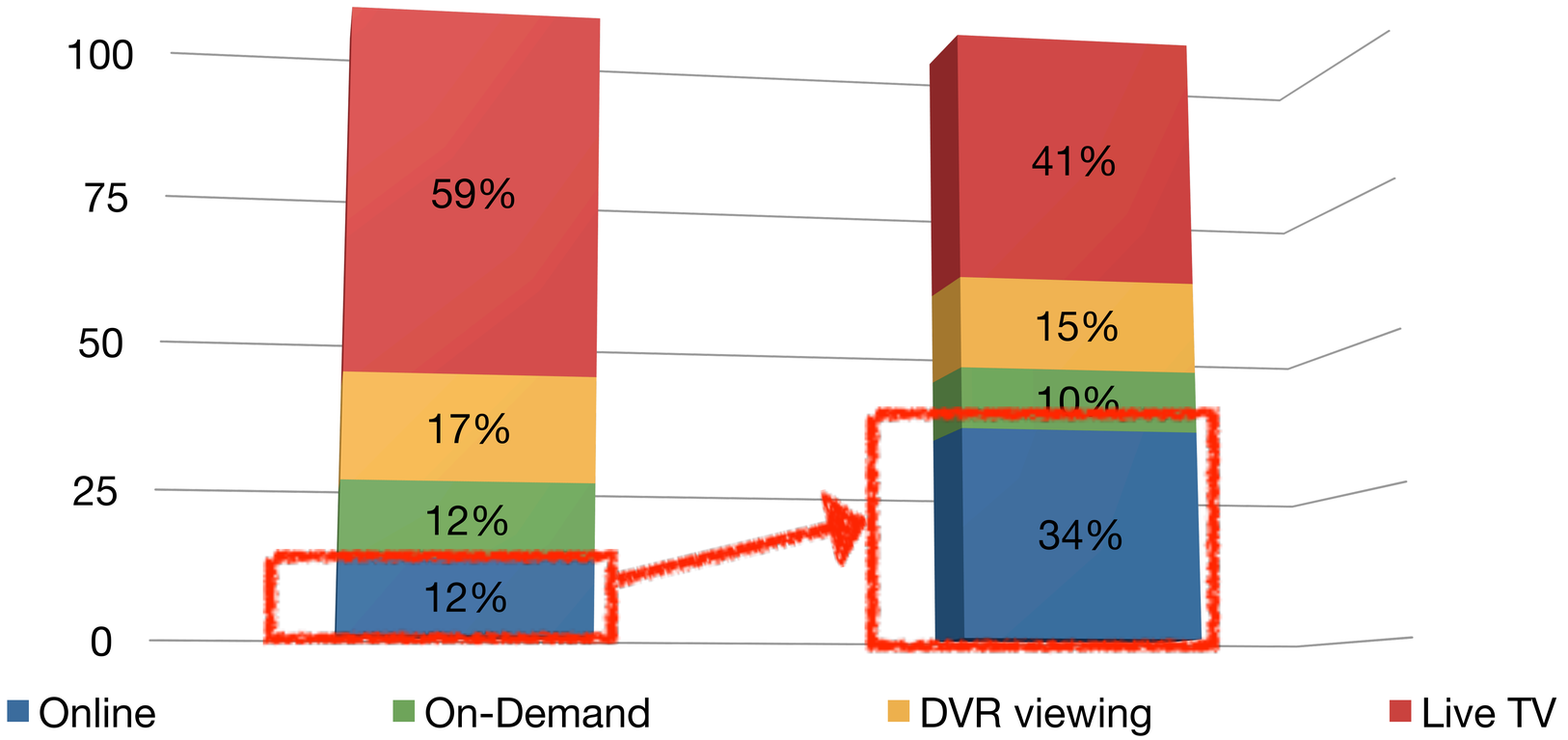


Source: Milward Brown AdReaction, 2014.

Millennials

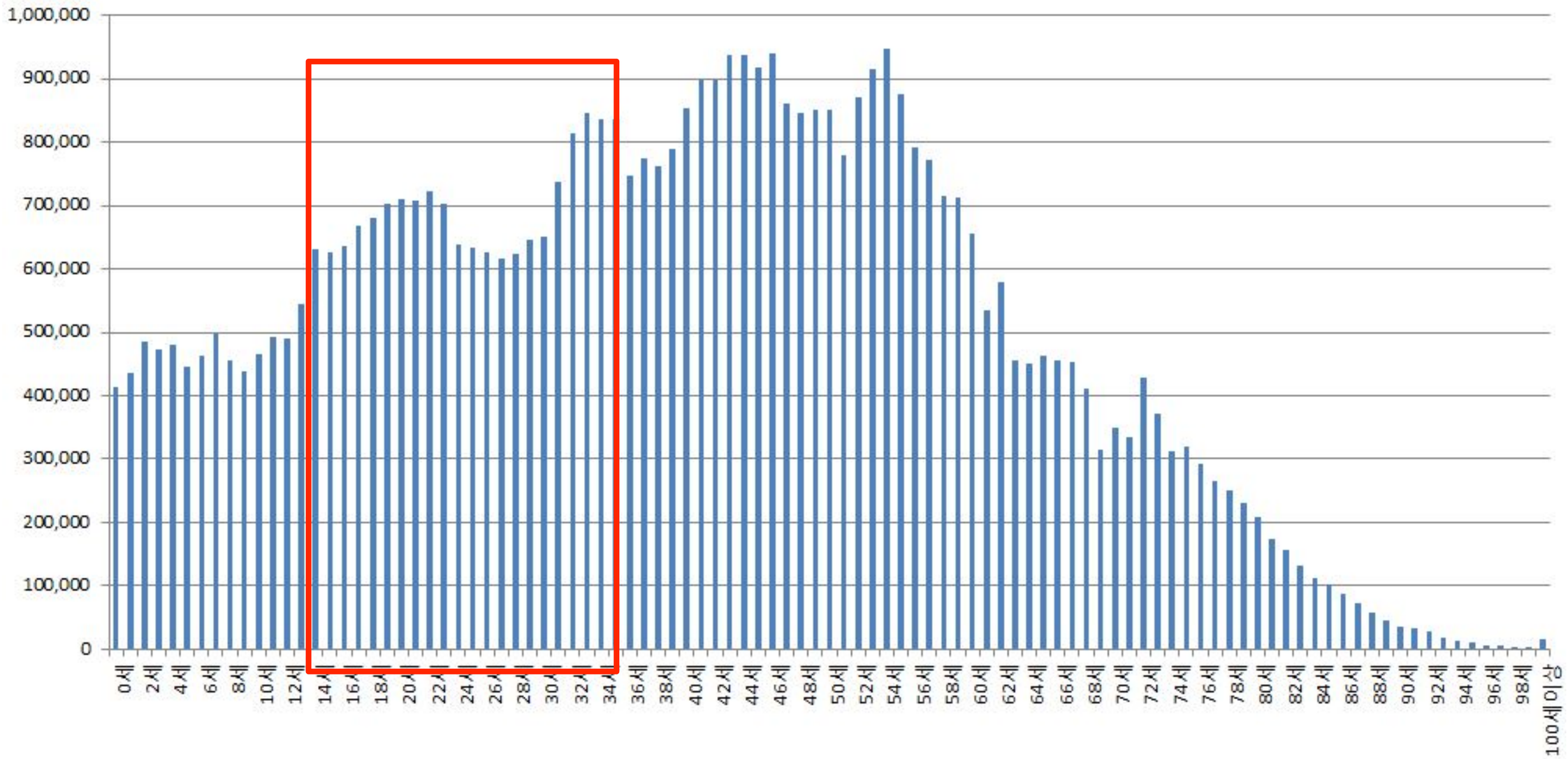
Millennials = 34% of TV Time Online, ~3x > Non-Millennials

Distribution of Total TV Time Millennials vs. Non-Millennials, USA



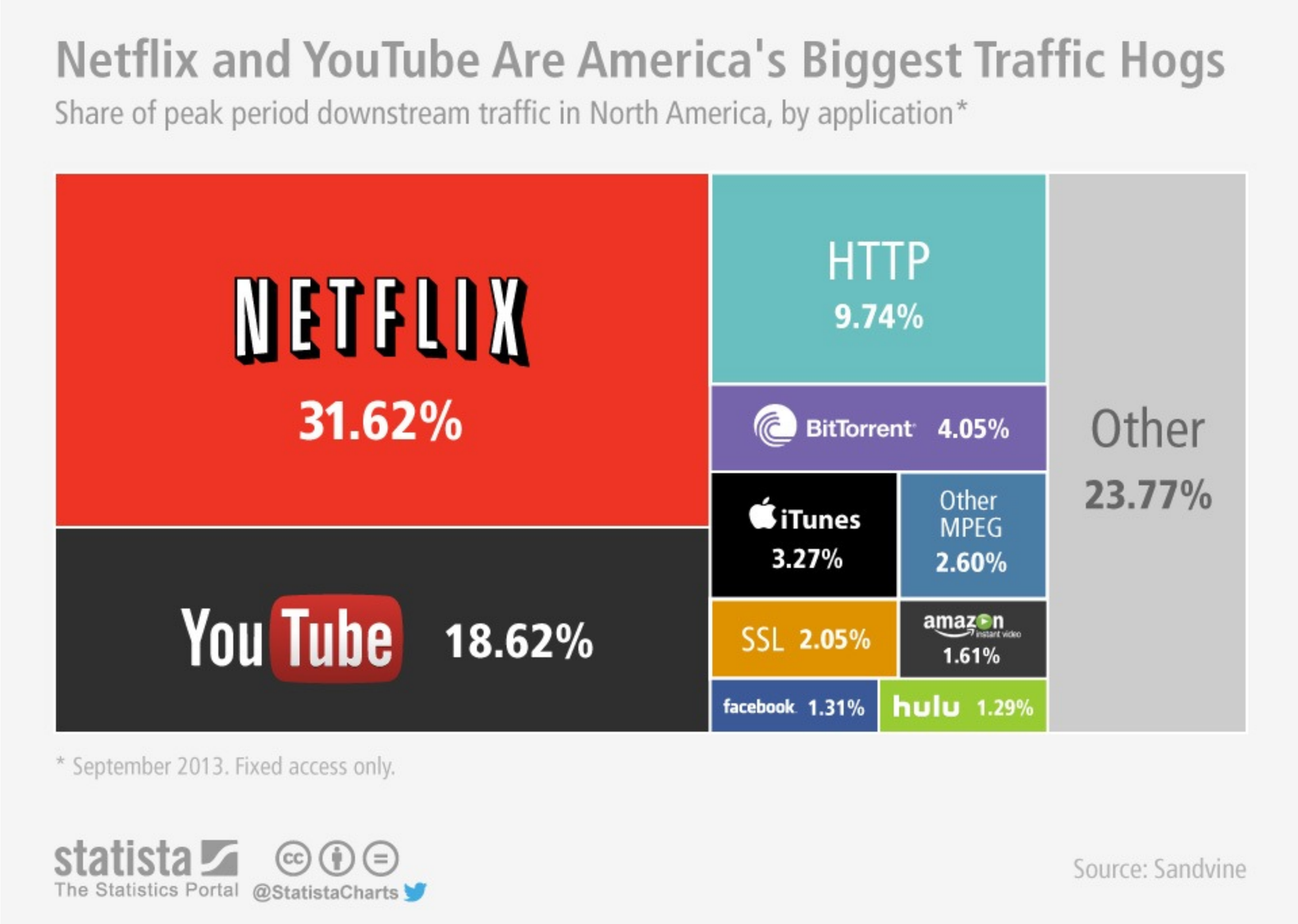
Source: Verizon Digital Media Study, 3/14.

대한민국 연령 분포도 (‘15 2월 기준)

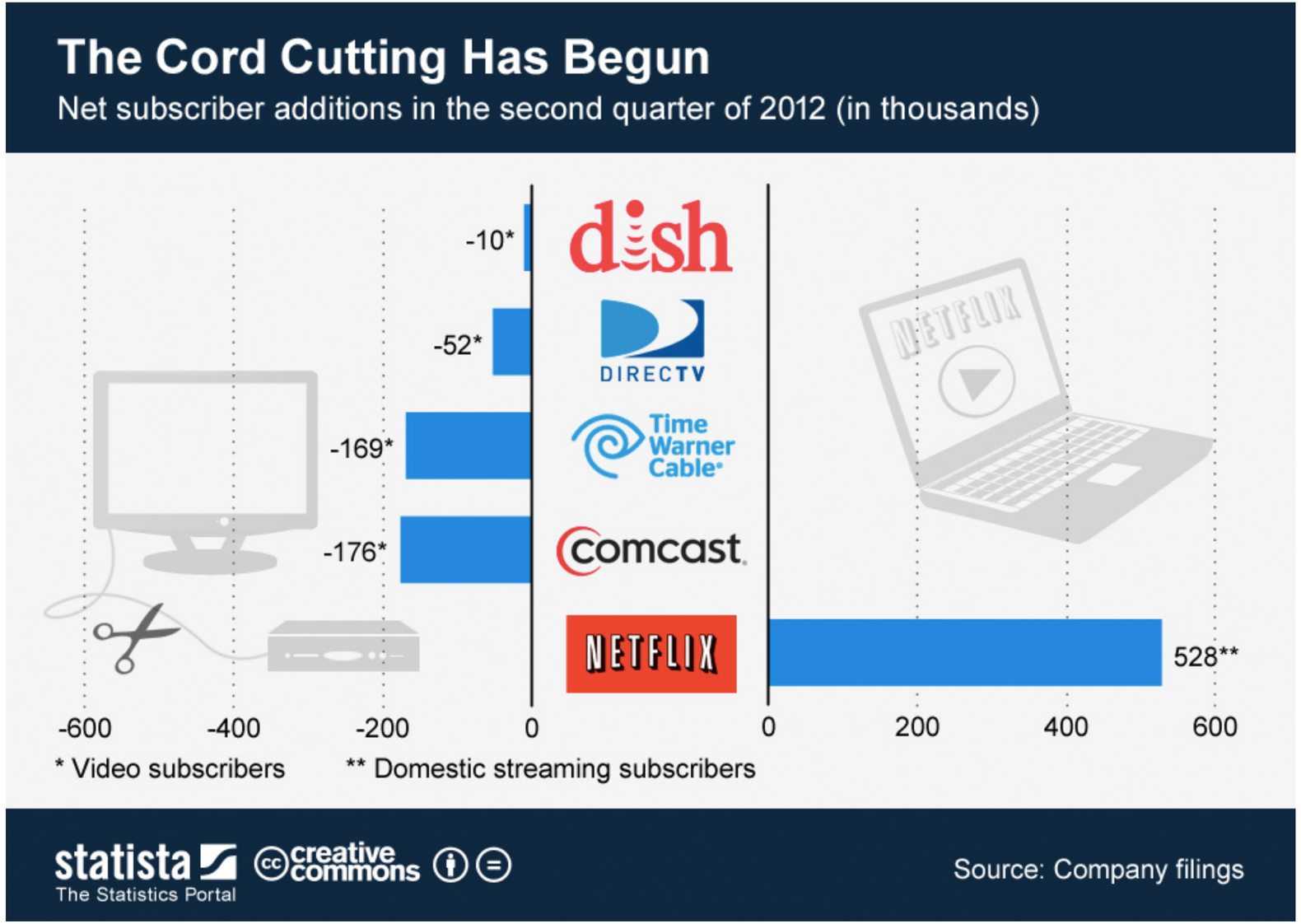


US Online Video Market Landscape

Downstream traffic in North America



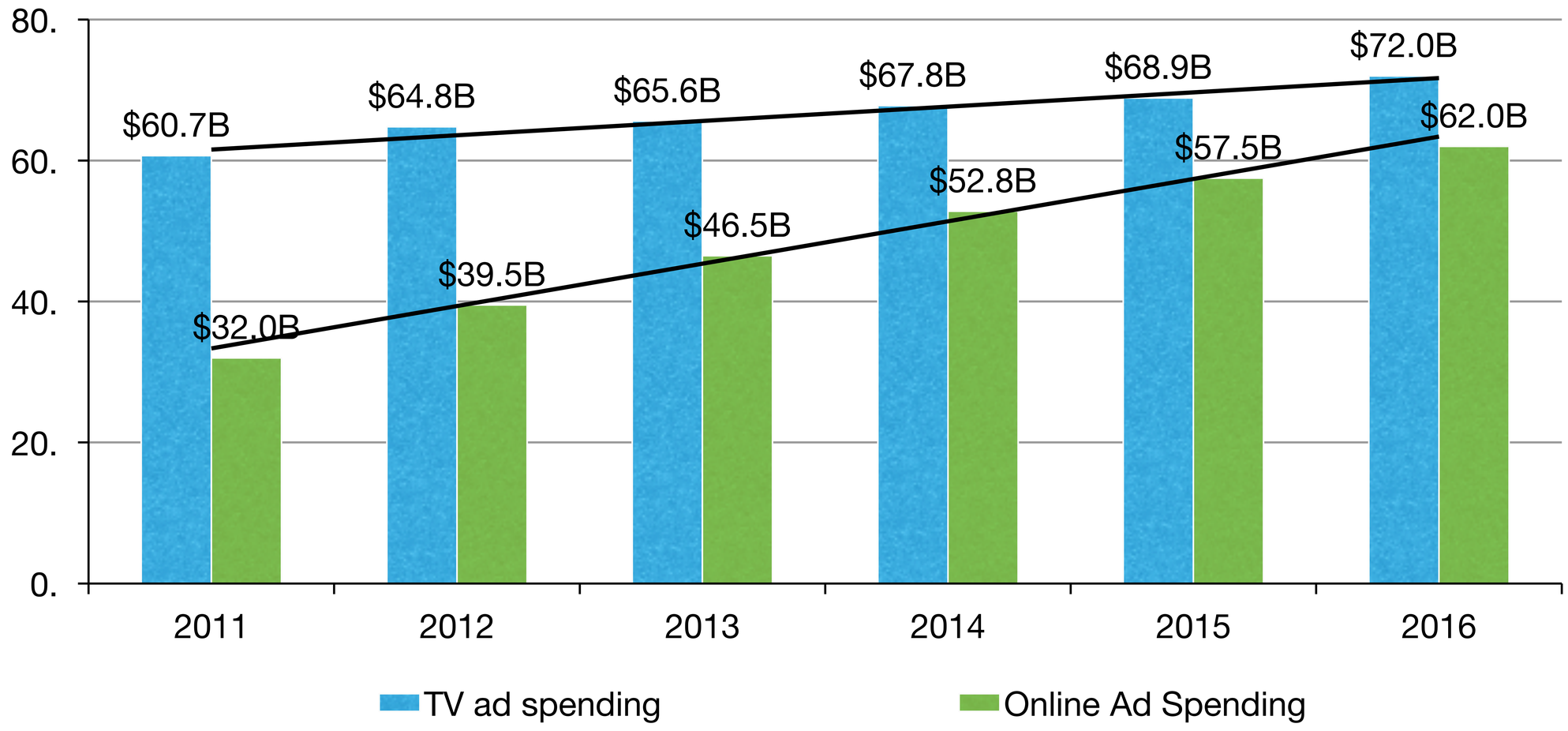
The Cord Cutting Has Begun



Launch Own Streaming Services form 2014/2015

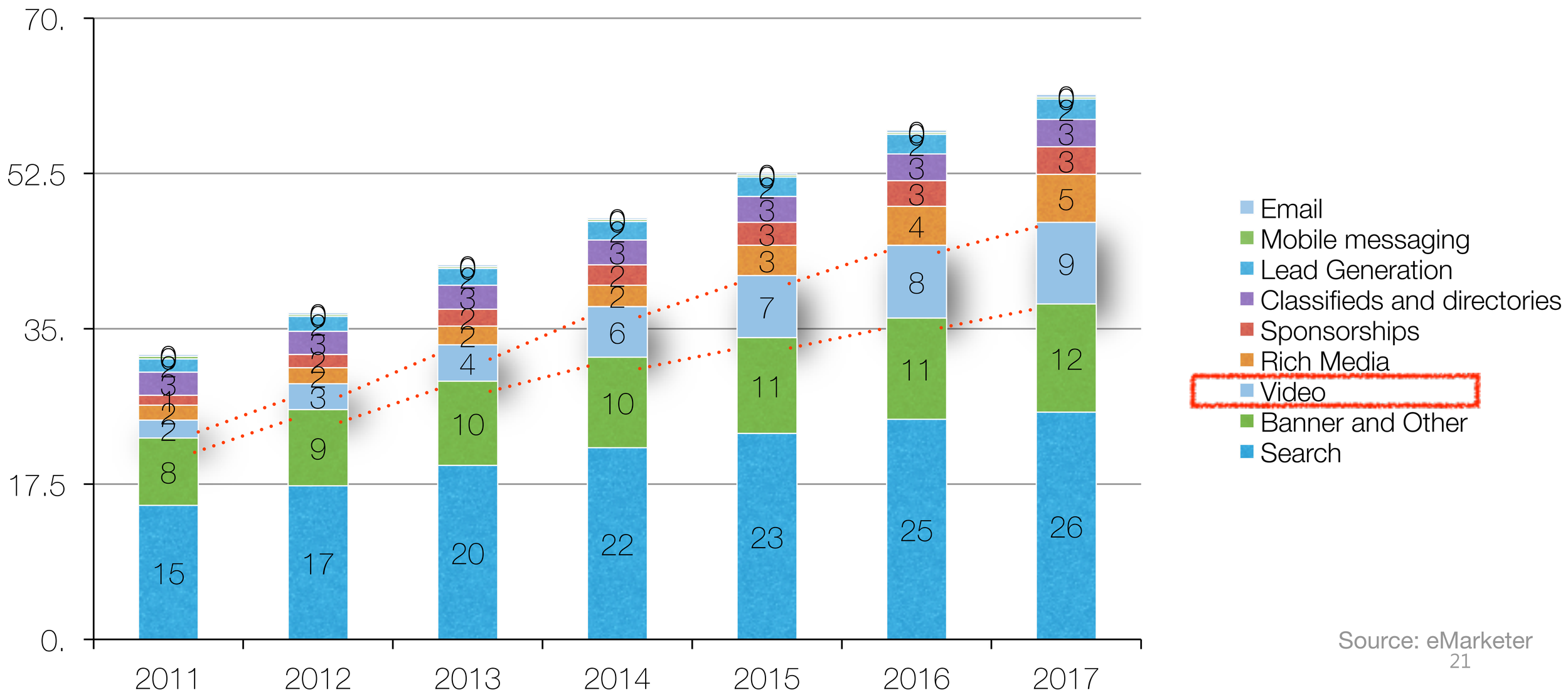
Video Ad Trend

US TV vs Online Ad Spending 2011-2016



Source: eMarketer

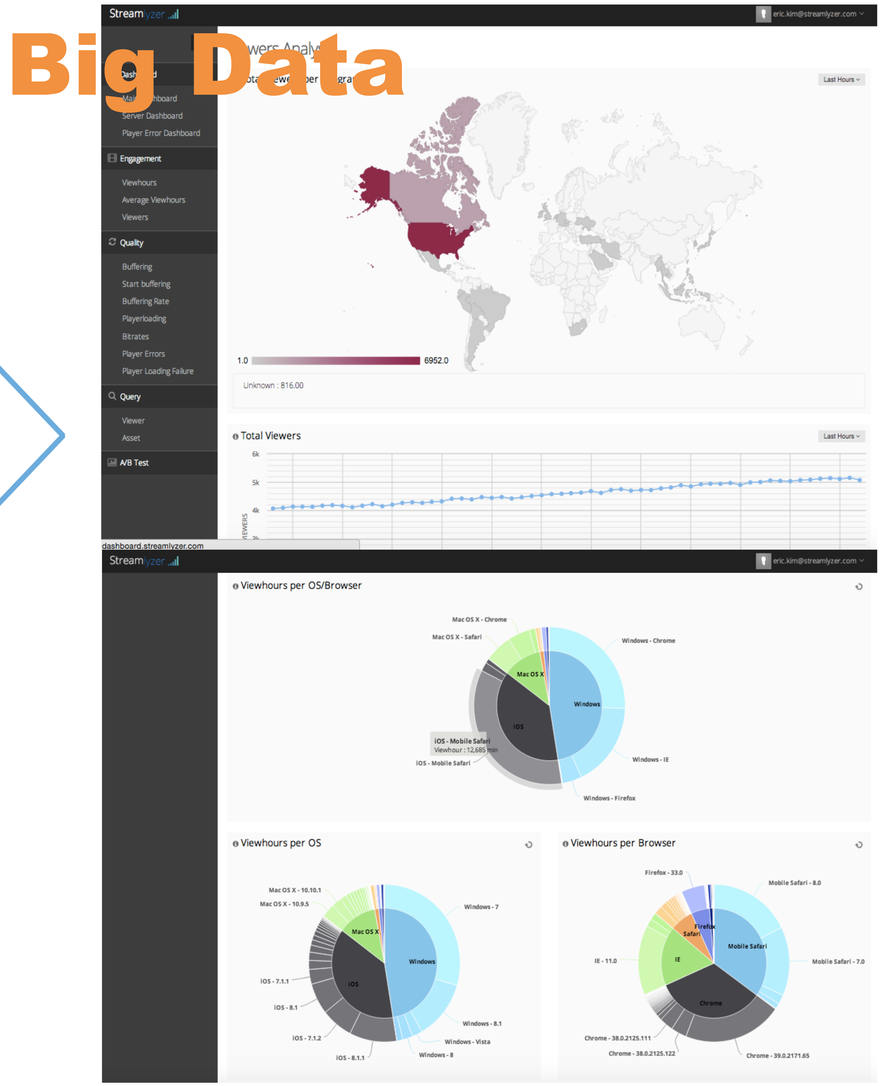
US Online Ad Spending Share, by Format, 2011-2016



Source: eMarketer

Strategies

Strategy 1 : Understand Users

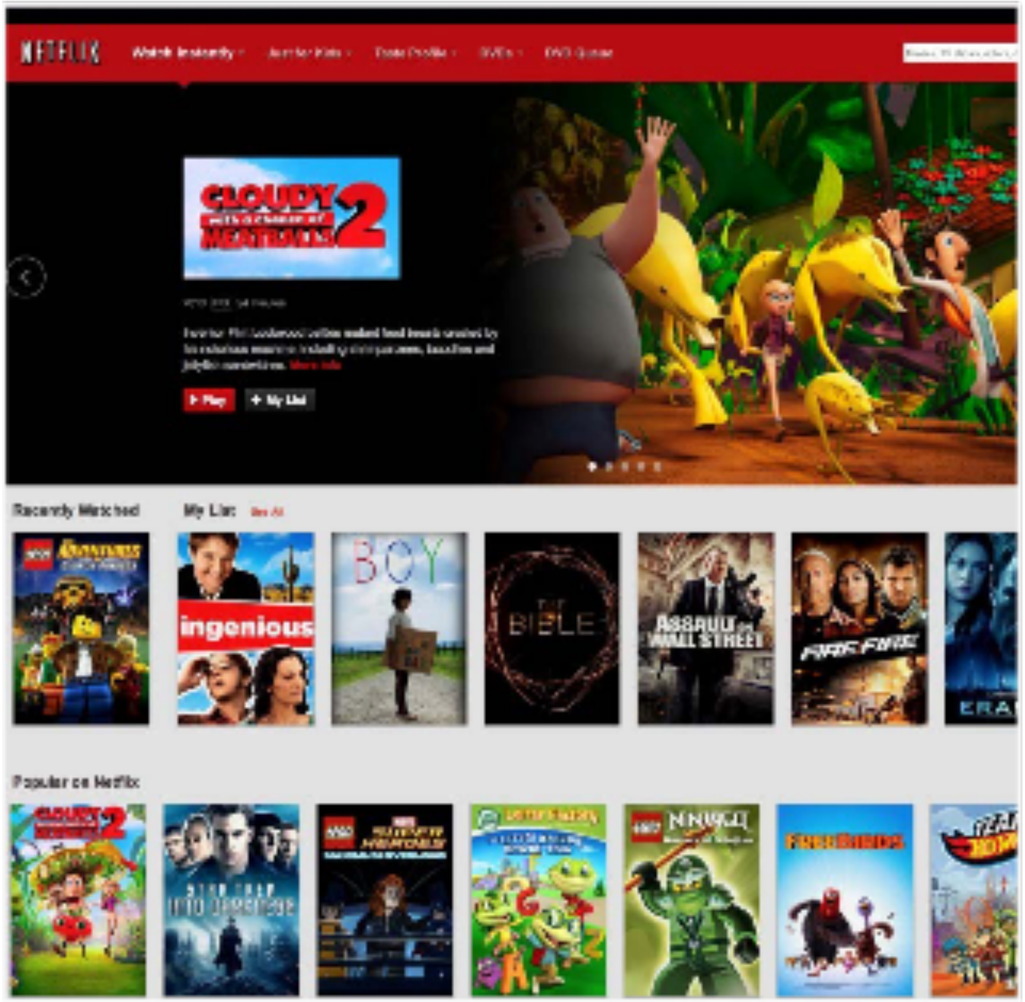


Strategy 2 : Be Shareable

- Add relevant ‘share’ buttons to your player
- Select an exciting preview image from the video real
- Expose the embed code so that users can post your videos on blogs and websites.

Strategy 3 : Personalization

A Father of Two

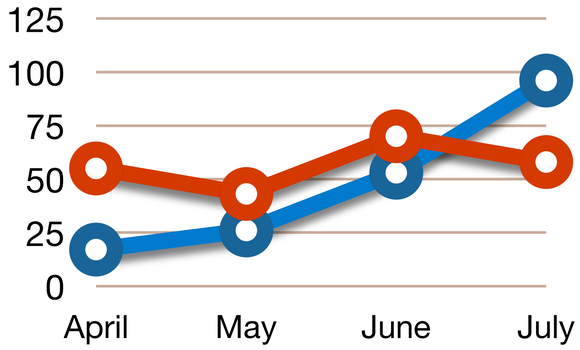


A Female Millennial

Strategy 4: Test & Optimization

Video Ad A/B Testing (Engagement .vs. Video Ad Revenue)

A



B

26

New Strategies For Success

1

Understand Your Customers

- Learn how your video content is consumed and by whom
- Where in the world are your videos being watched?
- How are they shared? On what devices, browsers and platforms?

2

Be Shareable

- Make it easy for viewers to share your content
- Measure exactly where and on what devices your videos are trending and make it viral
- Our brand gets a boost with new customers

3

Personalization

- Make your audience feel intimately involved with your brands
- Provide best UX (User Experience) and make them loyal customer
- Create better connections with your brand

4

Test & Optimization

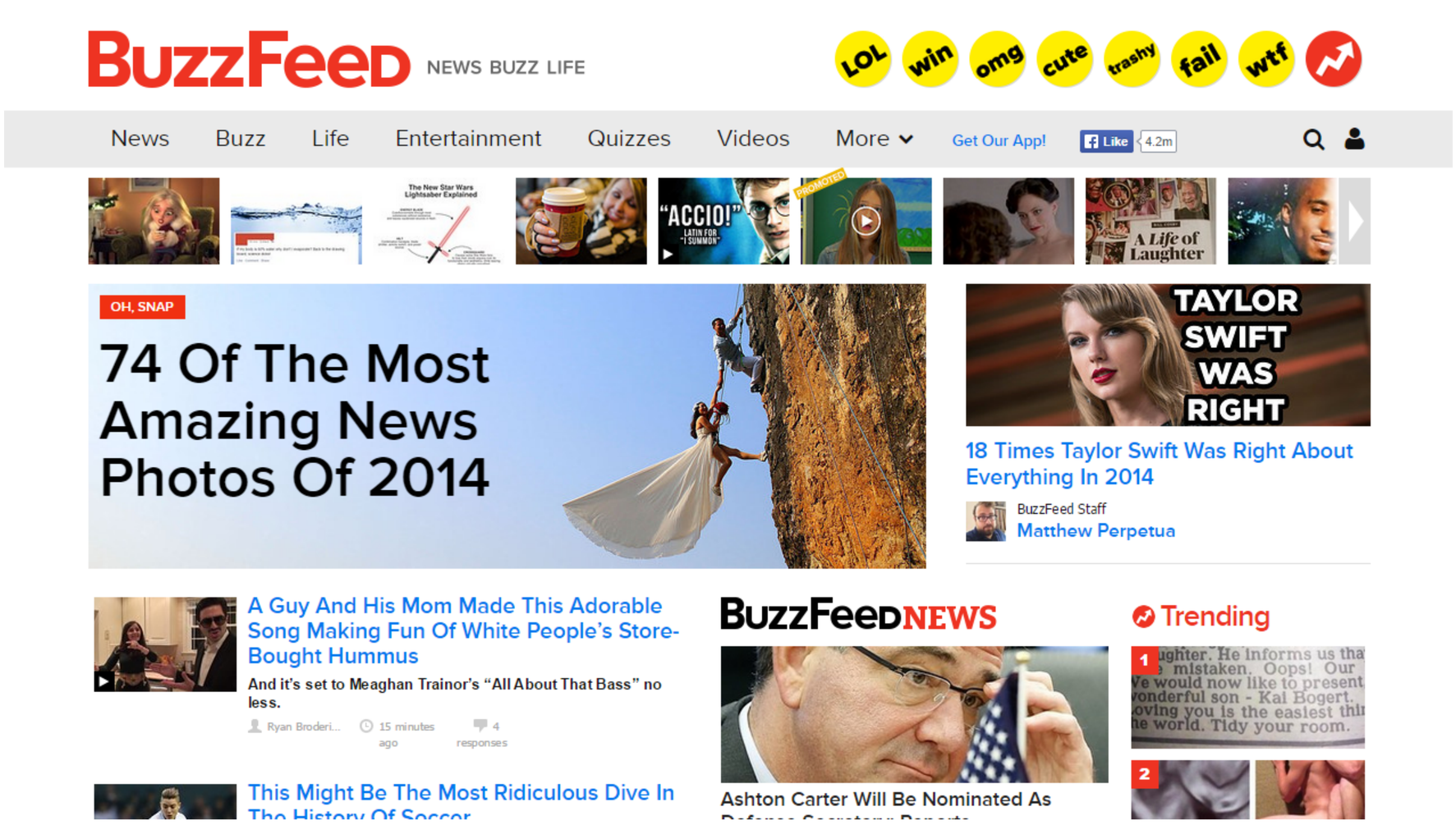
- Test your audience and Optimize your service
- Make your service running at best QoE(Quality-Of-Experience)
- Find out underperforming videos, viewership drop-off and solve the issues

Success Story : Buzzfeed

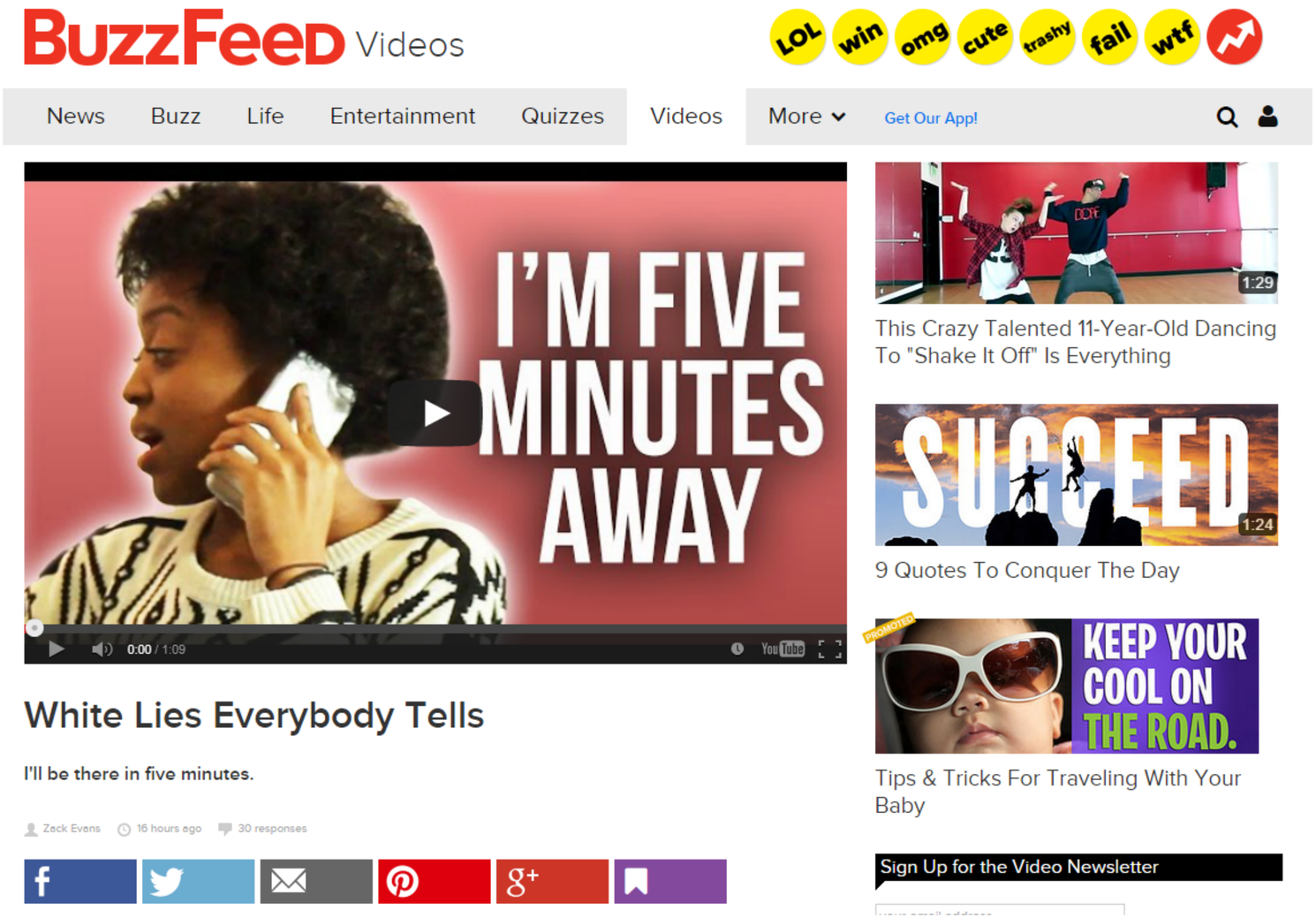
BuzzFeed

- 2014년 9월기준
  - 월 순방문자 1억5천 (뉴욕타임즈는 7천만)
  - 현재 회사가치 5조 (워싱턴 포스트는 2조 8천억에 매각)
  - 2014년 매출 1.2조 예상
  - 모바일트랙 50%이상, 18-34세 독자가 50%
- 지금 보고 싶은 것, 공유하고 싶은 것, 클릭을 유도
  - “BuzzFeed has it all : the news you want now, the stories and quizzes that will be buzzing on the social networks tomorrow, and the recipes and life tips you didn’t know you needed”

Buzzfeed Example.

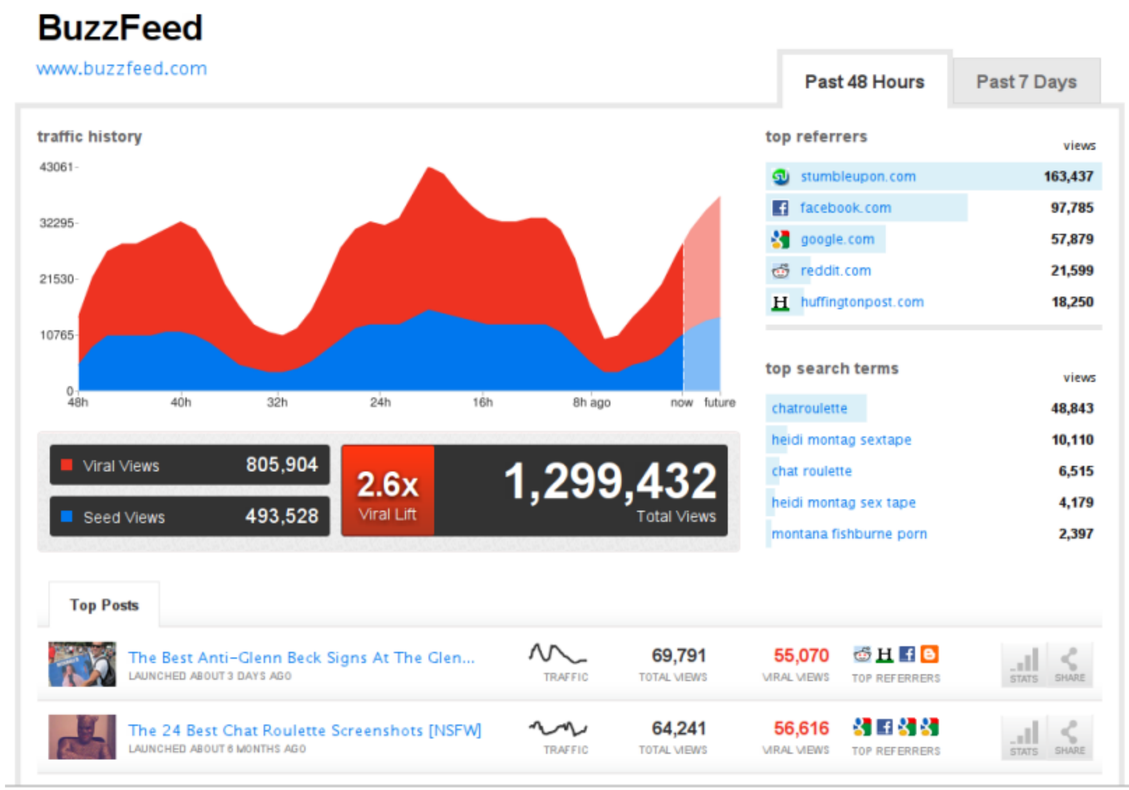


성공 요인 : 공유


BuzzFeed Videos
LOL win omg cute trashy fail wtf
News Buzz Life Entertainment Quizzes Videos More Get Our App!
I'M FIVE MINUTES AWAY
0:00 / 1:09
White Lies Everybody Tells
I'll be there in five minutes.
Zack Evans 16 hours ago 30 responses
1:29
This Crazy Talented 11-Year-Old Dancing To "Shake It Off" Is Everything
SUCCEED
1:24
9 Quotes To Conquer The Day
PROMOTED
KEEP YOUR COOL ON THE ROAD.
Tips & Tricks For Traveling With Your Baby
Sign Up for the Video Newsletter

성공 요인 : 데이터

- 콘텐츠 관련 데이터
  - 어떤 기사를 어느 채널에 얼마나 공유했는지?
  - 어떤 컨텐츠가 인기를 얻는지 에디터들이 학습할 수 있음
  - 성과 측정의 지표, 자체 경쟁 요소로 사용
- 독자에 대한 데이터 (Machine Learning)
  - 개인에 대한 인구 통계학적 정보 획득
  - 비슷한 "성향"을 가진 "집합"으로 분류



시청률

시청율 조사 방법

시청율 조사의 문제점들

- TV 시청자만 조사 – (모바일이나 PC 등에 보는 시청자 수집불가)
- 나이와 성별 알 수 없다.
- 표본 조사
- 지금 시청자 행태에 적합하지 않다.

시청율 조사의 문제점들

정부

- 정책 수립에 어려움
- 잘못된 미디어 정책및 투자

방송국및 PP

- 잘못 결정된 제작및 편성
- 광고주들에 대한 불신 확산
- 광고 수익 감소

광고주

- 광고 캠패인의 잘못된 결정
- 개량화된 광고 예산 집행이 어려워짐

개선 방향

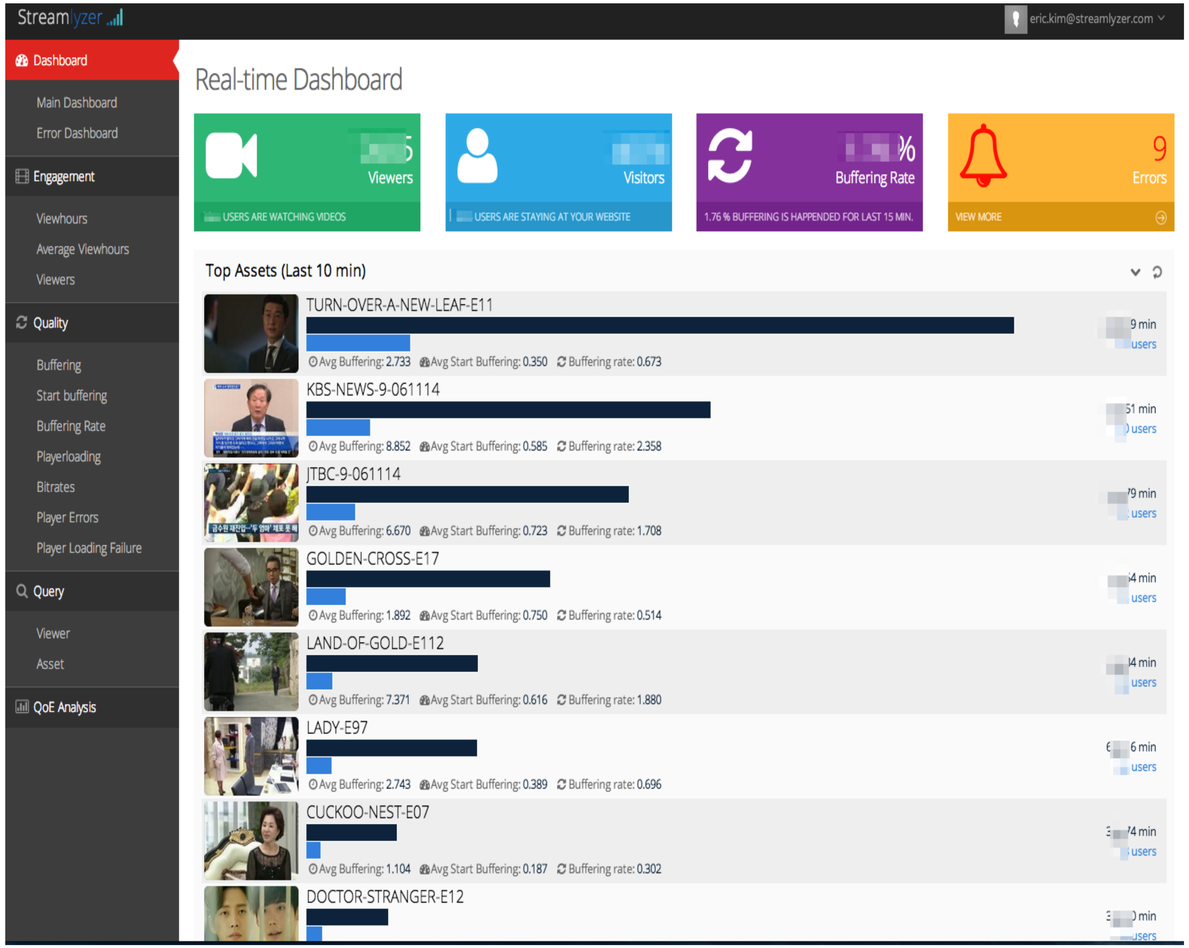
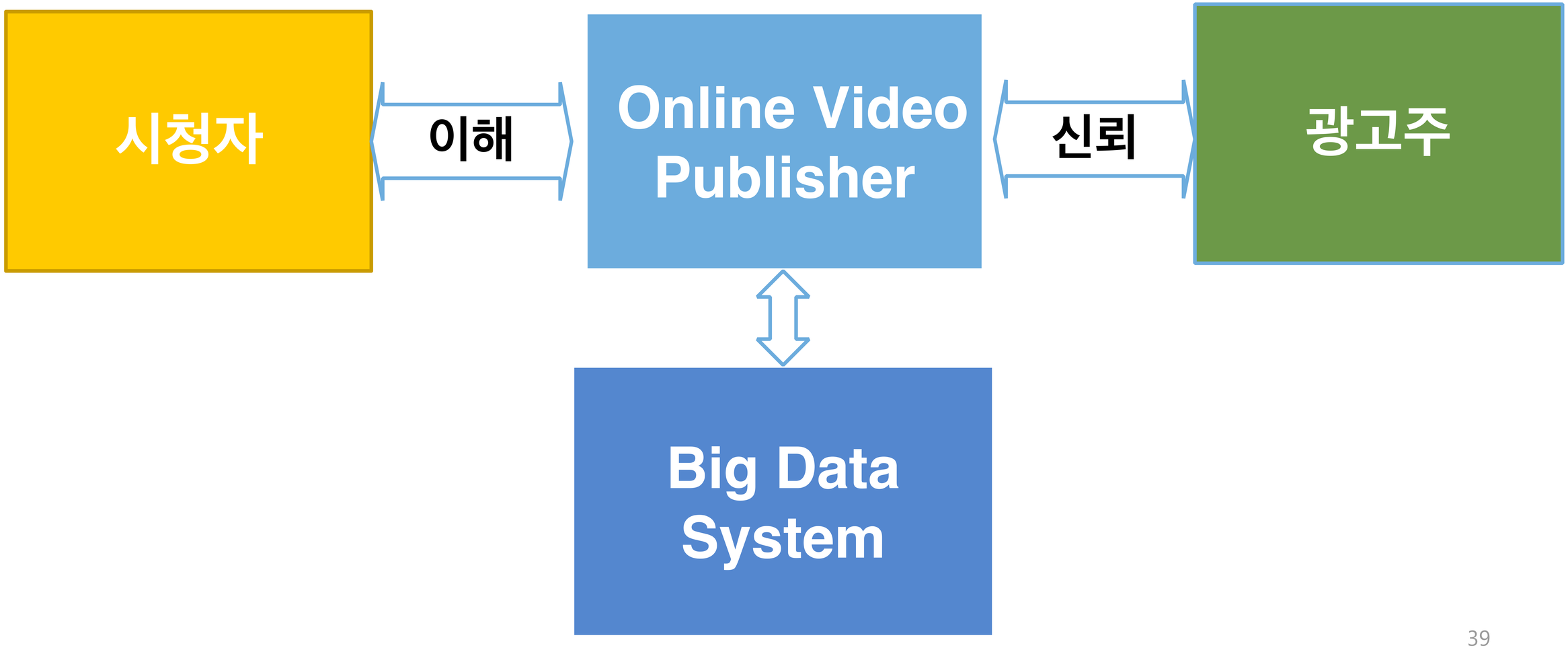
표본 조사 ⇨ 전수 조사

TV 시청자만 조사 ⇨ TV, 모바일, 케이블, IPTV, VOD, Online

빅데이터로 모든 시청자와
모든 디바이스를 수집및 분석이 가능

실시간 빅데이터 시스템을 이용한 실시간 시청률 조사

- 전수조사
- Netflix에서는 시청률이라는 용어가 존재하지 않는다
  - 시청 시간(Viewhour)을 사용 => 시청자 몰입도를 측정하는 가장 정확한 수치
- Streamlyzer : 현재 미국에서 월 150만명을 실시간으로 시청률 조사 서비스를 하고 있음.



Conclusion