New Media: the path to Growth in the Media Industry

1. New Media for growth
2. Strategy, Services and Results at the CCMA
3. Summary and Conclusions
Who we are...

✓ CCMA: Catalan Audiovisual Media Corporation
  ✓ 8 TV channels (An + DTT+ SAT+HDtrials)
  ✓ 4 FM radio stations
  ✓ Interactive services on all platforms
  ✓ Target: 7,5 Milion catalan people
    (+ 1,5 outside Catalonia)
1. New Media for Growth
1. New Media for Growth

Spain: no (relevant) growth in TV consumption

Evolution of television consumption by year. Total Spain

Source: Corporación Multimedia, 2007
1. New Media for Growth

Spain: Decrease of audience in young consumers

Source: Corporación Multimedia, 2007
1. New Media for Growth

Spain: TV market fragmentation

Source: Orange, Corporación Multimedia
1. New Media for Growth

Spain: TV market share evolution

Quota anual acumulada fins el desembre (24h)

Source: TNS sofres

* Gener - Agost 2007
1. New Media for Growth

Radio audiences 96 – 06. Catalunya Radio

Source: EGM, Catalunya Ràdio
1. New Media for Growth

Regarding the Business, Advertising

TNS Media Intelligence Q2 2007 report (USA)

• “For the first time since 2001, media advertising expenditures have declined for two consecutive quarters,” Steven Fredericks, CEO, TNS Media Intelligence

• “Broadcast TV media continued to experience weakness in the second quarter and turned in significant half-year declines”: -3.6% / -5.4%

• “Internet display advertising maintained its growth leadership position, registering a 17.7 percent increase to $5.52 billion”.

MultiMedia Intelligence: Sept. 2007

• “The new media opportunity of Internet advertising, Internet TV, IPTV advertising, mobile TV advertising and in-game advertising will grow to US$41 billion worldwide by 2011”

• “This will more than double the new media advertising segment of 2007, which collectively will reach almost US$18 billion worldwide in 2007”.
1. New Media for Growth

The sources of GROWTH for Media

• **Broadband Internet**: + 27 % Q2/07 vs. Q2/06 (Source: Ops + CMT)
• **3G +**: + 250% Q2/07 vs. Q2/06 (Source: Ops + CMT)
• IPTV
• DVBH

• **Social Networks**: YouTube, Myspace, blogspaces, iGoogle, Netvibes, Flickr, MyYahoo, Facebook, Twittersetc....

• **Multiplatform distribution 360°**, of content and its components

• **New Services, fidelization, → Qualitative Growth → Business Intelligence → to KNOW the Audience**
2. Strategy, Services and Results at the CCMA

Strategy:

No longer a (CC)RTV organization → An Audiovisual Media Corporation: CCMA

- To extend our role into all platforms: Broadband Internet, IPTV, Mobile devices, iDTT, ...

- To make our content, brands and star system the most demanded and consumed in Catalan language on these platforms.

- To develop On Demand, beyond Linear

- To know the users by developing rich and frequent relationships with them on a One2One basis: CRM

- To consolidate new business models
2. Strategy, Services and Results at the CCMA

Reference Services:

- [www.3alacarta.cat](http://www.3alacarta.cat): Our Broadband Live and VOD service
- [www.youtube.com/tv3](http://www.youtube.com/tv3): Other channels
- [www.icatfm.cat](http://www.icatfm.cat): Beyond the limits of Radio:
2. Strategy, Services and Results at the CCMA

✓ 3alacarta.com offers:
  ✓ Live: all TV channels (6)
  ✓ On-Demand: 50,000+ videos available
    (+/- 500 added every week)
  ✓ Avg 62,000 videos served daily
  ✓ Example: “Ventdelplà” (drama series)
    ✓ 900,000 TV audience
    ✓ 90,000 online audience (10%)

www.3alacarta.com
2. Strategy, Services and Results at the CCMA

Reference Services:

• [www.3alacarta.cat](http://www.3alacarta.cat): Our Broadband Live and VOD service

• [www.youtube.com/tv3](http://www.youtube.com/tv3): Off-platform channels

• [www.icatfm.cat](http://www.icatfm.cat): Beyond the limits of Radio:

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TV3

Subscribe

tv3
Style: Broadcaster
Joined: March 29, 2006
Last Login: 55 minutes ago
Videos Watched: 385

Subscribers: 350
Channel Views: 72,639

Aquest és el canal de Televisió de Catalunya a
YouTube. Trobarás més vídeos a http://www.tv3.cat

Hometown: Catalunya
Website: http://www.tv3.cat

#57 - Most Viewed (Today) - Partners
#32 - Most Viewed (This Week) - Partners
#36 - Most Viewed (This Month) - Partners

Connect with tv3

Television de Catalunya
Send Message
Add Comment
Share Channel
Add as Friend

http://www.youtube.com/tv3

El millor de TV3 a YouTube

Cada dia trobarás aquí alguns dels fragments més divertits i interessants dels programes de TV3. Recorda que a http://www.balafrica.cat tens milers de vídeos de programes sencers a la teva disposició.

Videos (119)

TV3 - Ventilació - La lona trenca amb l'Escorba
Video: 667
Viewed: 628
Comments: 1

TV3 - El Club de TV3
Video: 667
Viewed: 628
Comments: 1

TV3 - El Taronja
2. Strategy, Services and Results at the CCMA

TV3 @ YouTube

✓ Facts:
  ✓ 500+ videos published
  ✓ 2/3 new videos added every day
  ✓ 800+ subscribers
  ✓ 24,000 daily views

✓ What works better:
  ✓ humour, “freak” content
  ✓ … and promos

✓ Successful programs on TV are not necessarily successful in YouTube
2. Strategy, Services and Results at the CCMA

Reference Services:

- **www.3alacarta.cat**: Our Broadband Live and VOD service
- **www.youtube.com/tv3**: Off-platform channels
- **www.icatfm.cat**: Beyond the limits of Radio
- **www.tv3.cat/30minuts/guernica**: Documentary 360°. (Media Center version)
HEAVEN

FICTION

FACTORY

THROW THE WARPED WHEEL OUT

1984
Heaven is closer now
today
The sound is in my ears
I can't believe the things you say
They echo what I fear
Twisting the bones until they snap
I scream but no one knows
You say I'm familiar cold to touch
And then you turn and go

Feels like heaven...

See how we planned for caddened eyes
And tears to pave the way
I fought the fever as I knew
My hair returned to grey
Study your face and fade the frame
Too close for comfort now
We can recall the harmony
That lingered but turned sour
2. Strategy, Services and Results at the CCMA

Reference Services:

- [www.3alacarta.cat](http://www.3alacarta.cat): Our Broadband Live and VOD service
- [www.youtube.com/tv3](http://www.youtube.com/tv3): Off-platform channels
- [www.icatfm.cat](http://www.icatfm.cat): Beyond the limits of Radio:
"Guernica: pintura de guerra"

Contingut relacionat

PROTAGONISTES

Pablo Picasso
1936

**Picasso, director del Prado**

El 19 de setembre de 1936, el president del govern espanyol, Manuel Azaña, nomena Picasso director del Museu del Prado. Amb el càrrec es volia identificar l'artista amb la causa republicana i aprofitar l'efecte propagandístic que el fet podia tenir en els cercles intel·lectuals europeus. Però Picasso no es desplaçarà mai a Madrid tot i les reiterades invitacions del director general de Belles Arts, Josep Renau.
Dona amb llàntia

Des de la finestra, una dona estira la mà amb una llàntia il·luminant l'horror. El seu rostre és el de Dora Maar i el braç és el mateix que subjecta un vas a l'escultura "La dama offerent", de Picasso. El personatge també ens remet a la "Llibertat" de Delacroix.
Roland Dumas
Advocat i polític francès
(1922)

Va exercir d'advocat de Pablo Picasso. L'any 1970, l'artista va explicitar al MOMA que qualsevol trasllat del "Guernica" a Espanya havia de venir avalat per Dumas mitjançant un informe on l'advocat certificés la recuperació de les llibertats a l'Estat. Aquest document va atorgar a Dumas un paper central en les negociacions com a dipositari de les voluntats de Picasso.
2. Strategy, Services and Results at the CCMA

Results: Audience; Broadband service

- Pay service + limits
- Free service, no limits

+ 160%
Growth in Production

FM: 4 channels  
672 h/week

FM + Internet:  
1176 h/week

(4 + 3 channels)

Differentiation of the service: defined targets; “long tail” effects
2. Strategy, Services and Results at the CCMA

Results: Audience; Internet radio

Catradio: consum semestral

- 1.400.000
- 1.600.000
- 1.800.000
- 2.000.000

+ 100%

Limited number of streams

Unlimited streams + Icatfm
2. Strategy, Services and Results at the CCMA

Internet Revenue

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>200,000</td>
</tr>
<tr>
<td>2003</td>
<td>300,000</td>
</tr>
<tr>
<td>2004</td>
<td>400,000</td>
</tr>
<tr>
<td>2005</td>
<td>500,000</td>
</tr>
<tr>
<td>2006</td>
<td>600,000</td>
</tr>
<tr>
<td>Jan-Sept. 2007</td>
<td>700,000</td>
</tr>
</tbody>
</table>
2. Strategy, Services and Results at the CCMA

Mobile Services Revenue

AXMEDIS 2007. © Santiago Miralles. MD CCRTV INTERACTIVA, SA
2. Strategy, Services and Results at the CCMA

Results: Audience; registered users

* July 2007
2. Strategy, Services and Results at the CCMA

Results: Audience; Business Intelligence

Top Ten, most seen programs: Jan – June 07

<table>
<thead>
<tr>
<th>Programa</th>
<th>Vis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ventdelplà</td>
<td>1.028.881</td>
</tr>
<tr>
<td>El cor de la ciutat</td>
<td>985.939</td>
</tr>
<tr>
<td>@@Publicitat-Intersticial</td>
<td>638.094</td>
</tr>
<tr>
<td>Club Super3</td>
<td>355.396</td>
</tr>
<tr>
<td>Polònia</td>
<td>285.664</td>
</tr>
<tr>
<td>Telenotícies-Notícies</td>
<td>227.451</td>
</tr>
<tr>
<td>@@Nou Club Super3</td>
<td>178.729</td>
</tr>
<tr>
<td>Telenotícies-Edicions</td>
<td>177.177</td>
</tr>
<tr>
<td>Mar de fons</td>
<td>152.633</td>
</tr>
<tr>
<td>Temps d’aventura</td>
<td>113.720</td>
</tr>
</tbody>
</table>
2. Strategy, Services and Results at the CCMA

Results: Audience knowledge

Users Internet expertise

Preferred Internet usage

Preferred subjects
3. Summary and conclusions (I)

- Multiplatform, 360°, Interactive,... New Media is the route to Growth in the Media Industry.

- New Media → Growth in all dimensions: audience, revenue and registered users

- Making TV and Radio content “active” in New Media → First step

- The real Challenge → to turn our organizations into 360°, multiplatform creative factories → Powerful Nodes of The Network

- All creative layers tuned to New media
  - Writers, producers, directors, designers, cameramen, journalists, entertainers,...
  - New formats at all levels.
1. Feed our content in Social Networks
2. SN activity fed back into our main Media channels → Creating momentum
3. Summary and conclusions (II)

• To become powerful Nodes in Social Networks: is the new objective.

• Deconstruct (traditional) Media → Use its components to reach users through Social networks.

• Knowledge of users → Business Intelligence and CRM → Fidelization / new audiences / more ARPU
Thank you!

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