

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...

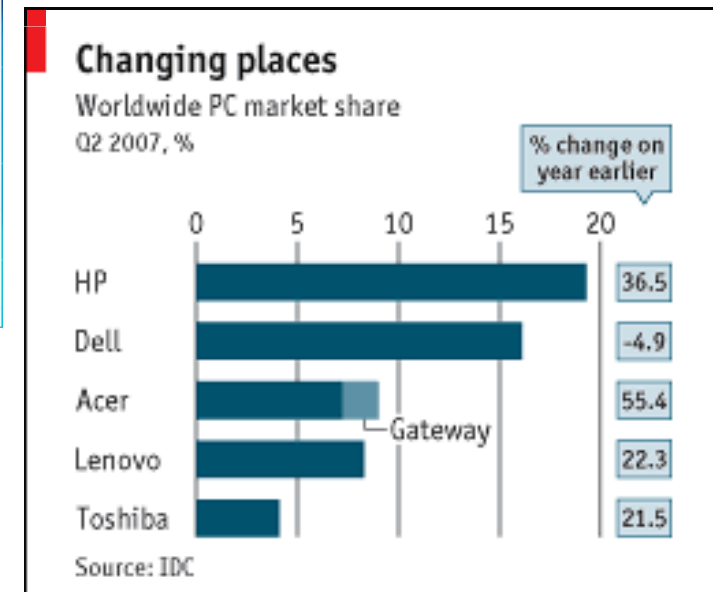
- ✓ CCMA: Catalan Audiovisual Media Corporation
 - ✓ 8 TV channels (An + DTT+ SAT+HDtrials)
 - ✓ 4 FM radio stations
 - ✓ Interactive services on all platforms
 - ✓ Target: 7,5 Milion catalan people
(+ 1,5 outside Catalonia)



1. New Media for Growth

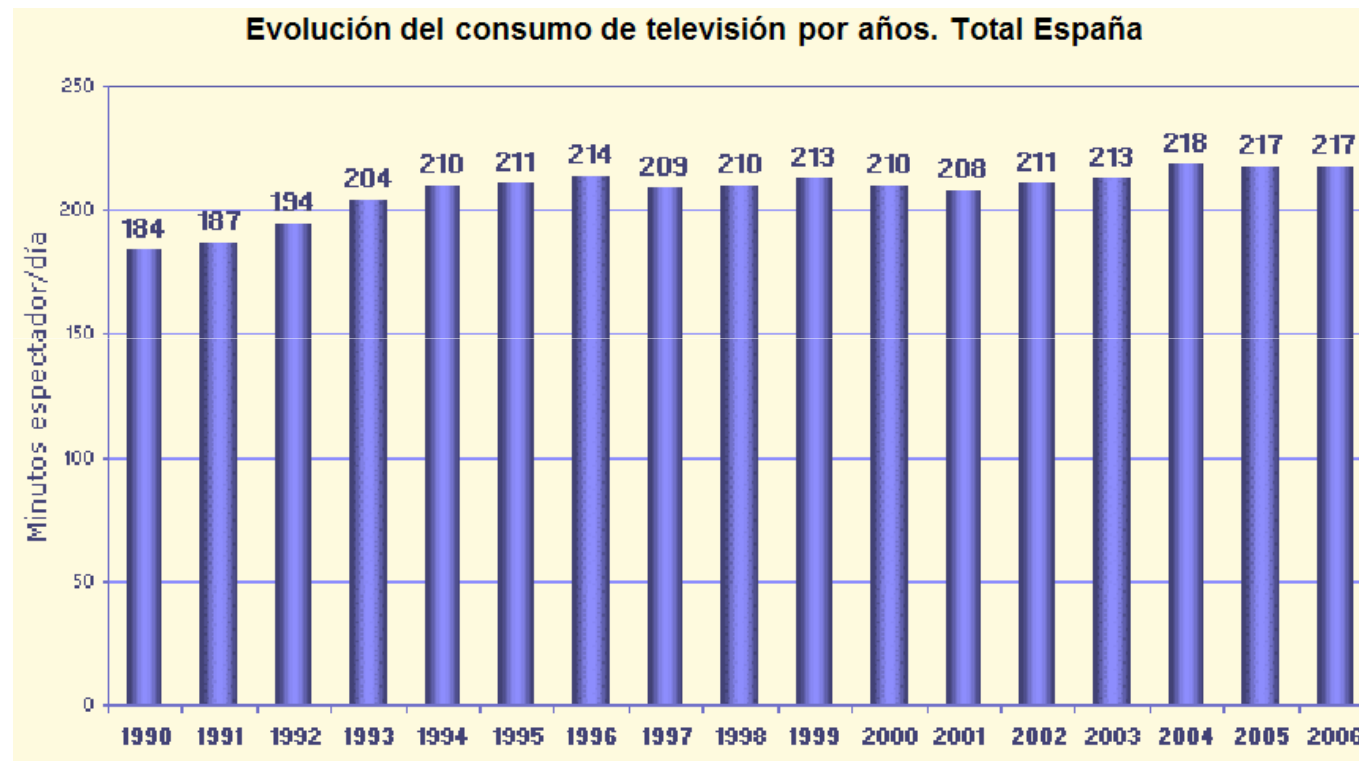


Growth in Media?



1. New Media for Growth

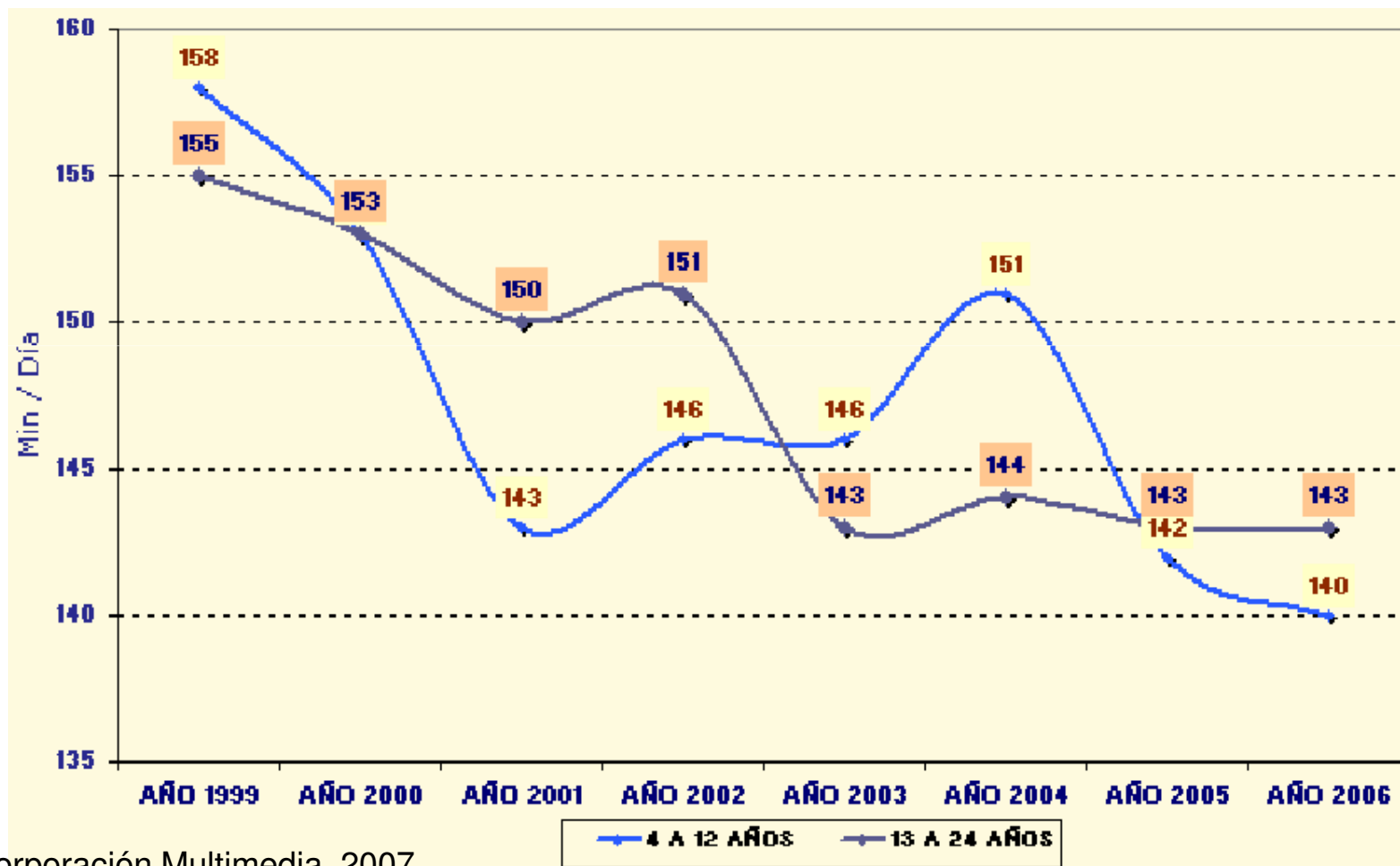
Spain: no (relevant) growth in TV consumption



Source: Corporación Multimedia, 2007

1. New Media for Growth

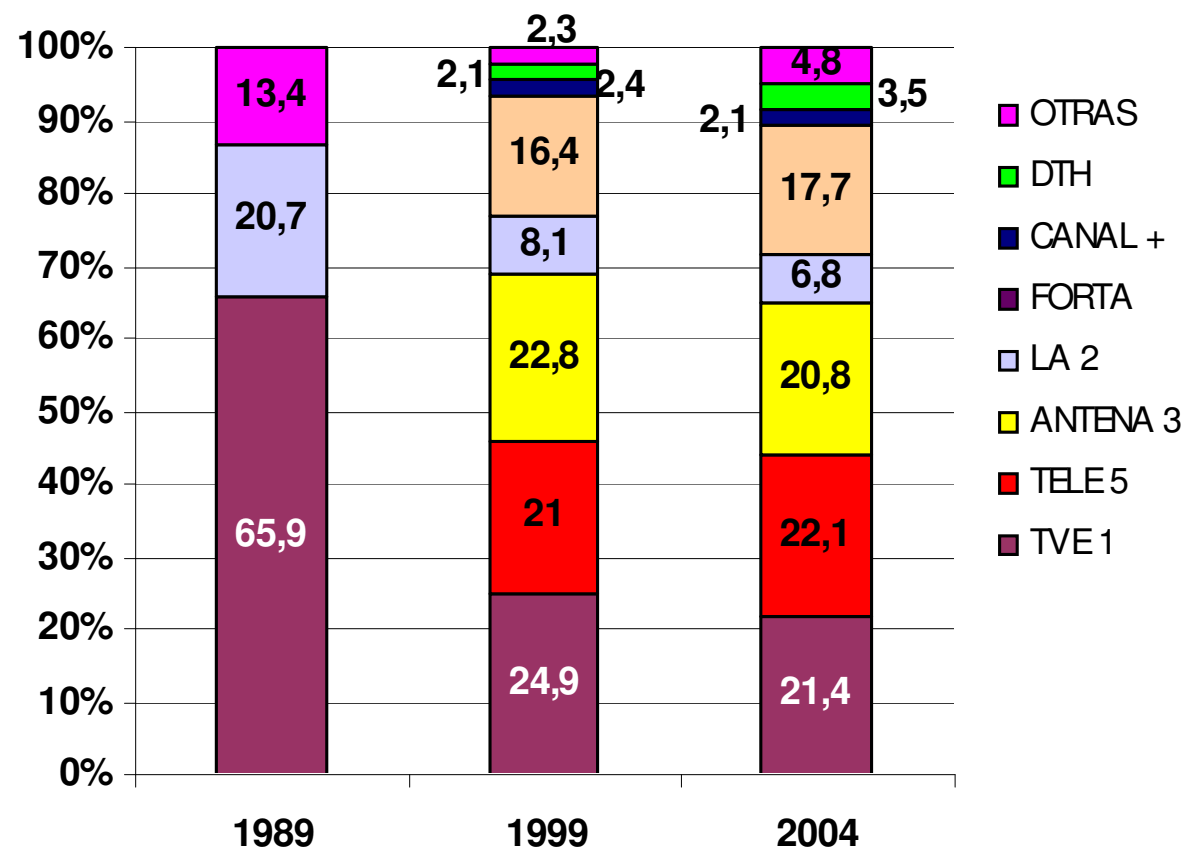
Spain: Decrease of audience in young consumers



Source: Corporación Multimedia, 2007

1. New Media for Growth

Spain: TV market fragmentation

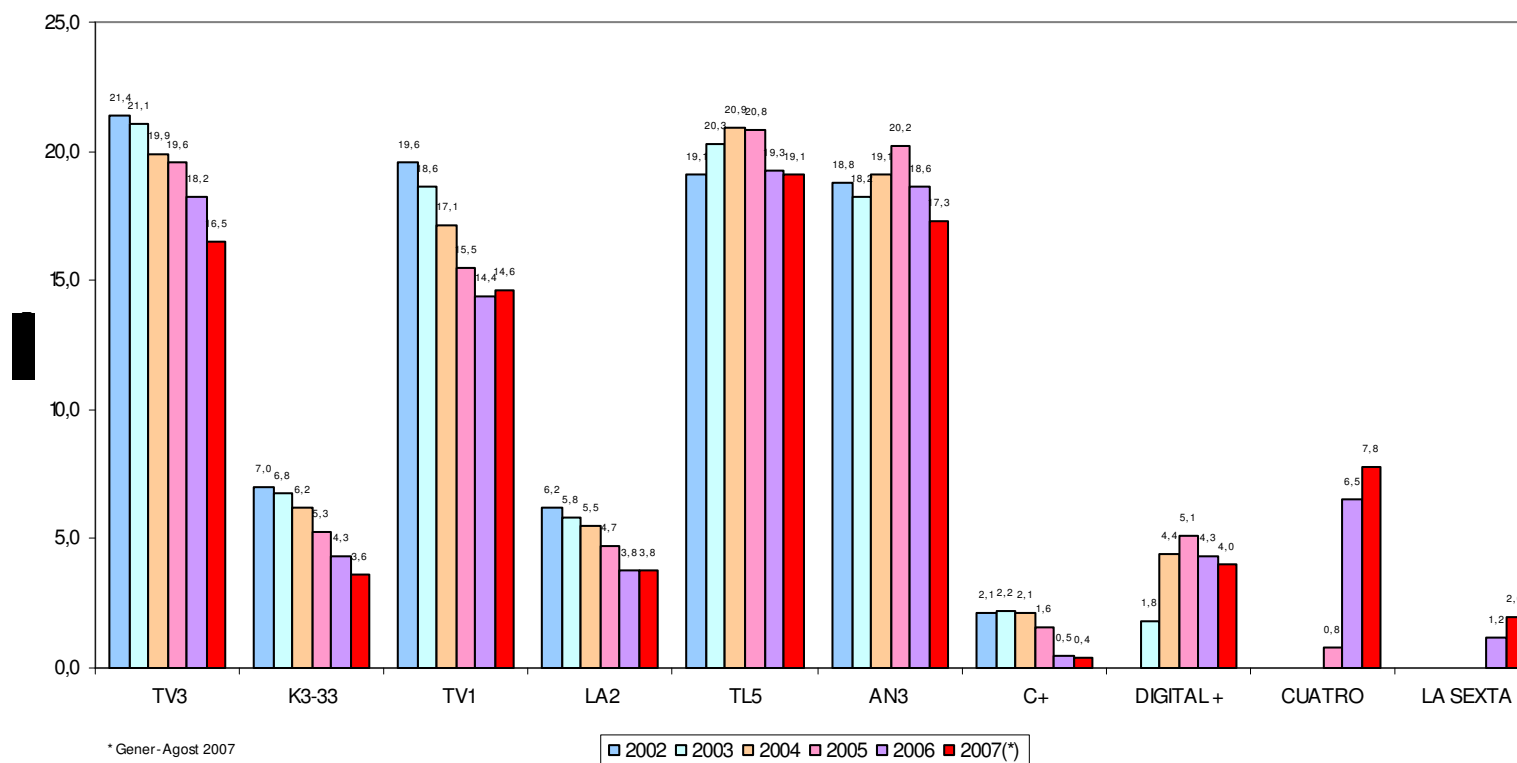


Source: Orange, Corporación Multimedia

1. New Media for Growth

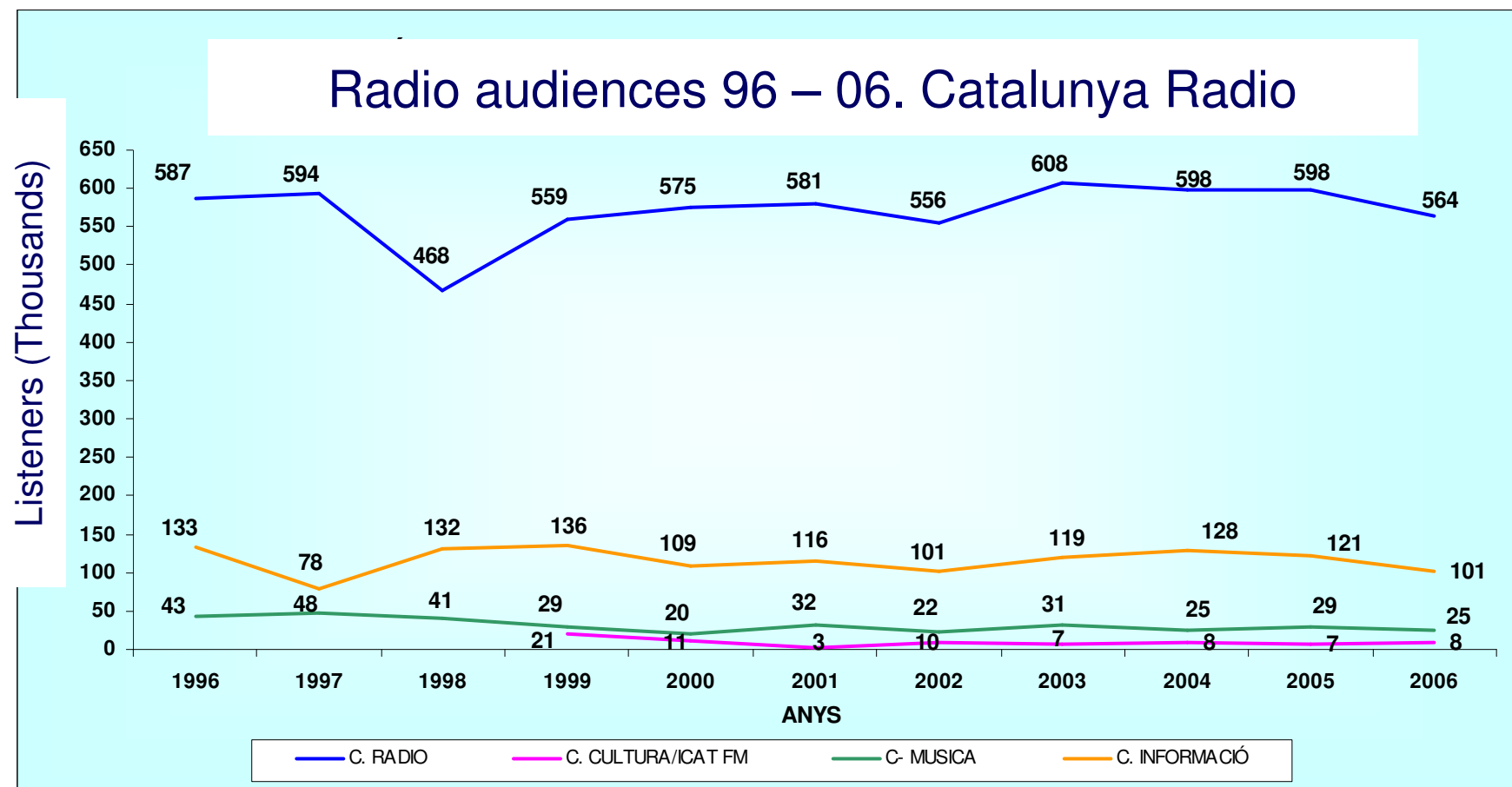
Spain: TV market share evolution

Quota anual acumulada fins el desembre (24h)



Source: TNS sofres

1. New Media for Growth



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, Twitteretc....
- Multiplatform distribution 360º, 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 sytem 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 :
Our Broadband Live and VOD service
- www.youtube.com/tv3
Other channels
- www.icatfm.cat:
Beyond the limits of Radio:
- www.tv3.cat/30minuts/guernica:
Documentary 360º. (Media Center version)



3 alacarta

La nit al dia - 18/10/2007

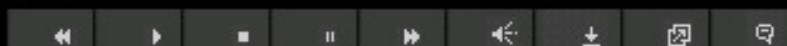
Eliseu Climent

Mònica Terribas entrevista Eliseu Climent, president d'Acció Cultural del País Valencià.

MÉS VÍDEOS DE: La nit al dia



00:14" de 20:18"



EN DIRECTE:



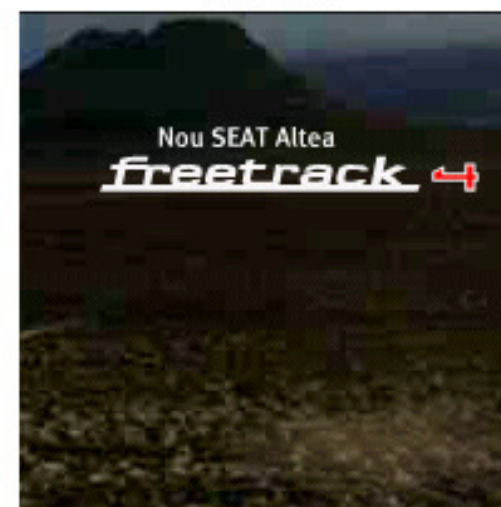
CERCA PER: SECCIÓ PROGRAMA PARAULA

- ▶ 30 anys del 20-N
- ▶ 5 anys d'"El documental"
- ▶ Actualitat
- ▶ Barça campió
- ▶ Canvi climàtic
- ▶ Caretes de TV3

RESULTATS CERCA:



Publicitat



ELS TEUS VÍDEOS



No pots veure el vídeo?

Atenció usuaris

Subscripció

Ajuda

2. Strategy, Services and Results at the CCMA



- ✓ Launched Dec. 2004
- ✓ 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

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Off-platform channels
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Beyond the limits of Radio:
- www.tv3.cat/30minuts/guernica:
Documentary 360º. (Media Center version)



TV3 - El Temps -

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

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Documentary 360º. (Media Center version)

iCat fm

Clica i tria les invitacions

MINIMITZA

ENQUESTES | FÒRUM | XATS | USUARIS | MICRO OBERT

CERCA

CANALS

ICAT JAZZ THE CUCUMBER > VAMPIRE SOUND INC
MUSICATLES LADY > FELA
TOTCAT AQUESTA NIT > ENTREGIRATS

ARA FEM ICAT FM AMB FRANCESC MARCET



AJUDA

PREFERÈNCIES DE REPRODUCCIÓ

EN DIRECTE > ICATFM

HEAVEN FICTION FACTORY



ACABA DE SONAR

TWO WAY MONOLOGUE > SONDRE LERCHE
LOCO > ANTÒNIA FONT
"FITNESS PHONE", EL MÒBIL PER FER SALUT > LAIA VIDAL

ÚLTIMS PROGRAMES

MÚSICA
CINEMA
TEATRE I ARTS ESCÈNIQUES

LLIBRES

ARTS PLÀSTIQUES
OCI / VIATGES
TECNOLOGIA / CIÈNCIA

PROGRAMACIÓ

RECOMANACIONS
QUÈ HA SONAT
PODCASTING

LLETRA

(FEELS LIKE) HEAVEN

Lletra: Fiction Factory

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 saddened 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

Un ordinador portàtil
AMC
ASOCIACIÓN PARA LA INVESTIGACIÓN DE MEDIOS DE COMUNICACIÓN

salt
FOLC 2007

MAC BA Museu d'Art Contemporani de Barcelona

Ara
l'objectiu
és...

EL TEU
MÒBIL!!!



2 € + IVA + cost del tràfic de dades

CATRADIO .CAT

ccrtv
interactiva

Avis legal | Freqüències | Podcasting | Ajuda | Versió textual | Arxiu web | Contacta

54€0

TR3SC

SONA 9

UPF.RÀDIO

2. Strategy, Services and Results at the CCMA

Reference Services:

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Beyond the limits of Radio:
- www.tv3.cat/30minuts/guernica:
Documentary 360º. (Media Center version)

Guernica 30

Documental Interactiu

"Guernica: pintura de guerra"



Contingut relacionat



PROTAGONISTES



Pablo Picasso



El Documental

Material extra

La història

El quadre

Els protagonistes

Guernica

30

La història - Esdeveniment



1936

◀ 1/2 ▶

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

Picasso, director

1995

1996

1997

2006

1936

1937

1939



El Documental

Material extra

La història

El quadre

Els protagonistes

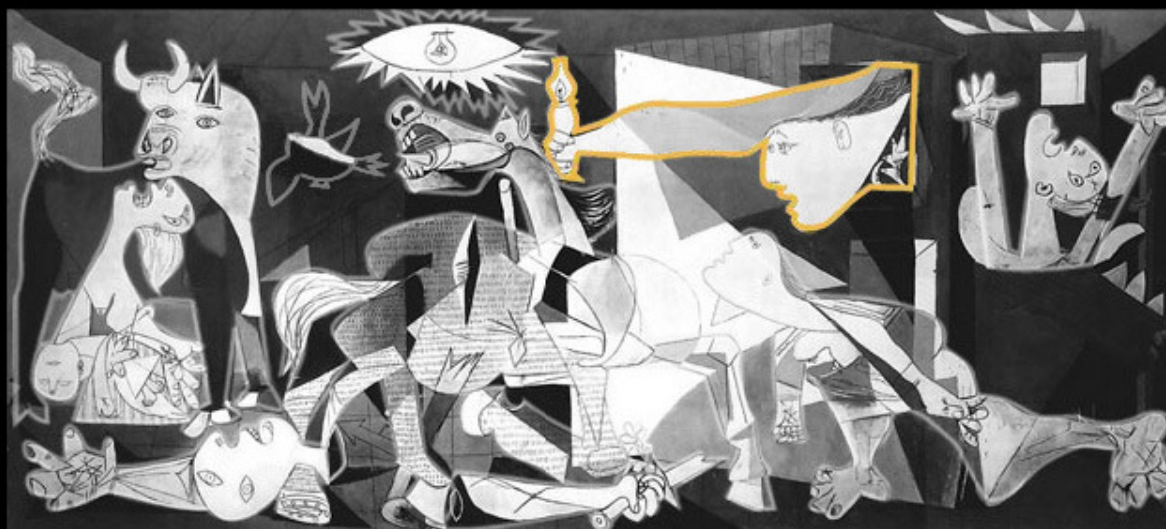
Guernica 30

El quadre - Conèixer el Guernica

☐ Al detall ☒ Les icones ☐ La composició

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 oferent", de Picasso. El personatge també ens remet a la "Llibertat" de Delacroix.



El Documental

Material extra

La història

El quadre

Els protagonistes

Guernica 30

Els protagonistes - Biografia



Roland Dumas

◀ 1/3 ▶

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 certifiqués 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.



El Documental

Material extra

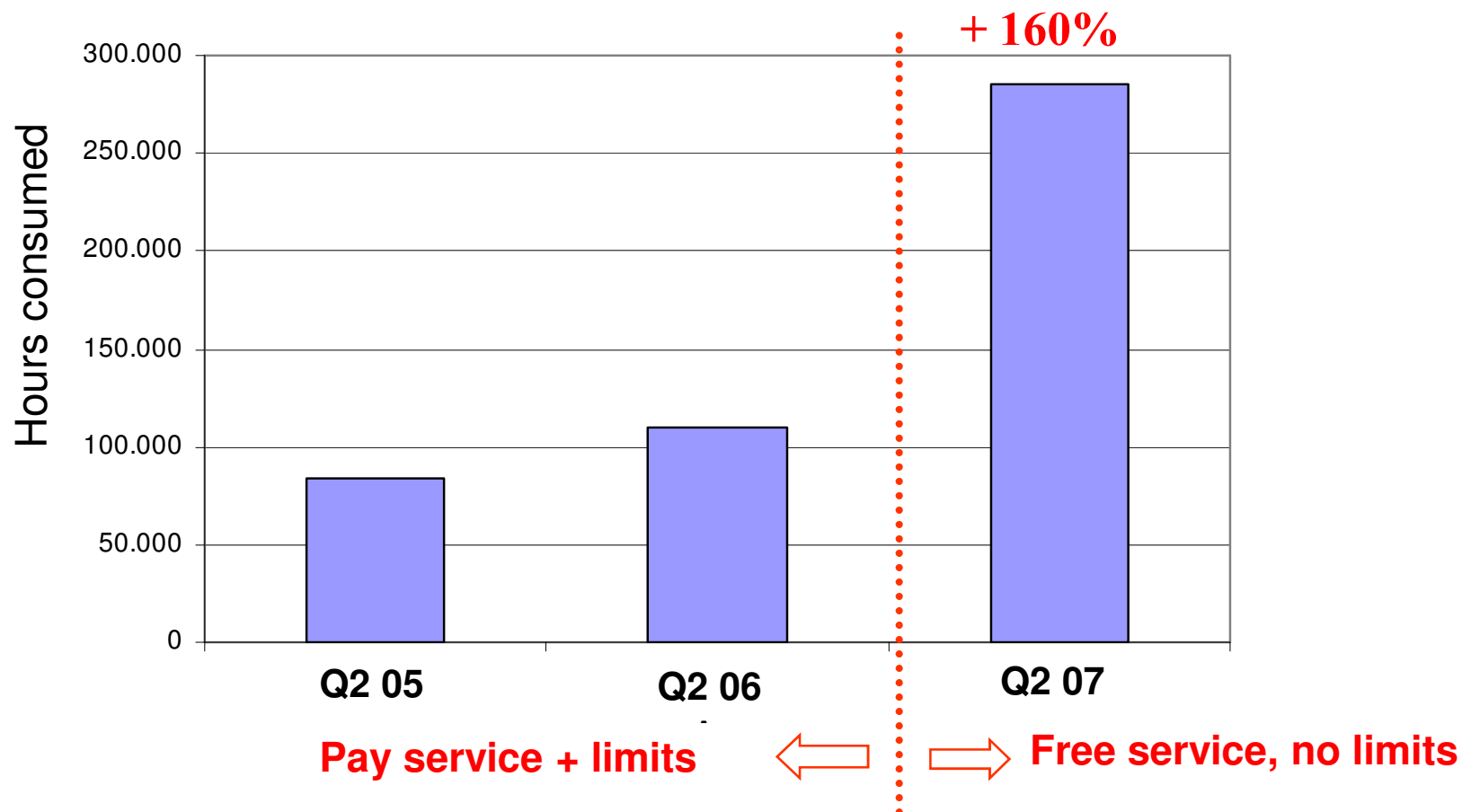
La història

El quadre

Els protagonistes

2. Strategy, Services and Results at the CCMA

Results: Audience; Broadband service



CANALS

ICAT JAZZ	IT'S A NEW DAY > JAMES BROWN
MUSICATLES	SNOW COME > BABA BROOKS BAND
TOTCAT	PRIMAVERA > LE PETIT RAMON

ARA FEM ICAT FM AMB MIREIA MALLOL



AJUDA PREFERÈNCIES DE REPRODUCCIÓ

EN DIRECTE > ICATFM

(DONE) WHERE
IS LOVE TO BE
FOUND
PATRICE



ACABA DE SONAR

TR3SC > BENVINGUT AL CLUB

POETA DE CARRER > LA CARRAU I LICHIS

HOLD ON, HOLD ON > NEKO CASE

ÚLTIMS PROGRAMES

MÚSICA
CINEMA
TEATRE I ARTS ESCÈNIQUES

LLIBRES

ARTS PLÀSTIQUES
OCI / VIATGES
TECNOLOGIA / CIÈNCIA

PROGRAMACIÓ

RECOMANACIONS
QUÈ HA SONAT
PODCASTING

Growth in Production

FM: 4 channels 672 h /week

FM + Internet: 1176 h/week

(4 + 3 channels)

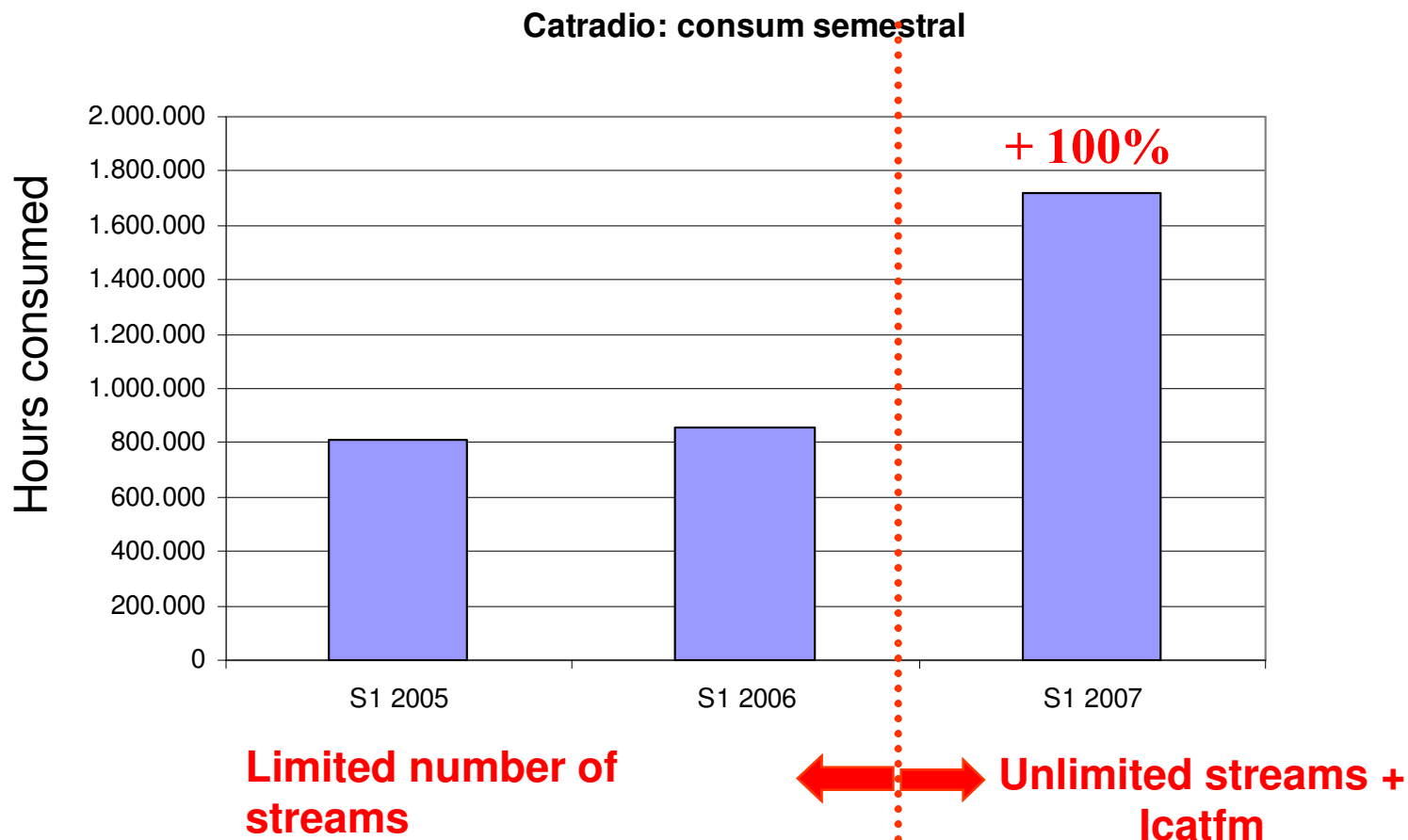
Differentiation of the service:
defined targets; “long tail” effects

Y ahora, llévate
este Sharp 770
Vodafone
McLarenMercedes
desde **49€**.



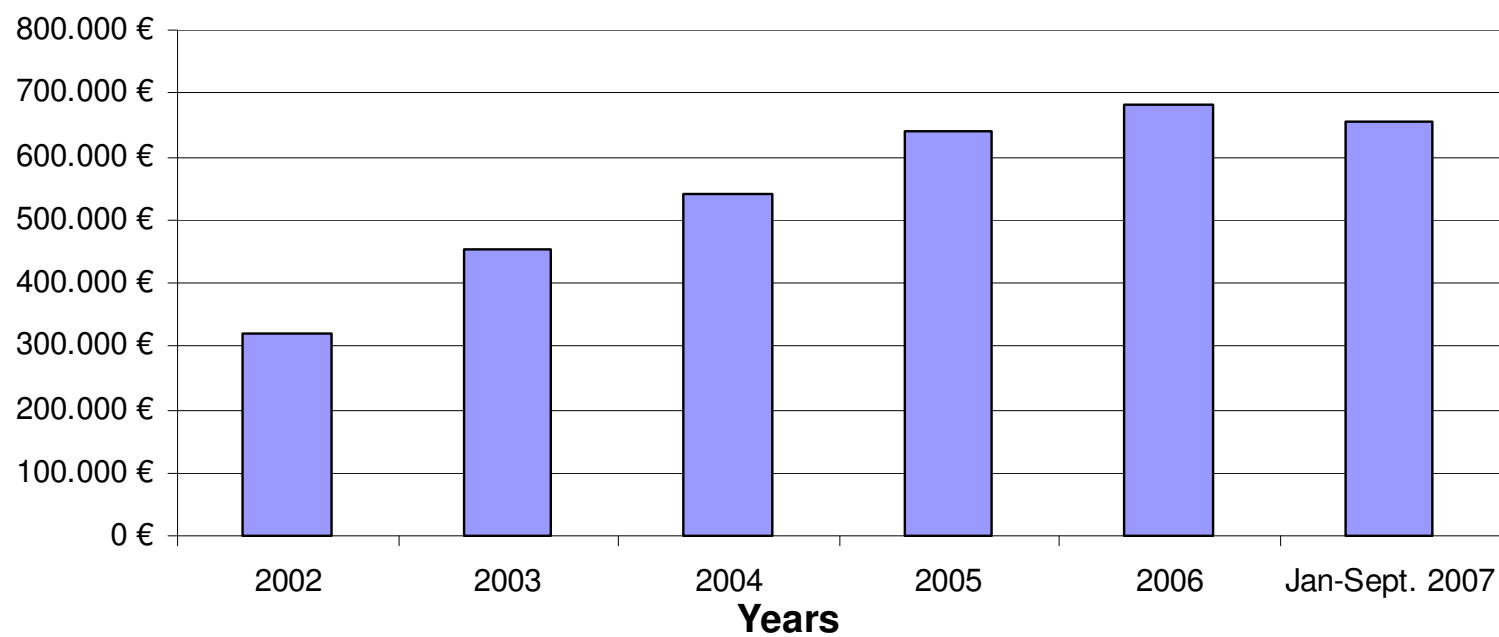
2. Strategy, Services and Results at the CCMA

Results: Audience; Internet radio



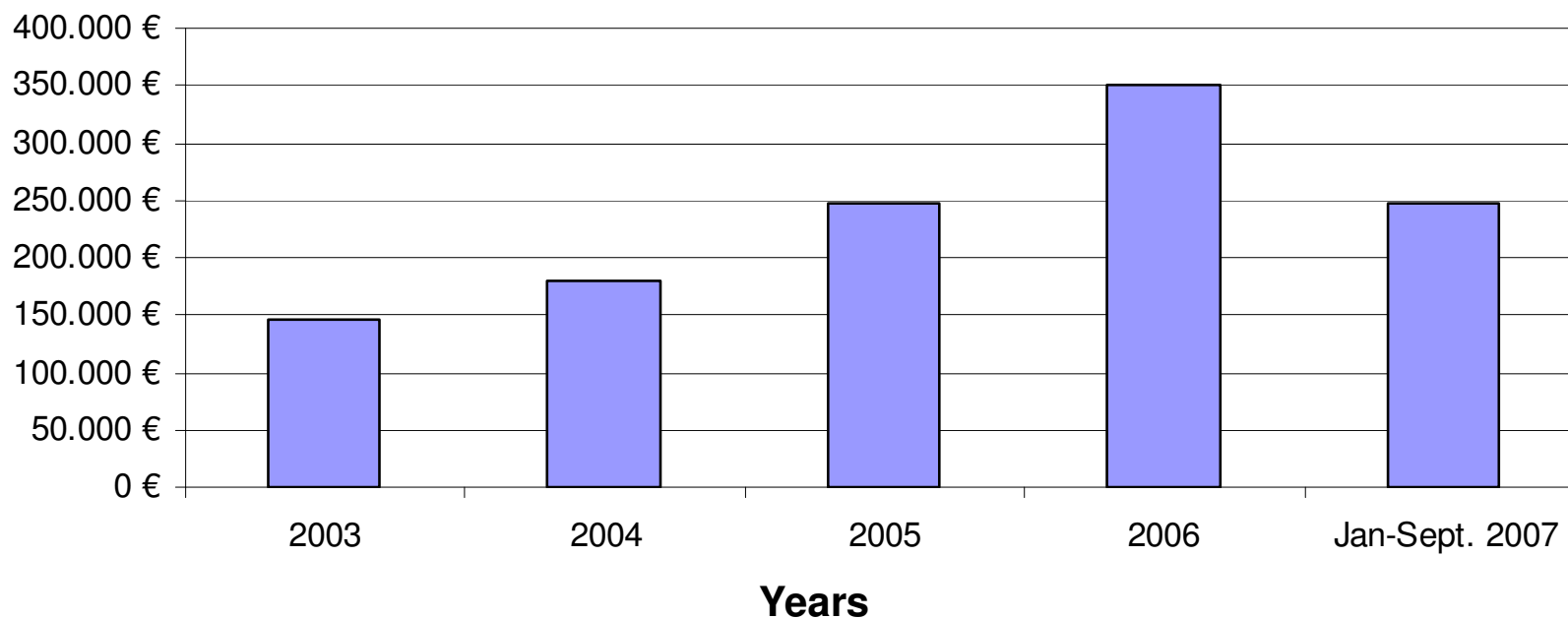
2. Strategy, Services and Results at the CCMA

Internet Revenue



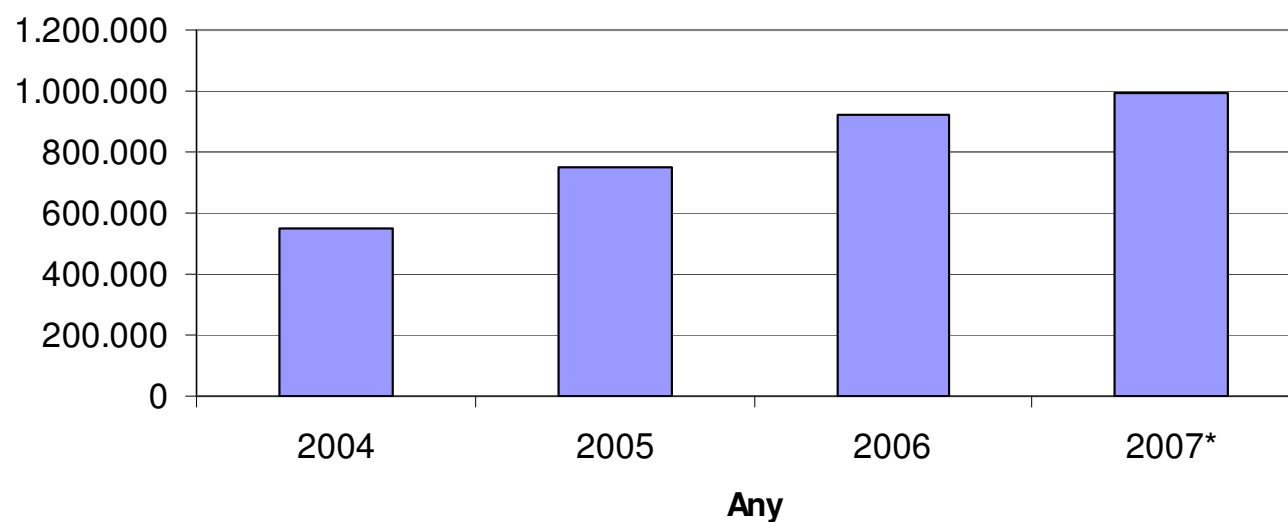
2. Strategy, Services and Results at the CCMA

Mobile Services Revenue



2. Strategy, Services and Results at the CCMA

Results: Audience; registered users



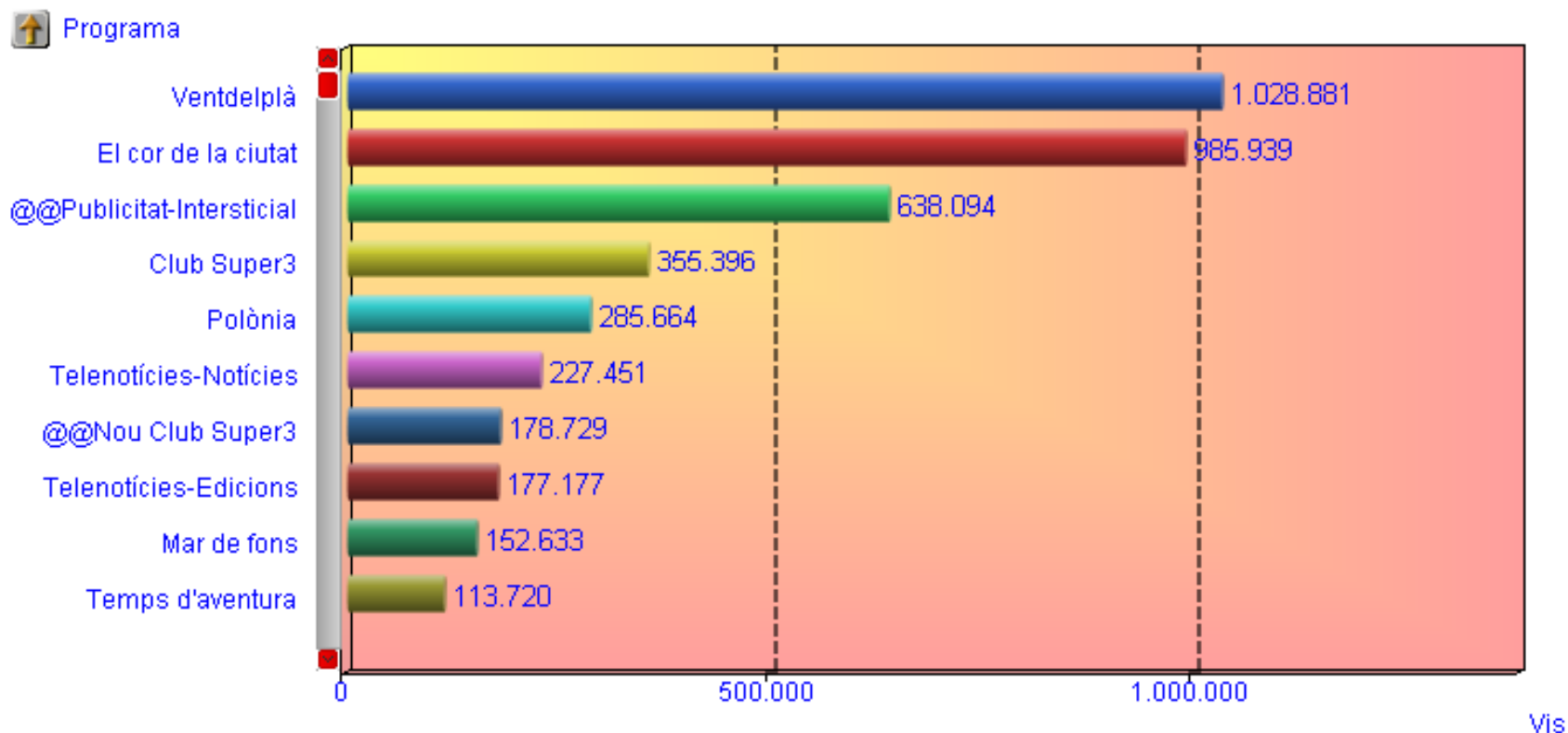
* July 2007

2. Strategy, Services and Results at the CCMA

Results: Audience; Business Intelligence



Top Ten, most seen programs: Jan – June 07

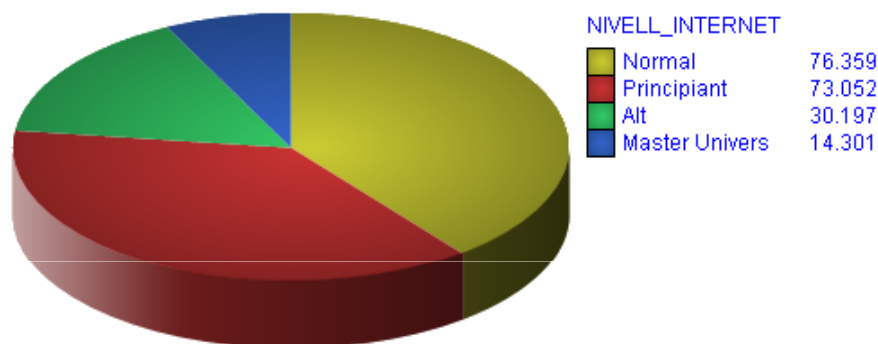


2. Strategy, Services and Results at the CCMA

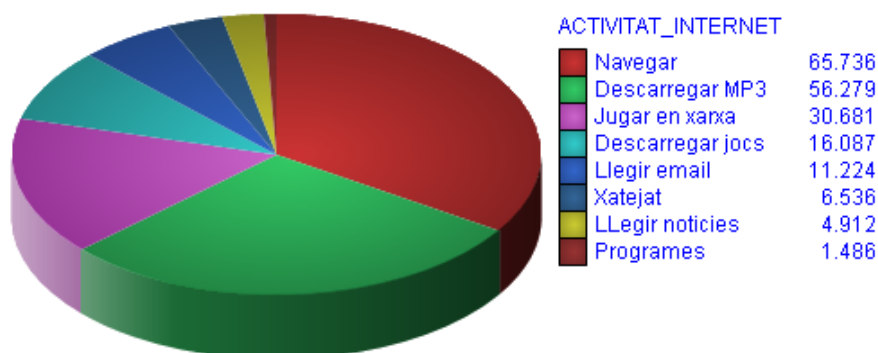
Results: Audience knowledge



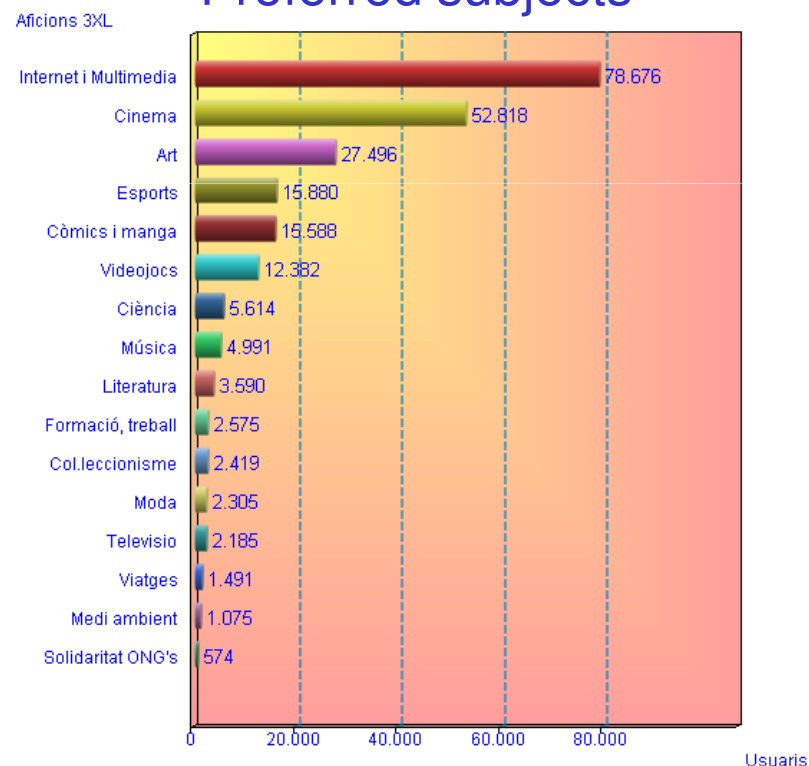
Users Internet expertise



Preferred Internet usage



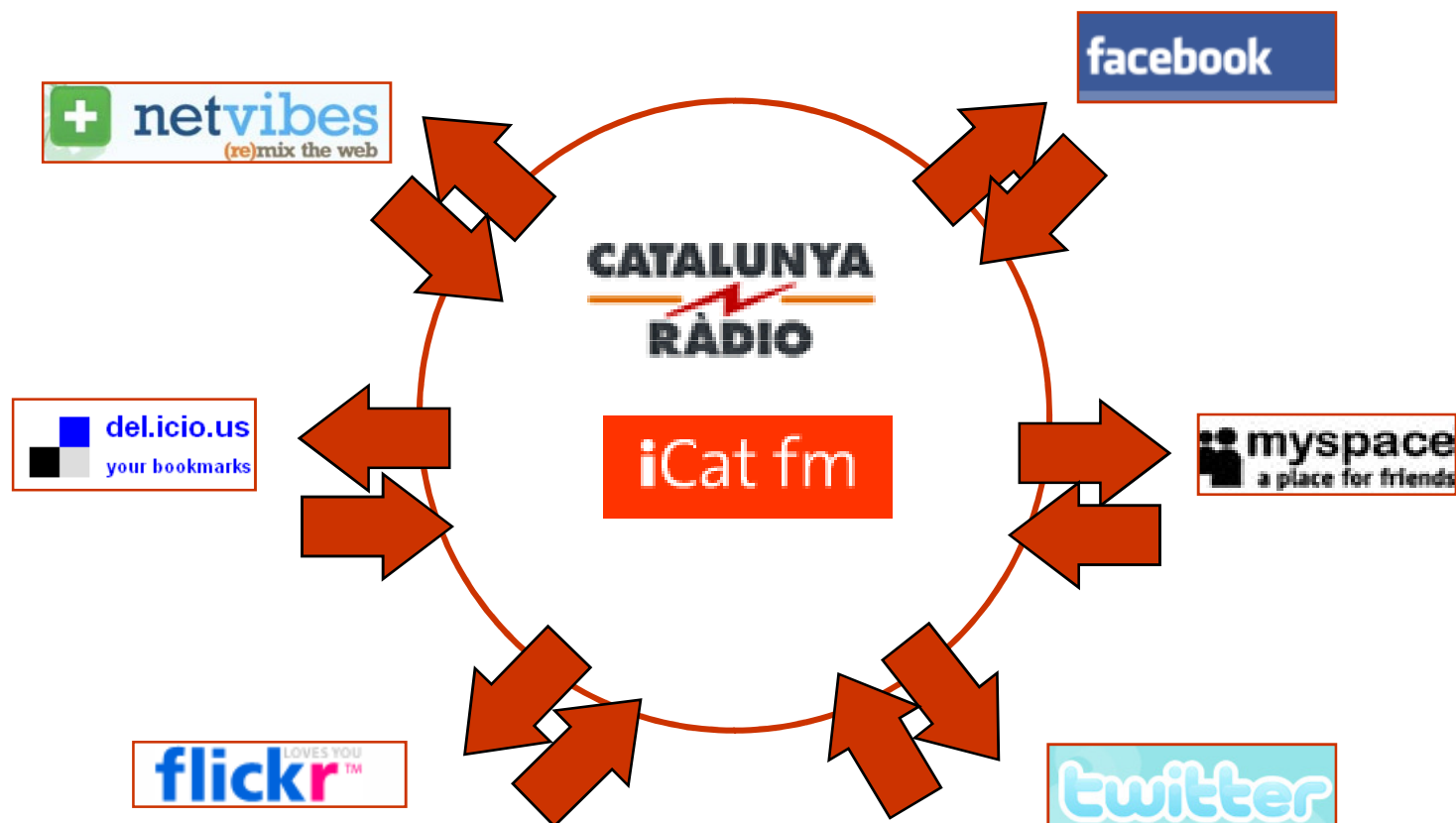
Preferred subjects



3. Summary and conclusions (I)

- Multiplatform, 360º, 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 360º, 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!

Santiago Miralles

Managing Director

smiralles@tv3.cat

