

# "NEW TV" CHALLENGES AND OPPORTUNITIES

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- TVy Video



Independent of the target business model, is informative or monetization, the communication strategy must be based on an analysis of the expected type of audience and the media used to publicize the platform.

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In all national and international forums and conferences of the entertainment industry in recent years, about the new TV and orientation of the hearings into new habits, media and consumer devices it is a common denominator.

For those who followed us in the previous game, it is clear that there is a whole ocean, as big as agitated and unknown, full of applications and opportunities in the television industry, as is taking its present form.

Strengthening consumer digital window has led to research into new technologies, new ways of compressing video and audio, the strengthening of the bandwidth, but more importantly, a new culture and habits that has impacted on the the entertainment industry, to health, to education training strategies within corporations. Let's see some of the challenges that this implies from different lines of industry.

From the perspective of communications technology, one of the biggest challenges is the strengthening of the transmission channels and the codecs and protocols, so that the user experience is guaranteed with transfer rates capable of delivering a video in 4K which in the medium term it will begin to become a standard.

In this development, on the one hand there is a conglomerate of companies operating jointly and permanently in the development of increasingly efficient compression, as well as its codecs and players for different devices, and on the other hand are companies who communications services They will face large investments and adjustments every day to provide better connectivity and band widths greater than demand growing exponentially and permanently connected longer, anywhere 24/7, every day.

Cisco While these statistics seem repetitive, always it is worth taking into account the latest data of the recurring studies. In February it has released the result of his projected global mobile traffic, which states that by 2019 there will be 5.2 billion mobile users versus 4.3 billion in 2014, while traffic of these it will grow to 30 exabytes more than 290 exabytes per year in the same period.

For its part, the development of video management platforms constantly brings new surprises and new players in the industry. In this field there is an offer for all tastes and budgets and a range of possibilities that allows to address communication needs from the simple to complex distribution strategies, syndication, management of online communities and even monetization for young and old.

Once you have clarity on strategy and objectives of a project of online communication, you have all the necessary to select the management platform most appropriate and consistent with what we're looking for content tools. Note the paramount concern: support.

The capacity, reach, scalability and speed are important, however they tend to now be a standard in the industry. Ask and seek advice before as it is a long term decision and exit barriers sometimes complex.

ROI should be the fundamental objective of any project, and this is no exception for digital video. Whether measured purely related to the extent and permanence of the audience in the content, in a profit-oriented in terms of impact on users or virtual communities and ROO Objectives- vision -Return on indicators; or with the difference between revenues and expenditures or with indicators such as EBITDA, strategies to ensure positive numbers should respond to approaches from those perspectives.

Regardless of the objective of the business model, is only informative and monetization, the communication strategy is of paramount importance. It must be based on an analysis of the expected audience and type of media that will be used to publicize the platform or activities.

### **Multidevice**

Then lead the audience to a multi-device, digital media easy to understand and to use and with the minimum number of steps to deliver the content. The audience is surrounded by a lot of information through various means acting simultaneously, so the more efficient is the communication, better results will be obtained. Continuously measure and be persistent.

In terms of content, this is the most important central axis to be addressed, obviously depends on the essence of what you want to communicate. The most important challenge in this field is to capture the attention of our users increasingly direct contents, cross-platform, transmedia and truly engage a community and achieve loyalty.

In this regard it is important to technically ensure exceptional video and audio. Technical or equipment to be used can pass into the background whenever they are according to the type of production and postproduction that seeks to make, not to mention that the success of the final

product depends on the bill itself that achieved in the process. The better technique, better long-term results.

The trend has opened up significant opportunities around content or branded content for brands. User migration cord-cutters and the emergence of cord-nevers has made, likewise, advertisers move to digital platforms of video advertising with disruptive content models that engage viewers with stories and values different brands and where creativity and consistency should be the common denominator way.

The apparent gap between TV and the Internet has begun to heal to the extent that some of the major studios have realized the importance of reacting to this trend and have begun to invest heavily and gambling these channels.

To cite an example, Disney paid an amount close to a billion dollars by Maker Studios in 2014, a production company focused on digital media. From there to the trend begins to permeate, in perspective, other industry players and regions is only a matter of time and cultural appropriation. Something that can take several years in most Latin American countries. This, undoubtedly, is a great opportunity for cultural and contents industry.

### **Regional experience**

A Latin America are starting to arrive eyes and resources of the international industry due to the potential and benefits of the region for the production of local content with global appeal. Netflix, for example, has begun filming in Mexico and Colombia, and Narcos Ravens Club respectively, betting production of drama series or thrillers, boosting the sector and giving pleasure to the audience, with the trend of Binge Viewing , want to see their favorite series in continuous blocks of several episodes.

And they begin to see complete Colombian series that are aired on broadcast television, as metastasis, the adaptation of Breaking Bad in UNIMAS and Caracol TV, and are also available on Netflix.

The digital world is a wonderful complement to the television industry and opens a vast ocean of opportunities, especially in countries with high levels of concentration of the industry in a few players. Our challenge is to seize the moment.