Archiving the Ephemeral: Market Factors Impacting on Broadcast News in the 21st Century

Jill O’Neill
Friday, November 13, 2015

* Facebook posting (Quote: *Holy Crap, France Has Closed Their Border!*)
  * Awareness/Discovery via Social Media
  * Hours have elapsed since the event

* Turn on the television
  * Immediacy (On-site, on-the-ground coverage)
  * Hours have elapsed since the event

* Subsequent short-term coverage
  * Combination of television & newspaper
  * Days, possibly weeks elapsed since the event

* Long Term Coverage
  * Broadcast news organizations not showing television coverage; relying on text and static photographs
  * Months, years elapsed since the event
Access to News Coverage by Age Group

Digital News Report 2017, Reuters Research Institute

Online news sites, Social media, Printed newspapers and TV

Age group:
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

0 20 40 60 80
Gap Between Television and Online News Narrowing
Pew Research Center, Survey Conducted August 8-21, 2017

Calendar Year 2016 and Calendar Year 2017

- Television
- Online
- Radio
- Print

Calendar Year 2016
Calendar Year 2017
Smartphones Beat TV for Young Adults in the US


Average weekly smartphone and TV usage of adults in the United States in Q1 2017 (in hh:mm)

- Smartphone (Web+App)
- TV (Live+Timeshifted)

<table>
<thead>
<tr>
<th>18-24</th>
<th>25-34</th>
<th>35-49</th>
<th>50-64</th>
<th>65+</th>
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<tbody>
<tr>
<td>18:09</td>
<td>17:22</td>
<td>19:56</td>
<td>20:08</td>
<td>04:33</td>
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<tr>
<td>14:31</td>
<td>21:13</td>
<td>30:34</td>
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<td>19:56</td>
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Source: Nielsen Total Audience Report
Growth in Mobile News Use

Pew Research Center, Survey Conducted March 13-27, 2017
# Top Brands and Weekly Usage

*Reuters Institute, [2017 Digital News Report](#)*

<table>
<thead>
<tr>
<th>Brand</th>
<th>Used Last Week</th>
<th>Used 3 time in Past Week</th>
</tr>
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<tbody>
<tr>
<td>CNN</td>
<td>27</td>
<td>17</td>
</tr>
<tr>
<td>NBC / MSNBC News</td>
<td>26</td>
<td>16</td>
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<tr>
<td>ABC News</td>
<td>25</td>
<td>14</td>
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<tr>
<td>CBS</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>PBS News</td>
<td>10</td>
<td>4</td>
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</table>
Ephemeral Content: Print vs Broadcast
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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</thead>
<tbody>
<tr>
<td>OTA</td>
<td>Over the Air</td>
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<td>OTT</td>
<td>Over the Top</td>
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<tr>
<td>SVOD</td>
<td>Subscription Video on Demand</td>
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<tr>
<td>ENG</td>
<td>Electronic News Gathering</td>
</tr>
<tr>
<td>EFP</td>
<td>Electronic Field Production</td>
</tr>
<tr>
<td>SNG</td>
<td>Satellite News Gathering</td>
</tr>
<tr>
<td>MPVD</td>
<td>Multi-channel Programming Video Distributor</td>
</tr>
<tr>
<td>ATSC</td>
<td>Advanced Television Systems Committee</td>
</tr>
</tbody>
</table>
OTT: Now This - Group 9 Media

- 30 million minutes of video watched per day
- 75% of our audience is under 35 years of age
- 2.5+ Billion Monthly Video Views
- 1+ million daily uniques on Snapchat Discover

http://nowthisnews.com
Cheddar TV

- Broadcast from floor of the New York Stock Exchange
- Backed by Amazon, AT&T, Comcast
- Plans to launch second channel (Cheddar Big News) in 2018, focused on national and world news
- Cheddar Scoops - exclusive news reporting unit staffed by professional journalists

https://cheddar.com/
Here’s the TicToc on tech:

- Here’s a look inside Google’s $131 million campus in Boulder, Colorado bloom.bg/2FoXErg
- Hedge fund boss bets on Japan’s pro gaming scene bloom.bg/2Foe96Z
- Apple’s AirPods are due for an upgrade bloom.bg/2H7aVC9

Apple’s AirPods earphones have been a surprise hit. Now, sources say the company is working on high-end, over-ear headphones bloom.bg/2D0gwAaN
Outlook for the Broadcast Industry

Consumption practices have shifted (OTA vs. OTT)
Merge content, technology, and monetization opportunities
  Pros: Global platforms generate interest in international content
  Cons: business regulation, licensing restrictions, piracy, multi-language versioning requirements, payment options, network & broadband capability

Competition for revenue and audience share
  Ratings determine which messages get amplified
  Advertising, Subscription and Transactional
“Premium content is expensive, and getting more so. Distribution is a brutal battle for shelf space where only brands that are “most wanted” can hope to win. The steady march of digital technology has ushered in a direct-to-consumer environment characterized by greater choice and user control. There is simply too much competition…to allow businesses to survive on experiences that cater to casual “eyeballs” or infrequent users.”

Source: https://www.strategyand.pwc.com/trend/2017-entertainment-and-media-trends
What Devices is Nielsen Tracking?

We have *Primary* and *Companion* Devices

- Live+DVR Time-Shifted Television
- TV-Connected Devices
  - (Apple TV, Roku, Google Chromecast, smart TVs, video game consoles)
- Internet-Connected Televisions
- App/Web on Mobile Phones
- App/Web on Tablets
- Voice Driven Assistants
  - (Amazon Echo, “Alexa, what have I missed?”)
Quote:

“Of all those companies, Comcast is the most perfectly positioned because they are really on the distribution side in a significant way, and they're on the production side also in a significant way...Cord-cutting is less of a risk for companies like Comcast. If people stop buying its cable bundle, it still owns the data pipeline.”

Barry Diller, CEO, IAC/Interactive Corp and Expedia, Interview, Power Lunch, CNBC, November 13, 2017
Smart Televisions & Phasing in of ATSC 3.0

IP-based system, supporting mobile devices as well as OTA broadcast

Improvements to Emergency Alert Systems (Amber Alerts, Severe Weather)

More efficient video compression (H265, handle data heavy 4K video files)

Improved audio compression (MPEG-H)

Protection of digital assets

- automatic content recognition (ACR)
- audio watermarking (inaudible tone) (VP1)
- video watermark emission

Chips installed in smart televisions transmit data on viewership back to broadcast stations
Broadcast News Concerns

Brand Visibility
  • Online, users may not differentiate between New York Times & CBS News
  • Aggregation (Flipboard Briefing, Google News, Apple Newstand)

Understanding, attracting and retaining viewership
  • Lack of time commitment from viewer; getting news in snatches
  • Lack of trust in corporate owned entities
  • Linear vs. non-linear prioritization of stories

Control over content dissemination
  • Discovery regarding non-traditional platforms
  • Recognition of value-add
Focus on New Production Workflows

- **Smartphone newsgathering**—Smartphones replace traditional electronic news gathering equipment (camcorders, edit bays, live trucks)
- **Video journalism** Film journalists do it all (reporting, shooting and editing)
- **In-field editing**—Video edited, produced in the field becomes the norm.
- **Field-to-newsroom (or direct to news consumer) streaming of live and edited video through IP transmission**, (theoretically, this could replace microwave and satellite delivery)
Enhancements

Single Sign On and IP-Based Services
Video Indexing Services
Voice Activated Personalization
  Individual
  Group
Discovery tools (facial recognition, robust metadata, etc.)
Text and Data Mining
Data Visualization
For Your Consideration

(1) Given the ephemeral nature of news content as well as the on-going shifts in the media marketplace, for archival purposes, what program represents the most complete version-of-record of the day’s news? Is that what is being captured?

(2) What formats are consistently archived? What percentage of effort must be given over to migration of formats to current technology? What are the additional challenges if emulation is required?

(3) What functional services are available to users at their initial point of access?
ON LINE (HILLARY / LION KING / BENTLEY) #605405

05:46:40 pm - 05:47:50 pm

(Studio: Tom Brokaw) In keeping with tradition, First Lady Hillary Clinton's donating of the dress she wore to the inaugural ball to the Smithsonian shown.

(Studio: Tom Brokaw) The Disney movie "The Lion King", which was released on video last week, reported selling twenty million copies so far.

(Studio: Tom Brokaw) Rolls-Royce's new Bentley, costing three hundred thirty thousand dollars, previewed.

UPCOMING ITEMS (STUDIO: TOM BROKAW) #605406

05:47:50 pm - 05:48:10 pm

(COMMERCIAL: LYSOL; LYSOL; SPECIAL K; PROMISE; "DATELINE NBC"). #605407

05:48:10 pm - 05:50:20 pm

NEW YORK / DEATH PENALTY #605408

05:50:20 pm - 05:52:20 pm

(Studio: Tom Brokaw) Tonight's to reinstate the death penalty in New York state featured. [New York Governor George PATAKI - gives his pro-death penalty opinion.]

SIMPSON TRIAL COMMENTARY #605409

05:52:20 pm - 05:54:20 pm

(Studio: Tom Brokaw) Conjecture and commentary concerning the latest developments in the O.J. Simpson trial featured. [NBC News special consultant Ira REINER, chief legal correspondent Jack FORD - comment on the Simpson case.]

(COMMERCIAL: DELTA AIR LINES; WESTERN UNION; METAMUCIL; GOLD MASTER CARD; "TODAY").

#605410

05:54:20 pm - 05:56:30 pm
Fact Checked

A collection of TV news clips that have been fact checked by FactCheck.org, PolitiFact, The Washington Post’s Fact Checker, or other fact checking organizations. Downloadable table with fact checks organized by topic, date, and fact check sources here.
For Your Consideration

(4) Is the archive offering material in the format best suited to the needs of academic researcher engagement? Beyond the viewing of television content, examples of current research applications might include: (a) sentiment extraction; (b) facial recognition or detection; (c) image search; (d) text or data mining; (e) story segmentation; (f) concept detection; (g) topic clustering.

(5) How is the archive branded and made visible to potential users?

(6) Given that broadcast entities might be looking for potential partners with whom to experiment, how might an archive partner with media outlets?
Thank You!

joneill@niso.org