Archiving the Ephemeral:
# Market Factors Impacting on Broadcast News in the 21$^{\text{st}}$ 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
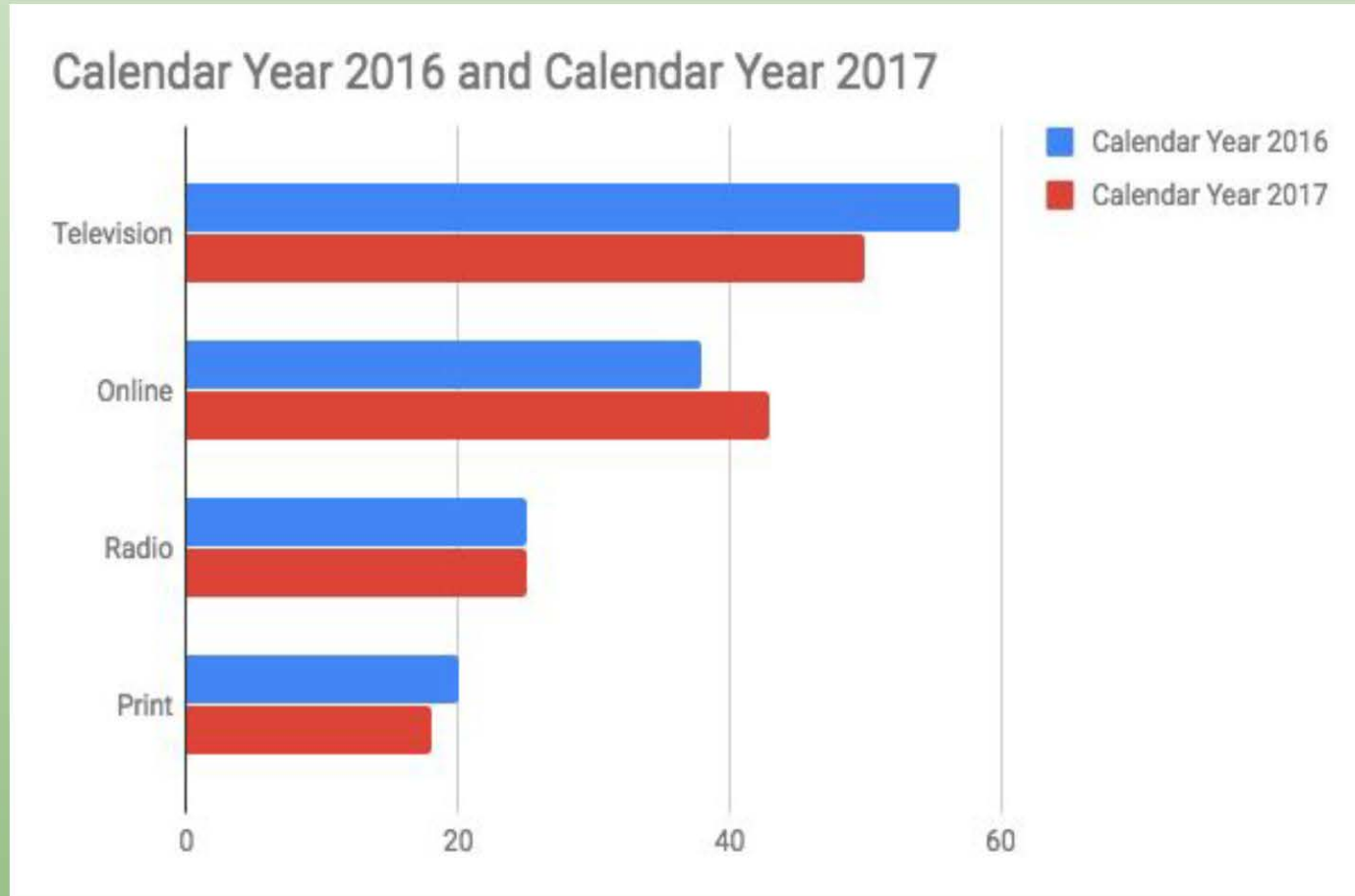 - Months, years elapsed since the event

Access to News Coverage by Age Group
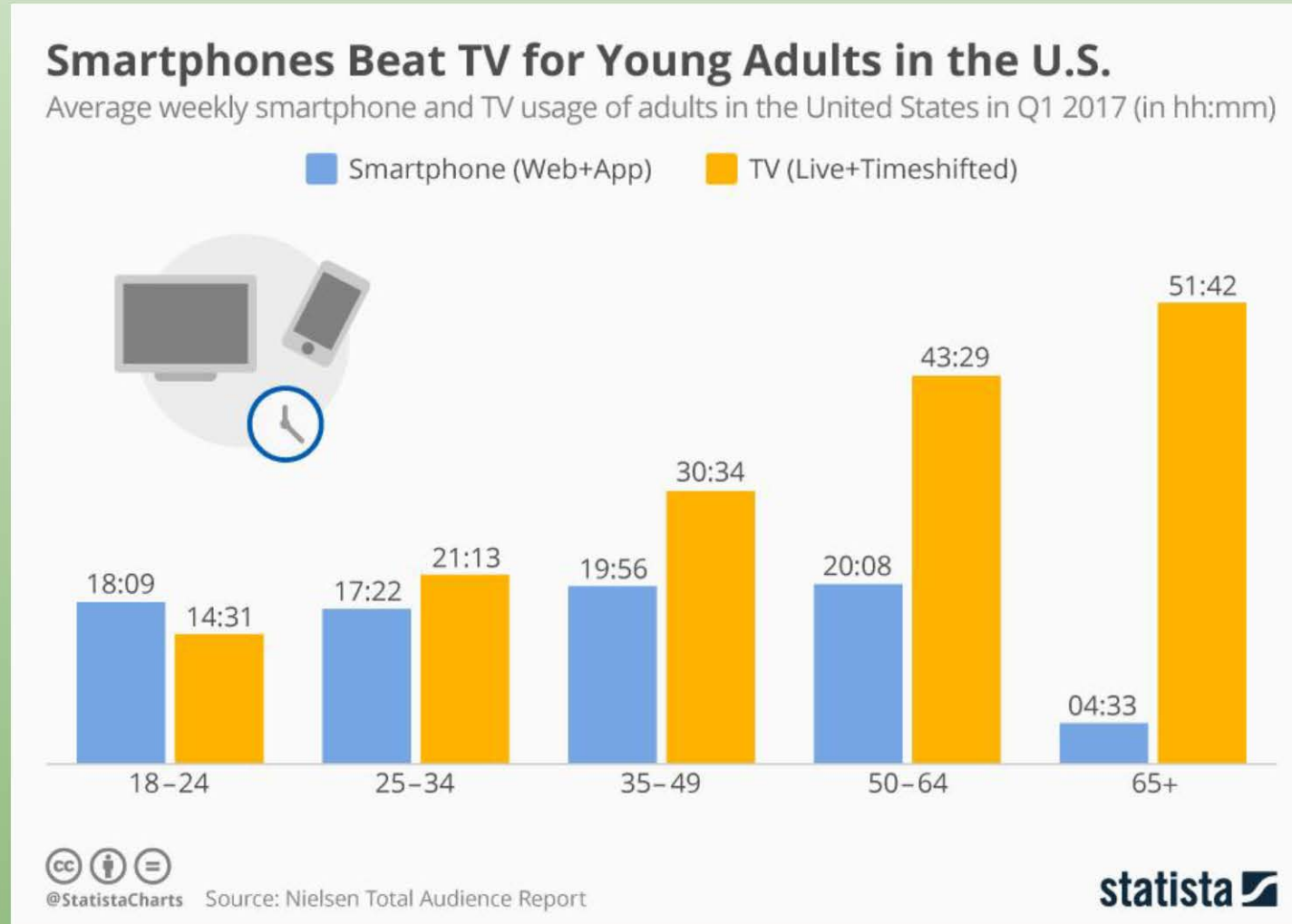*Digital News Report 2017, Reuters Research Institute*

Online news sites, Social media, Printed newspapers and TV
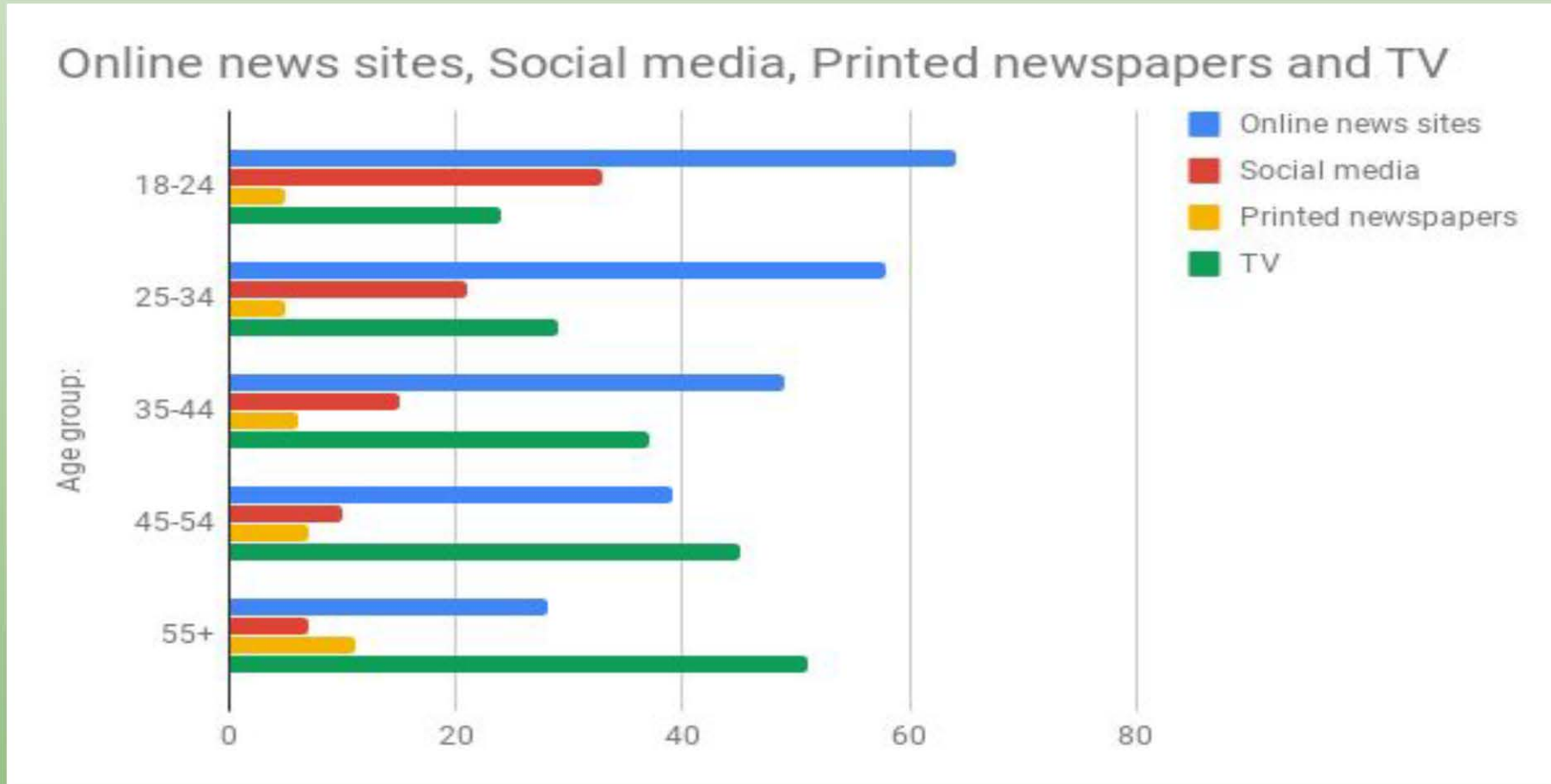
Gap Between Television and Online News Narrowing
Pew Research Center, Survey Conducted August 8-21, 2017

Calendar Year 2016 and Calendar Year 2017

Legend:
- Calendar Year 2016
- Calendar Year 2017

Categories: Television, Online, Radio, Print

Smartphones Beat TV for Young Adults in the US
https://www.statista.com/chart/8660/smartphone-vs-tv-usage/

Growth in Mobile News Use

Pew Research Center, Survey Conducted March 13-27, 2017
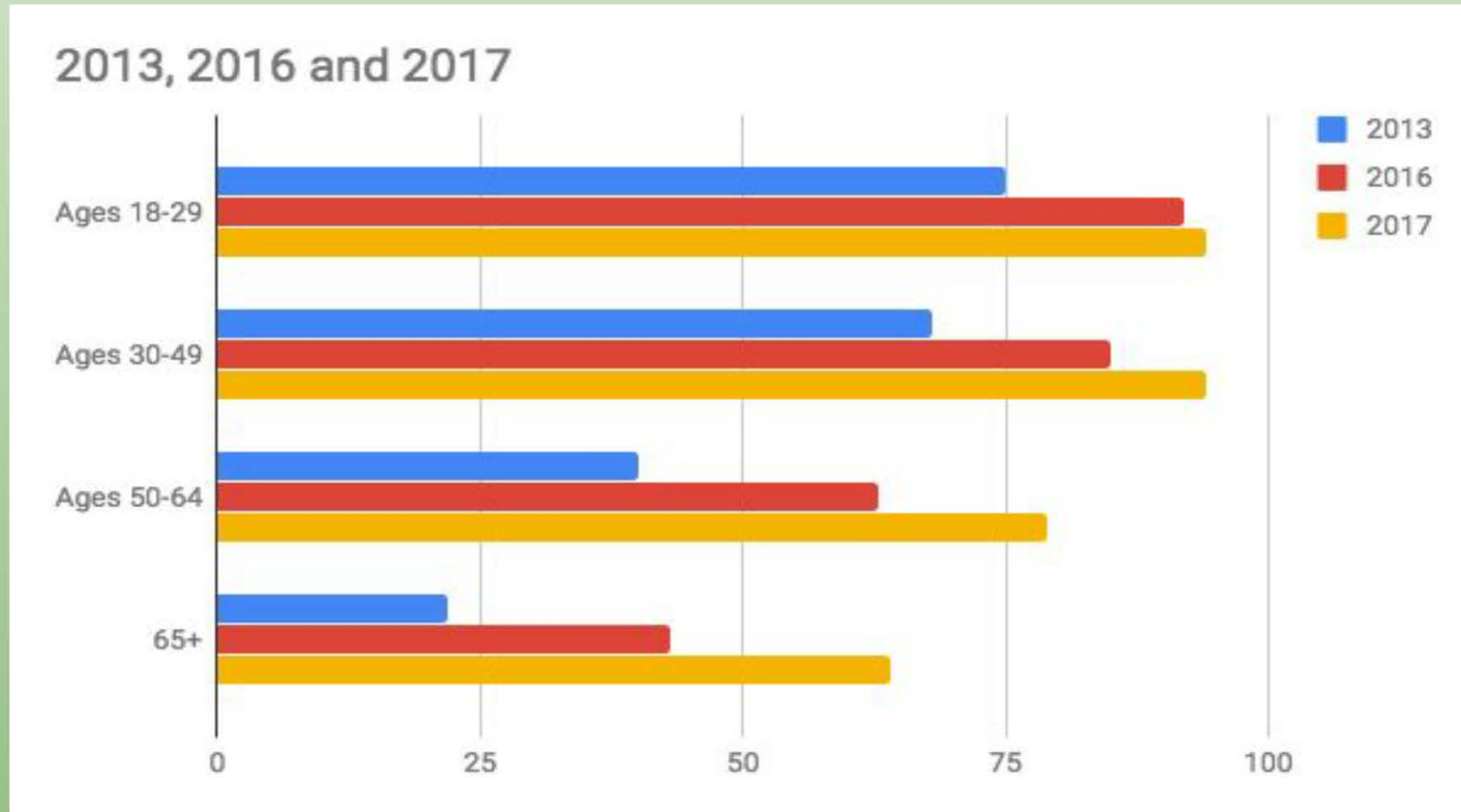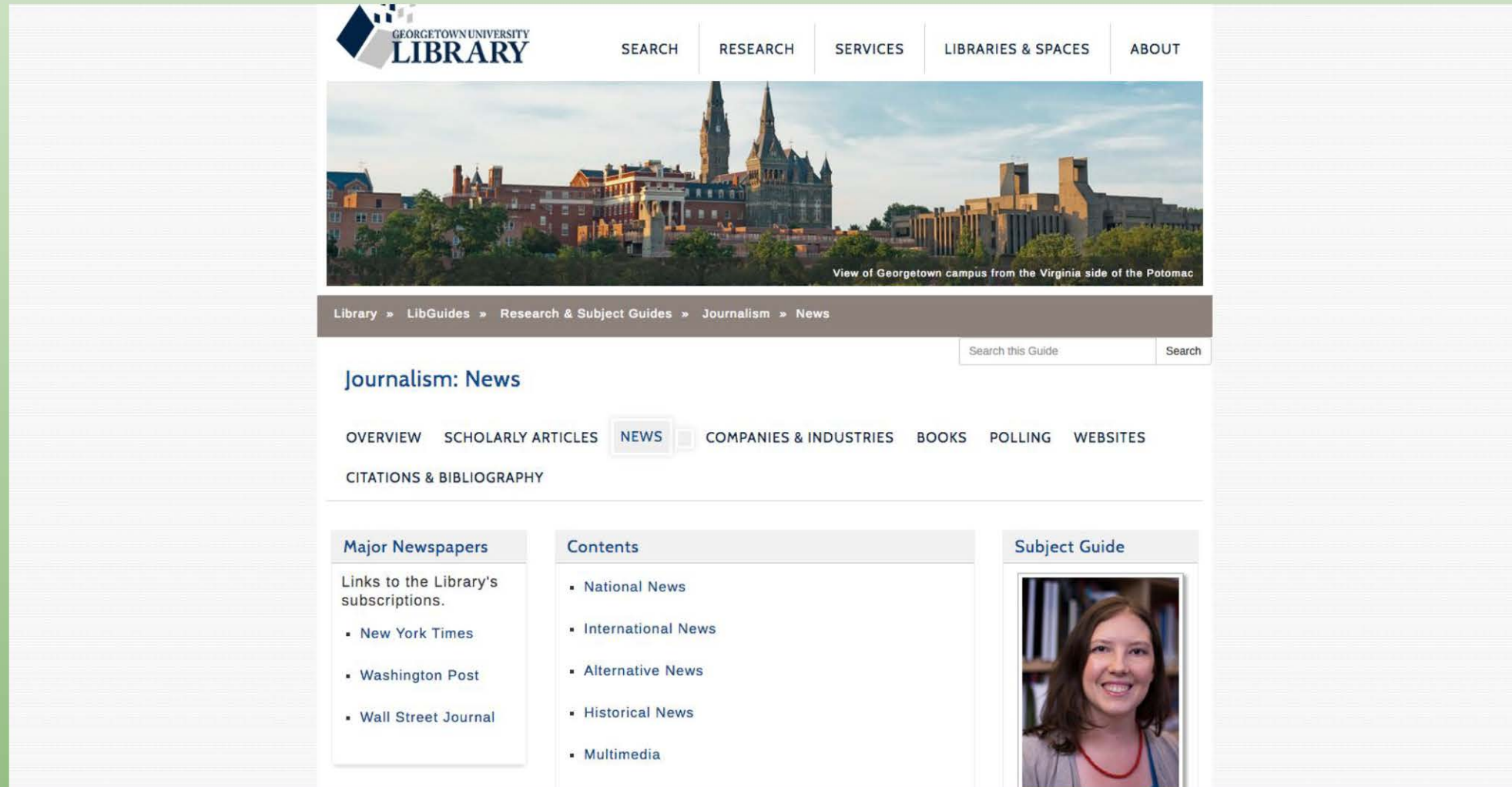
Top Brands and Weekly Usage
Reuters Institute, [2017 Digital News Report](#)

	Used Last Week	Used 3 time in Past Week
CNN	27	17
NBC / MSNBC News	26	16
ABC News	25	14
CBS	24	12
PBS News	10	4

Ephemeral Content: Print vs Broadcast

Broadcast Industry Acronyms

OTA	Over the Air
OTT	Over the Top
SVOD	Subscription Video on Demand
ENG	Electronic News Gathering
EFP	Electronic Field Production
SNG	Satellite News Gathering
MPVD	Multi-channel Programming Video Distributor
ATSC	Advanced Television Systems Committee

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/

Bloomberg [TicToc](#)

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

Quote:

"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."

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 plaforms
- 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

ADD CLIP

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

ADD CLIP

05:47:50 pm — 05:48:10 pm

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

ADD CLIP

05:48:10 pm — 05:50:20 pm

NEW YORK / DEATH PENALTY #605408

ADD CLIP

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

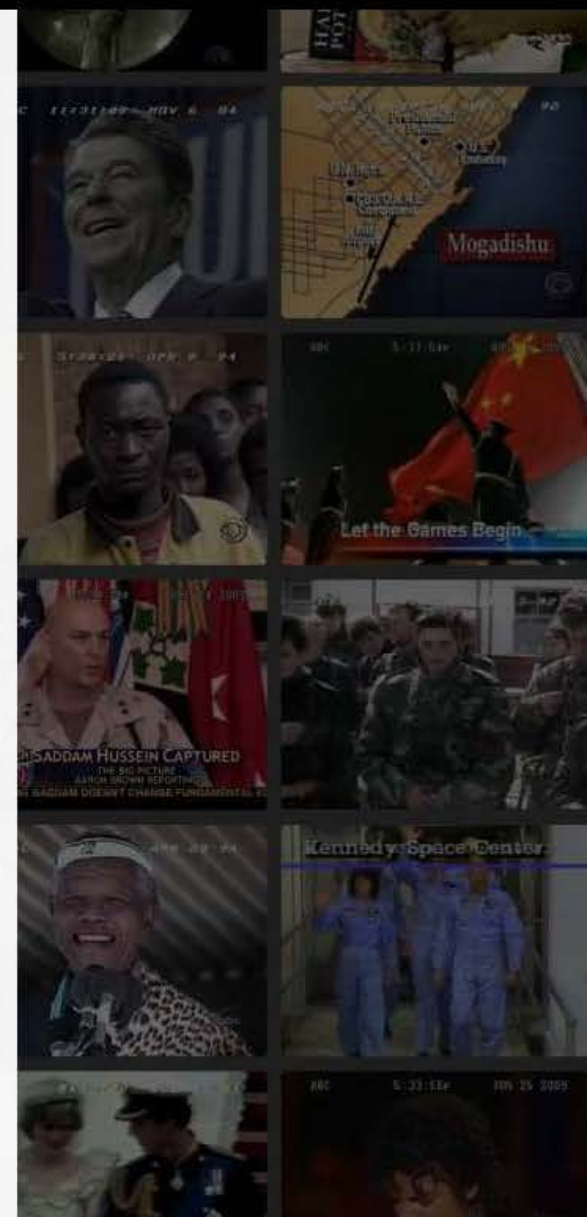ADD CLIP

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

ADD CLIP

05:54:20 pm — 05:56:30 pm

Search

michele bachmann 2011 Daily Show

GO

- ● Search metadata (default)
- ○ Search text contents
- ○ Search TV news captions
- ○ Search archived web sites

Advanced Search

☐ Share
★ Favorite
▶ Play All

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109 RESULTS

SORT BY · RELEVANCE · VIEWS · TITLE · DATE ARCHIVED · CREATOR

Media Type

☐ movies — 109

Availability

☐ Always Available — 109

Topics & Subjects

☐ michele bachmann — 109
☐ bachmann — 51
☐ jon stewart — 51
☐ rick perry — 51
☐ iowa — 49
☐ stephen — 41
More ▶

Collection

☐ Television Archive — 109
☐ Television Archive News Search Service — 109
☐ The Chin Grimes TV News Archive — 108
☐ Comedy Central — 108
☐ KPIX (CBS) — 1

The Daily Show With Jon Stewart : COM : October
👁 168 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : October
👁 138 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : October
👁 785 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : October
👁 139 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : October
👁 206 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : August
👁 67 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : August
👁 99 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : August
👁 893 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : August
👁 45 ★ 0 💬 0

The Daily Show With Jon Stewart : COM : August
👁 865 ★ 0 💬 0

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.
MORE

FACT

ABOUT   COLLECTION

2,658 RESULTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SORT BY   VIEWS · TITLE · DATE ARCHIVED · CREATOR

Search this Collection

PART OF

Television Archive News
Search Service

Media Type

☐ movies   2,658

Topics & Subjects

☐ Executive Branch   497
☐ Trump Administration   495
☐ donald trump   364
☐ washington   356
☐ Trump   337
☐ US Congress   290
More ▶

Collection

☐ Fact Checked   2,658
☐ Television Archive   2,658
☐ Television Archive   2,658
   News Search Service
☐ Executive Branch Ar-   2,030
   chive
☐ Trump Administration   2,030

2016 New Hampshire
Primary Results : CSPAN :
by CSPAN
1,215   0   1

2016 New Hampshire
Primary Results : CSPAN :
by CSPAN
322   0   1

60 Minutes : KPIX :
November 13, 2016
by KPIX
249   0   8

60 Minutes : KPIX :
November 13, 2016
by KPIX
41   0   8

60 Minutes : KPIX :
November 13, 2016
by KPIX
844   0   8

60 Minutes : KPIX :
November 13, 2016
by KPIX
191   0   8

60 Minutes : KPIX :
November 13, 2016
by KPIX
69   0   8

60 Minutes : KPIX :
November 13, 2016
by KPIX
3,126   0   8

60 Minutes : KPIX :
November 13, 2016
by KPIX
118   0   8

ABC News Good Morning
America : KGO : February
by KGO
179   0   2

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!

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