Audience Centric Webcasting

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Microsoft Production Studios

www.Travision.net
Microsoft Production Studios

- Full Service Production Facility
  - Live Production
  - Production
  - Edit Transmission
- 400 Live webcasts per year
  - Over 300 Employee Facing
Surfacing Webcasts Within Microsoft
Key Questions:

What are your business objectives?

Who is your Audience?

Audiences ≠ Attendees
Why is Audience Centricity Important?

- Audience attention is hard to keep, especially online
- In many cases, the online audience is larger, (often magnitudes larger ) than the in-person audience.
- It doesn’t matter what you are saying if the audience isn’t listening
“You have not communicated successfully if people have not heard you, understood you and do not feel motivated to think differently and act differently as a result of your words.”

Kevin Murray
Chairman of The Good Relations Group
How do we know what audiences want?
Ask them

- Surveys & Polls
- Social conversations
- Focus Groups (listening tours)

If I'd asked customers what they wanted, they would have said "a faster horse".

~Henry Ford
Observe them

- Engagement in Features
- Social (Yammer)
- Q&A / Moderated Chat
- Polling Questions
- Call to Actions

- Metrics
- Unique Viewers
- Average Viewing time

Social (Yammer):

The Good: Social Media increases employee engagement and drives viewership

The Bad: Social channels can run away with the show of there are technical problems!
Borrow from those that do it well

Television & Radio
- Pre-show, post-show, half-time show.
- “Sideline” reporters
- Camera Ready Training
- Audience Participation
- Get out of the Studio
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Pre-show:
- Adds context and warms up the audience
- Staggers the start time – Easing load on networks and servers
- Ensures more people are their before the core content begins
Borrow from those that do it well

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Roaming Reporters:
- Adds additional context that favors the online audience
- Closes gaps in content that would normally lose viewers
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Audience Participation:
- Using Skype to include audience questions or contributions
Audience Participation – Skype TX
Audience Participation – Skype
Television & Radio

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- “Sideline” reporters
- Teases / promos / episodic content
- Audience Participation
- Get out of the Studio
Remote Signal Acquisition Over IP

Teradek

Streambox

LiveU Kit

LTN Technologies
Recognize Audience Diversity

- Accessibility
- Localization
- Remote / mobile viewers
- Cross platform / cross device compatibility
- Time zone sensitivity (rebroadcasts)
- Quick Transition to VOD
Recognize Audience Diversity

- Accessibility
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Bridge the In-Person and Online Audience

- Acknowledge physical and virtual audiences
- Avoid “housekeeping” announcements
- Be careful with blackout content
Thank you,

www.microsoftstudios.com
www.Travision.net
Audience Centric Webcasting - Resources

IP Based Contribution
- Teradek
- LiveU
- Streambox
- LTN Global Communications

Skype Integration
- SkypeTX
- Newtek Talkshow

Machine Translate Captioning
- SubPly

Attention Span Statistics
2014 Conviva User Experience Report
Bing Pulse