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While vlogs/pranks still dominate the YouTube scene globally, factual YouTube channels are increasingly on the rise, with many featuring among the fastest-growing channels across different countries.

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POPQUIZ THE COMEBACK

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THE OA

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Latest jobs and internship offers

What will 2017 bring to the world of Television!

First of all, let me wish you a peaceful and happy New Year!

2016 has been a **great year for us with the introduction of the 4-screen ratings of programmes in France** becoming available to the market at the end of September last year.

Just prior to this news we announced our **new collaboration with TAPE Consultancy to develop synergies** between their respective areas of programme expertise. It will reinforce their mutual expertise and offer the TV industry professionals – studios, channels, rights holders – a unique service for international programme and market analysis.



Other first-rate performances along with the biggest TV and online content trends of the fall season were revealed in our NOTA International Trends conference held in Paris on January 17th (see exclusive).

The start of the year marks the moment to look back at the past season but also forward to the upcoming challenges. In 2017, our motto will be **to strengthen the client service, develop our added value and increase our clients' user experience.**

In order to reach these goals, we will:

- Keep on enlarging our geographical coverage and by that get **a better understanding of the global market**
- **Enlarge the scope of the data** by integrating, when they are available, 4-screen audience ratings for TV, PC, mobile and tablets
- Develop **transversal reports and analysis** on major subjects for the industry
- Improve the **user experience of our online services** such as NOTA and MyEurodata TV which will move to an online interface at the end of the year
- Strengthen our trends monitoring thanks **our partnership with WIZDEO** with the recent integration of web streaming audiences and YouTube channels'.
- Produce **more customised and unique insights** thanks to our recent partnership with Tape Consultancy

Driven by partnerships with **more than 200 flagships clients**, these different initiatives will reinforce our specific positioning being the only TV & Video Market Intelligence company able to deliver services covering **more than 100 territories in the world.**

Best wishes,

Laurent Battais,
Eurodata TV Worldwide Senior Vice-President

Find out more about our insight reports:

- **NOTA International TV Trends:** fresh formats and the latest international trends
- **The Kids' TV Report:** trends and hits in children's programming
- **The Scripted Series Report:** a whole season of scripted formats
- **The Entertainment Report:** hot properties and business strategies
- **Key Producers Insight Report:** identifying the weight of producers
- **Multiscreen Report:** comprehensive overview of multiscreen content and strategies
- **Yearly Sport Key Facts Report:** offerings and viewing of international sport programming
- **One TV Year in the World:** the ultimate yearbook for international TV executives
- **The Young Adults Report:** an insight about the overall young adult's TV consumption trends

International Content Trends & Innovative Strategies

2nd Edition

NEW ON THE AIR

How to develop audiences with innovative strategies and content?

January 17th, 2017



Eurodata TV
WORLDWIDE

#NewOnTheAir



Agenda

The Eurodata TV Worldwide team is constantly travelling around the world to meet our clients/partners and bring a unique insight through conferences, seminars and festivals around five continents. In the coming months you can meet and hear us at:



RealScreen

*Washington, United States
23-26 January 2017*

Kunal De Souza - kdesouza@eurodatatv.com



DISCOP

*Dubai, United Arab Emirates
29-31 January 2017*

"The Global Dynamics of TV", including a focus on the Middle East, by Jacques Balducci on January 29th, 10:00 – 10:30 am
Jacques Balducci - jbalducci@eurodatatv.com
Jessica Laloum - jlaloum@eurodatatv.com



Berlinale

*Berlin, Germany
12-16 February 2017*

François Lhomme - flhomme@eurodatatv.com



MIPFormats

*Cannes, France
1 April 2017*

"TV Viewing Trends" by Sahar Baghery
Sahar Baghery - sbaghery@eurodatatv.com



MIPTV

*Cannes, France
3 April 2017*

"One TV Year in the World: Cracking Audience Trends" by Frédéric Vaulpré and Sahar Baghery
Frédéric Vaulpré - fvaulpre@eurodatatv.com
Sahar Baghery - sbaghery@eurodatatv.com

4 April 2017

"Kids@MIPTV" by Sahar Baghery on April 4th, 9:15 - 9.45 am
Sahar Baghery - sbaghery@eurodatatv.com

Wherever you are in the world, we look forward to seeing you soon!

INTERVIEWS

Our clients and partners report on their successes, projects and relationship with Eurodata TV Worldwide.

Médiamétrie - Julien Rosanvallon

Director of the Television Department - France

4-Screen measurement in France: the first feedback and what's to come next

4-screen ratings of programmes in France became available to the market at the end of September 2016. Could you please explain the background and main characteristics of this measurement?

In fact, the first stream of data was made available to the participating TV Channels in April 2016. This first service allowed them to **get access to a daily basis on 4-screen TV Ratings, programme by programme, by screen type and type of viewing** (Live, Replay, Time-shifted...). This service was then opened to all our Mediamat subscribers (the reference TV measurement service) at the end of September 2016.



This service was the first step of our 4-screen measurement. The second step is to provide, on a monthly basis, **results at TV Channel level, with additional metrics and demographics** (that are not currently reported in the programme level service). We already provided the first beta results of this service to the TV channels. **This will be opened to all subscribers from May onwards.**

To make these measurements a reality, **we heavily relied on our single source and online panels as well as streaming census data.** Médiamétrie through its subsidiary Médiamétrie//NetRatings has been providing the market with the **online reference audience measurement data for over 15 years now.** This experience and our online assets (three panels on all 3 screens as well as census data) was one of the key to our project. We have also used our single source panel co-owned with Google.

Concerning audience results, what feedback you can share since 4-screen ratings became available?

We can say that for some programmes and for some demographics, the usage of those new screens is key. In particular, **for the younger populations, the mobile screens give them a direct access to the remote.** The programmes targeted to the younger audience see a direct benefit of this. But other demographics also use those new screens. We see **good results for Live sports and news and of course movies / fiction.**

Overall, these new usages are still far, on average, from representing the majority of TV usage. But every day, **over 4 million people watch TV on their online screens for over 2 hours and this population is constantly growing!**

What are the next steps for Médiamétrie in terms of 4-screen measurement

We will continue to improve the measurement and provide additional metrics / services. Our objective is to **make this new measurement the currency.** But besides that, our focus will also be to expand **our TV media planning ecosystem to include those new usages.** These evolutions require to understand how in the near future TV will want to sell their online TV inventory. Will the non-linear advertising model prevail the traditional linear ad-model? I can tell you that we follow the market's discussions very closely.



Virtual Reality & immersive strategies to win young adults' loyalty

A few months ago, a range of Virtual Reality experimentations on video content started to be accessible for the public. Today, TV broadcasters continue to run those new technology experiences and reinforce their investments.



Some TV broadcasters create dedicated VR and 360-degree programmes or video platforms to **promote their flagship series**. In August 2016, **Discovery Communications launched its own dedicated VR platform: Discovery VR**. In this platform, where all content is available for free, Discovery proposes the Shark Week videos, viewable in 360-degree or in VR with VR headsets such as Samsung VR Gear or Oculus Rift. It offers an up-close and personal exhibit of sharks making their viewers part of the scene.

Sports have also been a perfect experimentation ground in a year full of major events. **MTG's Viasat was the first broadcaster in the Nordics to make live sports content available in virtual reality** with the broadcast of the Rio 2016 Olympic Games. The Viasat Sport 360 app brought viewers closer to the action than ever before.

If virtual reality and 360-degree videos enabled content providers to easily seduce and win young adults' loyalty, other initiatives allow to keep the bond with this ultra-connected target. To accompany and promote the launch of the event documentary series *Les années Obama*, the Franco-German broadcaster ARTE launched millennial targeted short

videos, inspired by YouTube tutorials and social media codes. Those videos, called TutObama, imagine Barack Obama giving advice to other political leaders in the world like François Hollande or Angela Merkel. Obama/Manuel Valls video posted on the Arte Facebook page has been viewed more than 333,000 times.

In the United States, **The Food Network has ordered YouTube star Hannah Hart a six-episode travel and food series starring the comedian**. Each episode of the series will be accompanied by distinct digital and social content that will leverage Hart's social media following across YouTube, Facebook, Twitter, Snapchat and Instagram, as well as FoodNetwork.com.

Transmedia and immersive strategies do not only catch TV viewer's attention during new programme launches, it **enables broadcasters to stay attractive after several seasons**. For the 11th season of the singing contest *The Voice*, NBC organised a casting on Snapchat. The same four coaches as in the TV show have watched videos posted on the social network and selected one singer each. During the fifth and final show, the Snapchat spectators voted to choose the best "*The Voice on Snapchat*" among the four selected singers.

To celebrate the 10th season of the reality *Secret Story*, the French channel TF1 **created a "secret community" of influencers and journalists by sending them boxes of "Secret Cookies"** which contains pink and blue (iconic colors of the show) fortune cookies, filled with real and fake secrets of the future housemates.

In this competitive sector, **internet presence and transmedia experiences are unavoidable** to maximize broadcasters' reach, but **the virtual reality and new technology experiences could allow some of them to make a**



difference and distance others.

Source: Eurodata TV Worldwide - MultiScreen Report 2016 – Edition 2 / Relevant Partners.

Want to know more about Multiscreen strategies, ratings and programming trends in more than 100 territories worldwide?

For further information on the Multiscreen strategies please contact us!

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From YouTube to Netflix: the multi-screen strategy continues to advance

The last few months in the YouTube scene have been eventful. While vlogs/pranks still dominate the YouTube scene globally, factual YouTube channels are increasingly on the rise, with many featuring among the fastest-growing channels across different countries.

Factual YouTube channels often provide top-list on various topics (*Be Curious* in Italy, with +96% monthly views in November; *Top Ranking*, +63% monthly views in Spain), focus on the extraordinary (*Mundodesconocido*, +395% in Spain, October), or function as a news network (*ODN* in UK, with 686M total views as of January).

In particular, **the trend for YouTube formats to travel across different platforms and screens continues with heightened vigor.** *Previously*, the beginning of 2016 was a successful period for many YouTubers to make a smooth transition to TV. Vlogger Hannah Witton features as a presenter in the magazine *Love Fix*, discussing the modern world of sex and dating. The webseries *Broad City* by YouTubers Ilana Glazer and Abbi Jacobson, has been renewed for 2nd and 3rd season in 2016 on Comedy Central.



Then, late 2016 saw another **blooming direction for YouTube exports: Netflix.** First was the one-off comedy film *Internet Famous* on Netflix starting July 21st 2016. Starring many hit YouTubers (Amanda Cerny, Christian DelGrosso, Wendy McCollm among many others), the film tells the story of talentless internet youngsters trying to score their own TV appearance. 2 months later, this trend continues with Netflix's new series "*Haters back off*", based on YouTuber Miranda

Sings' popular slogan, who plays a hopeless and messy girl hoping to become famous through her horrible singing. Riding the successful momentum, on December 27th, Netflix takes a further step by launching a new reality TV show "*Chasing Cameron*" starring YouTuber Cameron Dallas.

These Netflix original formats clearly reflect a strategy to appeal to a younger audience, as well as to benefit from an already existing client base. These new developments signify a natural progression in the YouTube market, as it becomes increasingly multi-screen compatible. Running parallel with the **standardization of TV content**, which encourages producers to develop formats that are easily exported internationally and digitally, **YouTubers are also adopting a more structured, professional attitude for their content.** This is particularly influenced by the introduction of YouTube Red in late 2015, which subsequently prompted many popular existing YouTubers to produce higher-quality materials.

As a result, some YouTubers are rising to fame by adopting reality formats from TV: the channel *Jeremstar* by Jérémy Gisclon is a reality YouTube channel, where he posts videos of him interviewing famous pop figures in a bathtub. The channel featured among the fastest-growing channels of France in September (+132% monthly views) and November (+64%) in terms of monthly views. Similarly, YouTuber *Sam Zirah's* reality interviews of French TV stars also land him among the top channels of September (+167%) and November (+45%).



With these trends in place, **YouTube viewers can certainly expect to see a higher overall quality in YouTube content, as well as expecting innovative future formats.**

Source: Eurodata TV Worldwide / Wizdeo - Relevant Partners / MultiScreen Report 2016 / NOTA International TV Trends

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POPQUIZ THE COMEBACK – *The first episode of the show, aired on December 28th, realized a good performance and doubled BBC Four's slot average among young adults.*

The mythical music quiz, aired in the 80's on BBC1 and came back over 30 years later for two special editions hosted by its original host Mike Read.

United Kingdom – BBC Four / Game show – First seen in 1981 Pop Quiz was the BBC's Saturday night smash hit music quiz show. Over 30 years later it's back, with the original presenter Mike Read hosting his 50th edition where the biggest pop stars from the 1980s go head to head in a test of their 80s music knowledge.



THE OA – *The worldwide launch of the mysterious Netflix series generated a lot of buzz and the show already obtained more than 100 000 likes on Facebook.*

The series, greenlighted by Netflix in 2015 and co-produced by Plan B Entertainment (Brad Pitt's production company) was made available by surprise on the VOD platform on December 16th. The show became viral very quickly on the social networks, a similar phenomenon to **Stranger Things** last summer.

USA – Netflix / Series - A young woman reappears after a seven-year absence, with the ability to see after years of blindness and a strange explanation about her ordeal. A story that she only shares with a small group of teenagers and a high school teacher, not even her adoptive parents, who have spent the intervening years desperately searching for her.



ZHONG GUO SHI XIANG QIN – *The dating show registered good ratings, especially on the young target. Indeed, the show increased Dragon TV's slot average by 41% among individuals 15-34.*

This dating show is hosted by Jing Xing, a popular Chinese transgender artist, who is also the presenter of a famous talk show and nicknamed "Oprah of China", with reference to the American TV host Oprah Winfrey.

China – Dragon TV / Reality – In this show, parents go on dates and choose the 'right' person for their children. While parents are casting and introducing their sons to the girls, the five young men are sitting in a separate room, watching the whole dating process.

Source: Eurodata TV Worldwide / NOTA / Relevants partners



Join the Eurodata TV Worldwide team!

The Eurodata TV Worldwide department analyses and gives access to audience performances of television programmes in more than 100 territories across the world. Our clients are TV producers, TV Channels, Copyright Organizations, Sponsors, etc.

Do you have a strong interest in international television? You already keep an eye on new launches and programming trends?

Join our team!

International TV Research Assistant

Our Research department is currently seeking an International TV Research Assistant M/F for a six months' internship.

Mission:

While being part of the team, you will work in connection with a multitude of studies and customers; participate in the reporting and analysis of our international customers.

- You will be in charge of the production of studies and, particularly on children programs services.
- You will export and verify data, conduct analysis and interpretation of the results as well as the presentation of reports issued to clients.
- You will also analyze the international audiovisual landscape, conduct performance appraisals on children programs and their programming environment.
- During your internship, you will conduct studies for one of Eurodata's main reports, the Kids TV report.

Profile:

- You come from a Business School or have a university level + 4/5 post A level, you follow a specialization in marketing/studies, and are strongly motivated by studies and the media sector.
- Comfortable with numbers, you are recognized for your qualities of organization, are rigorous and can easily adapt. Your taste for team work and your intellectual curiosity will allow you to succeed in the position. A very good mastery of computer tools - Word, Excel, and Power Point - is required.
- **Taking into account the international environment, English proficiency is essential. A second language is a plus.**

Mission based on the outskirts of Paris, in Levallois-Perret (92) - France, Metro station Pont de Levallois-Bécon.

Thank you to apply via the following address: gaubry@mediametrie.fr

English-Chinese translator / International TV Programmes Analyst Assistant

6-month Internship

Our Research department is currently seeking, for a six months' internship an English-Chinese translator / International TV Programmes Analyst Assistant.

Mission:

- Translate from English to Chinese (Mandarin) identification cards about new TV shows around the world (concept, description of the programmes and their broadcasting environment, etc...).
- Possibly establish documentary research via Internet, to write a brief description in

- English of new launched programmes in Asia and gather the production credits.
- Collect the data produced, verify them and interpret the results.

Profile:

- Preparing a BA, BS/BSc and/or MA, MS/MSc,
- In Business school or University,
- Field: Marketing/Research/Medias,
- Japanese linguistic skills will be a plus.

Contact: please send your application to: recrutement@mediametrie.fr



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