

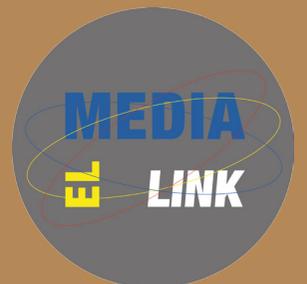
# MoodReport : 9

video

PLUS

MAX

PRIME





# VIDEO : TRENDY

STONE  
Spike Lee  
ROLL  
SHE'S GOT TO HAVE IT  
DIR. SPIKE LEE  
D.P. ERNEST  
344

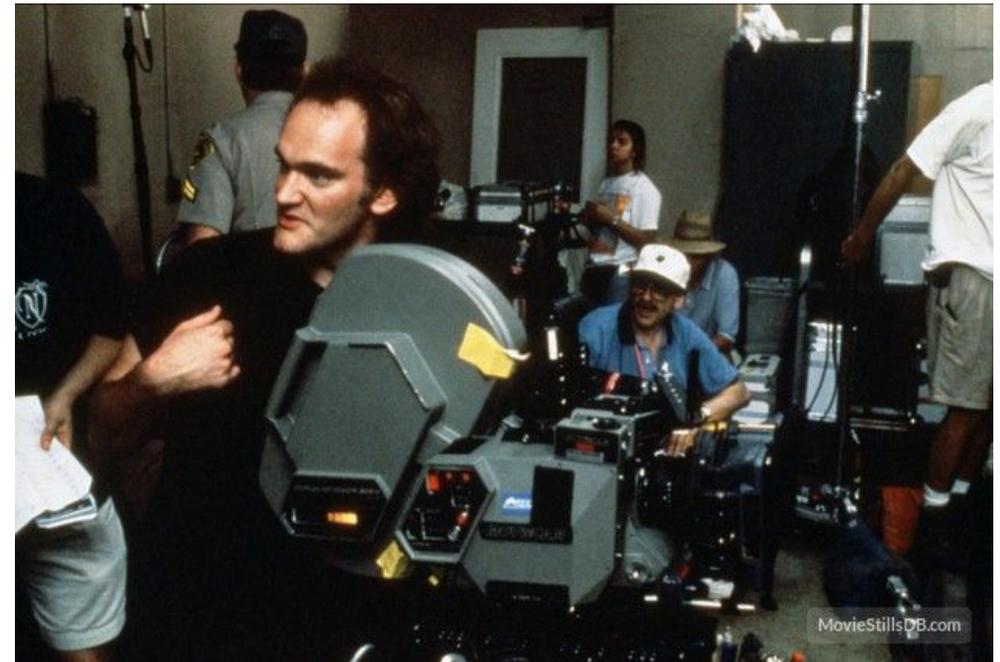
Why is *video content* the *future* of digital entertainment, and information?

To what extent are videos in 2020 like a “*best-seller*” book?

The New TV - Algorithm Revolution

Social media TV - Algorithm Evolution

Expanding and diversify \_ ever growing industry



## Video content

encompasses any kind of video that you create for your *marketing or advertising*. Video is one of the most powerful marketing tools in your arsenal.

## Streaming

a *method of transmitting or receiving data* (especially video and audio material) over a computer network as a steady, continuous flow, allowing playback to start while the rest of the data is still being received.

## Youtube Creators

is a type of videographer who *produces videos for the video-sharing website YouTube*. Networks sometimes support YouTube celebrities. Some YouTube personalities have corporate sponsors who pay for product placement in their clips or production of online ads.

## Reality TV

television programmes in which ordinary people are continuously filmed, *designed to be entertaining rather than informative*.

# Video Content Types

Vlog

Product review

Promotional videos

Live Stream

Culture videos

Presentation

Behind the scenes

Case study/ Testimonial

Tutorial

Webinars

Animation

Interviews

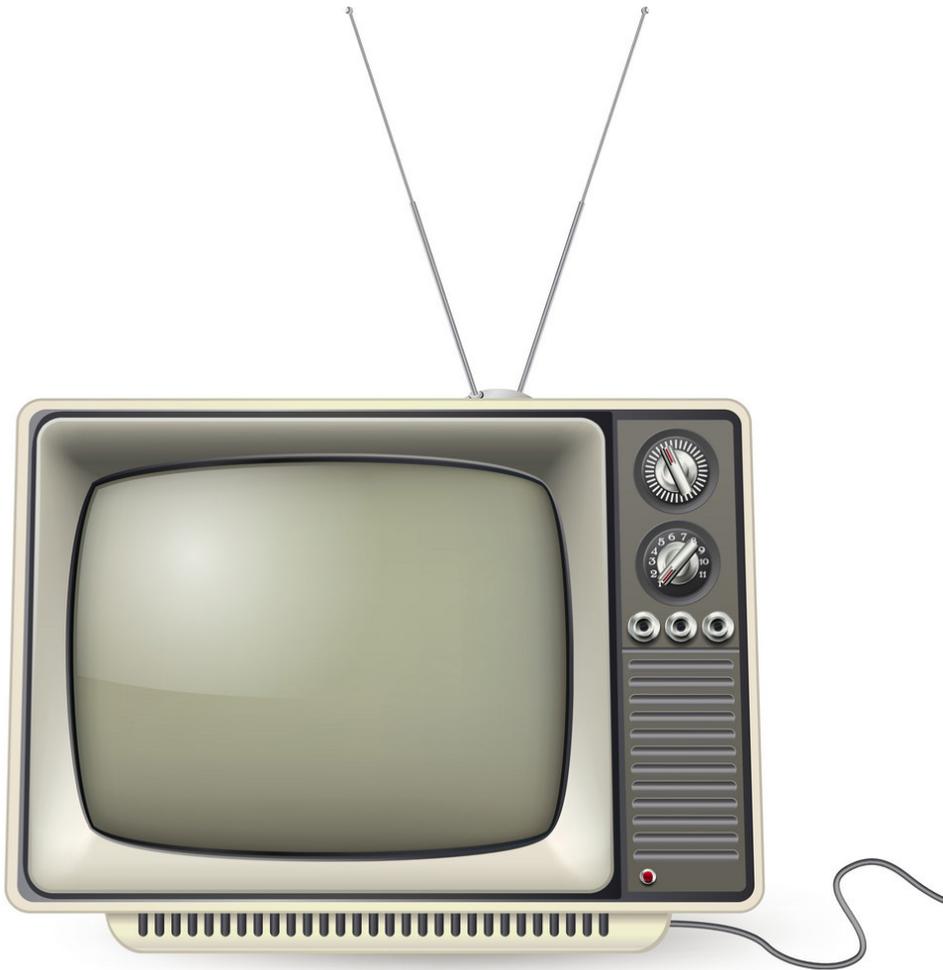




The New **TV**  
**Algorithm** Revolution

\*Netflix Original Narcos

The traditional TV has become obsolete, just like the home phone.



cable TV  
Satellite TV  
Free-to-air

**INSTEAD...**

# STREAMING WARS



N



prime video



tv+



HBO  
max



Disney+



hulu

# A THREAT FOR TV

## BROADCASTERS

Because:

they don't need to fill 24 hours a day on several channels

they don't have to do religious broadcasting, show The Queen's speech, buy sports rights...

Instead they do high end drama, documentaries, children programming

Able to offer high budgets and almost total creative freedom

Streaming platform pioneer

158.3 million subscribers world wide

From tech company to “creative” creztng content

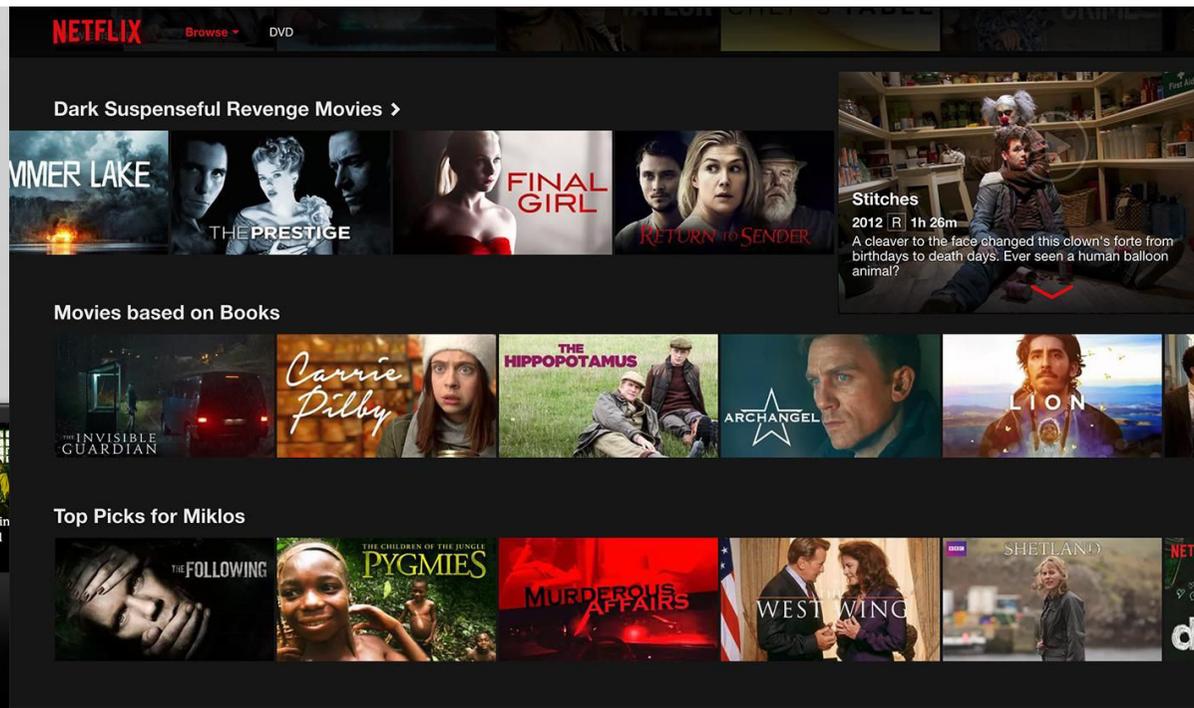
2013 House of cards made Netflix strong. They had the data to know what people wanted to watch.

12.43 billion dollar debt

Their success comes from giving control back to the viewer



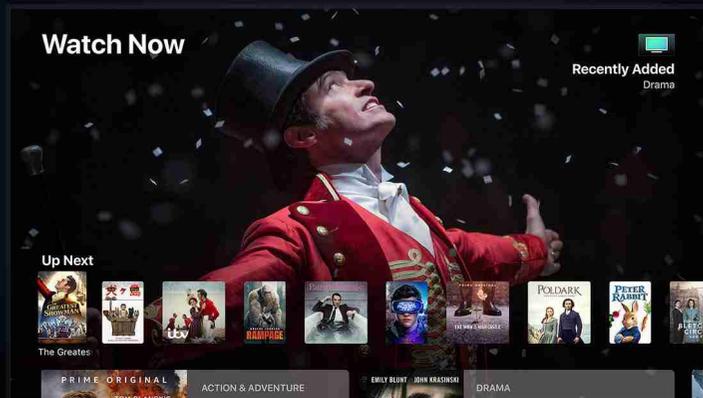
**Netflix is worth 130 billion dollars.**





Apple TV 4K

Cinematic in every sense.



Apple TV 4K lets you watch films and TV programmes in amazing 4K HDR — and now it completes the picture with immersive sound from Dolby Atmos.<sup>1</sup> It streams your favourite channels live. Has great content from apps like BBC iPlayer, NOW TV, Netflix, Amazon Prime Video, ITV Hub and iTunes.<sup>2</sup> And thanks to Siri, you can control it all with just your voice.

The Greatest Showman is available on iTunes.

Adding a service to their products

Cheap subscription price 1 years for free with purchasing Apple product

Missing content quantity



The Morning Show produced by Apple



Disney's streaming business is already worth more than \$100 billion alone.



AMAZON ORIGINAL

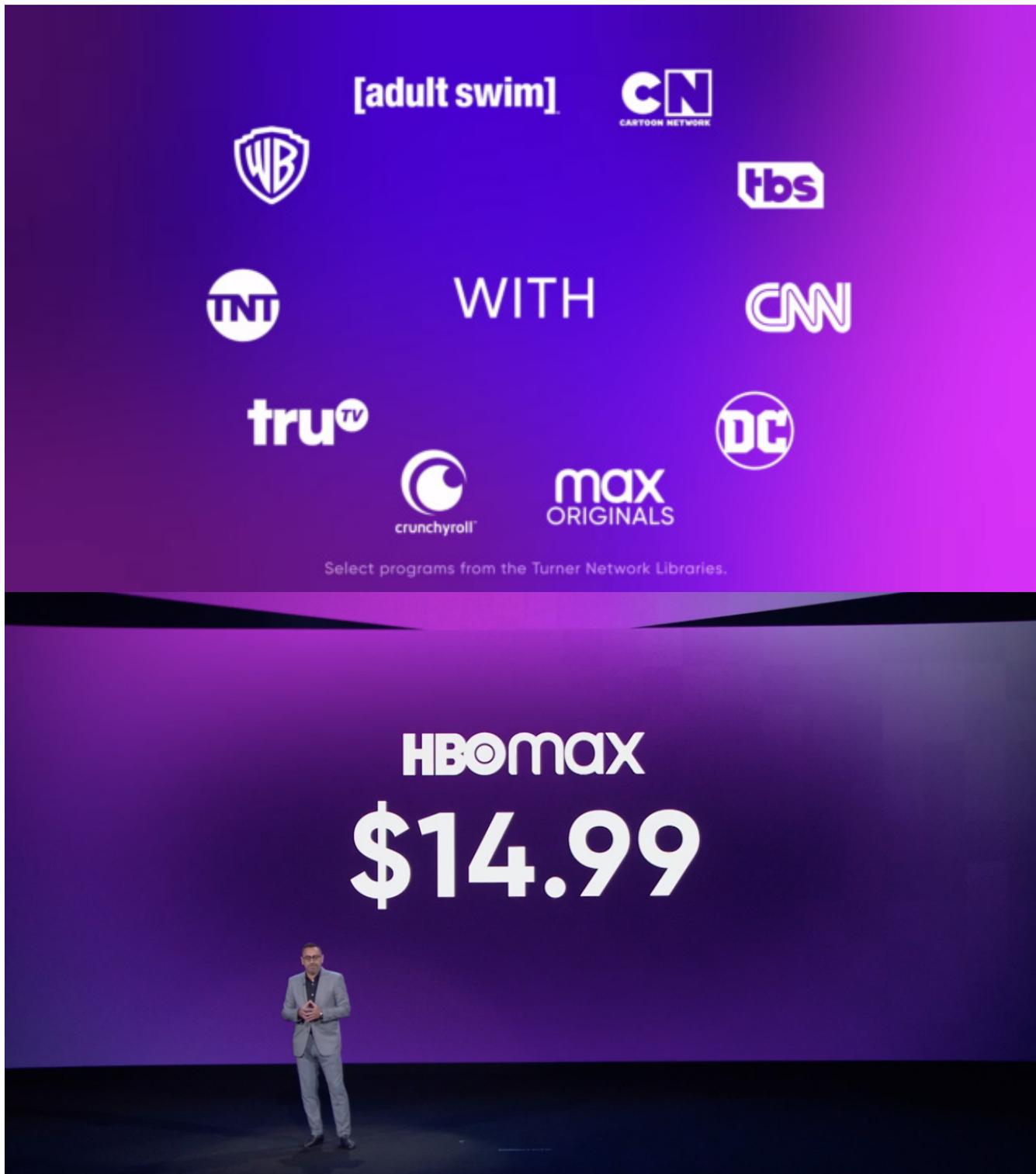
prime video

# GUAVA ISLAND

Guava Island -Childish Gambino and Rihanna

Prime Video's competitive advantage is that people already have a relationship with Amazon.

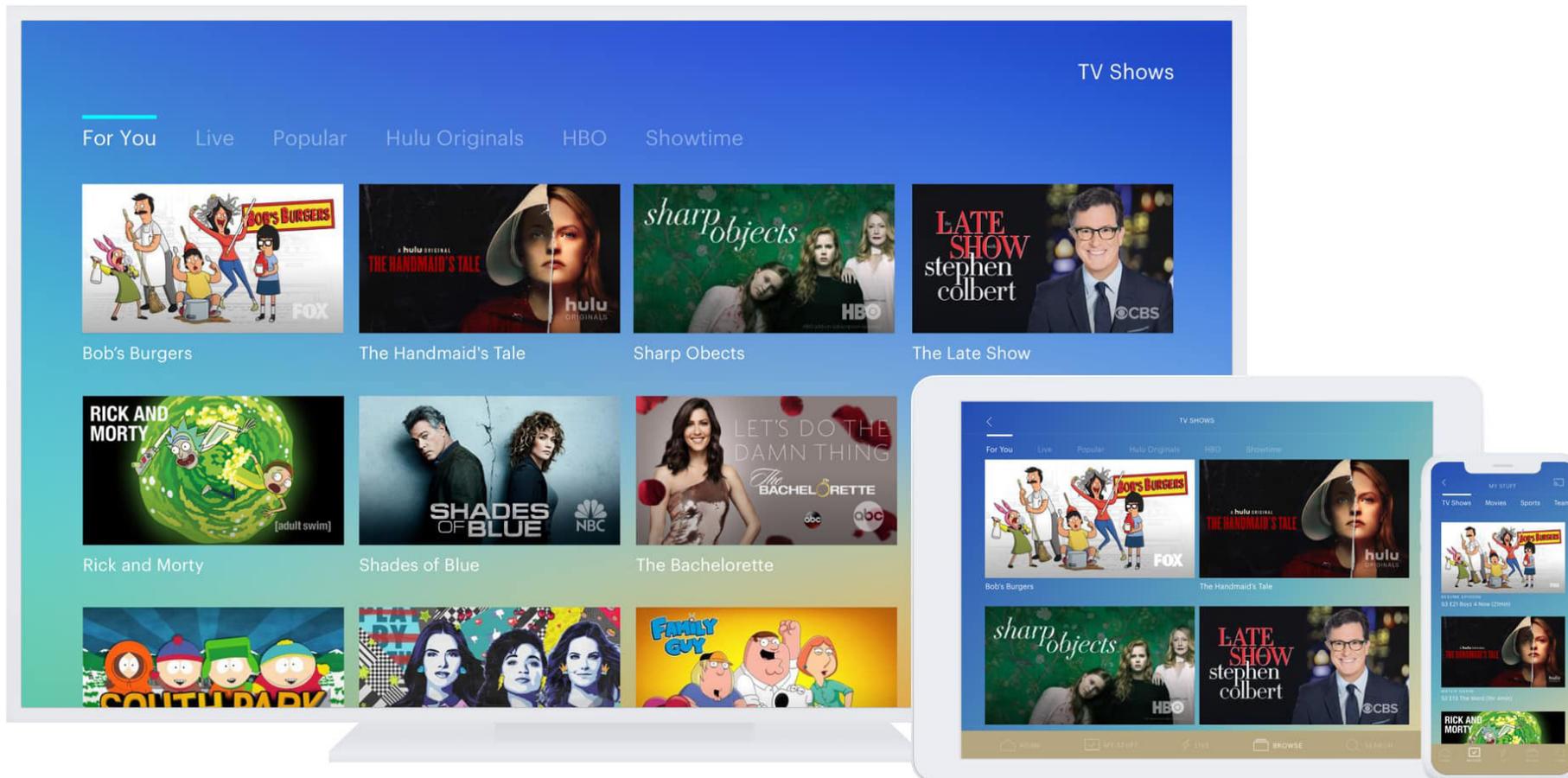
Amazon creates video content to sell more products, if they get a golden globe for that they will sell more shoes.



WarnerMedia segment forewent about \$1.2 billion in licensing revenue by holding back content for HBO Max. WarnerMedia previously sold those shows externally to competitors like Netflix

130 million subscribers worldwide.

Mother company the Walt Disney Company  
Valued at 15 billion dollars  
30.4 million subscribers

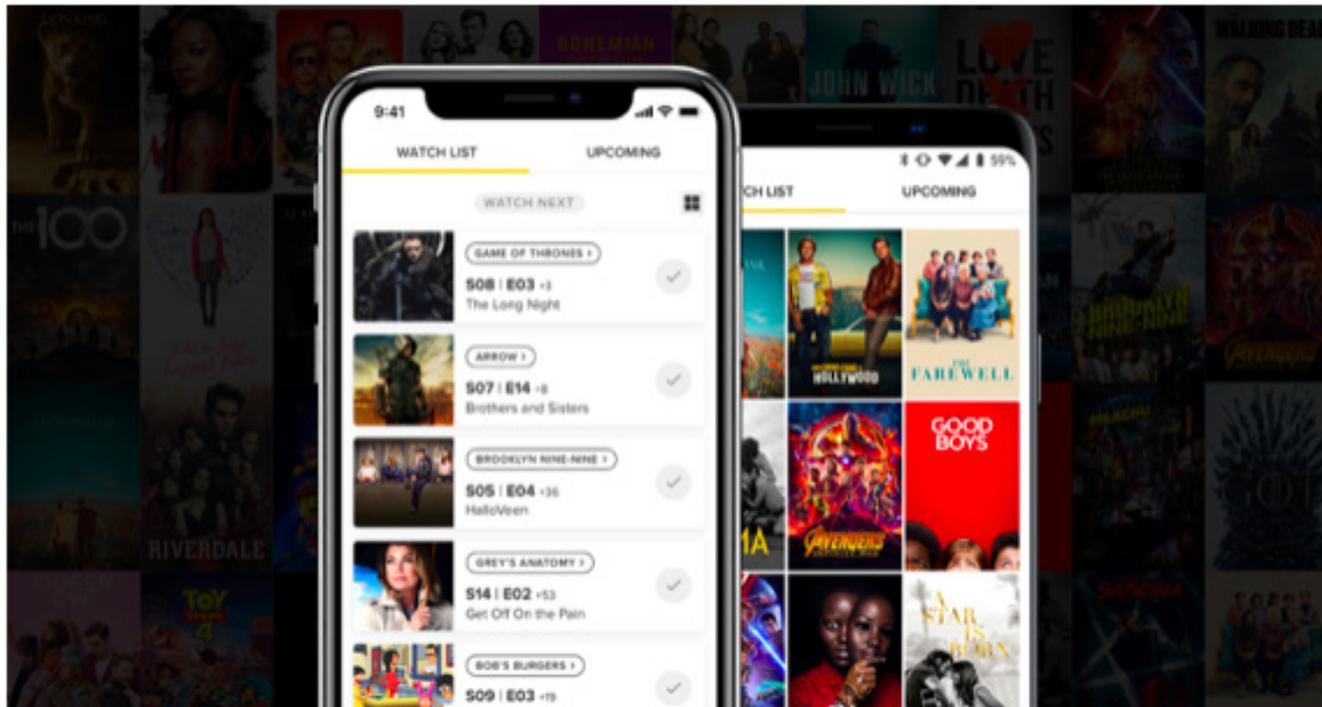


# Whip Media Group, parent to TV show tracking app TV Time, raises \$50M



Sarah Perez @sarahintampa / 3:00 pm GMT • January 29, 2020

Comment



“In the streaming era, data on a show’s viewership and popularity is harder to come by. It’s no longer as simple as setting up a Nielsen box to get data on a show being watched across TVs, phones, tablets and the web. One company solving this problem for content owners, broadcasters and streamers alike is Whip Media Group, parent company to the TV and movie tracking app TV Time. The company announced today it has raised \$50 million in Series D funding to continue to grow its business.

The round was led by asset management firm Eminence Capital and includes participation from Raine Ventures. To date, Whip Media Group has raised \$115 million from Raine Ventures, Eminence, IVP and others.”

From Techcrunch.com

# CANAL+

Groupe Canal+ (Canal+) is a French film and television studio and distributor. It is owned and controlled by Vivendi and has a film library in excess of 5,000 films. Vivendi has sold some parts of Canal Plus to private investors which are still using the name of Canal Plus. It is headquartered in Issy-les-Moulineaux, in the suburbs of Paris.

Canal Plus is "the French film industry's biggest financial backer, beloved by French cineastes".

The fact that it is a major source of finance for domestic film production, participating in the financing of the vast majority of films produced in France is a major source of Canal Plus' strength. It has even created its own subsidiary companies with direct involvement in film production.

StudioCanal, one of these subsidiaries, spends €200 million a year on movie production establishing as the first port of call outside the U.S. for intelligent upmarket movies like Tinker Tailor Soldier Spy which is fully financed

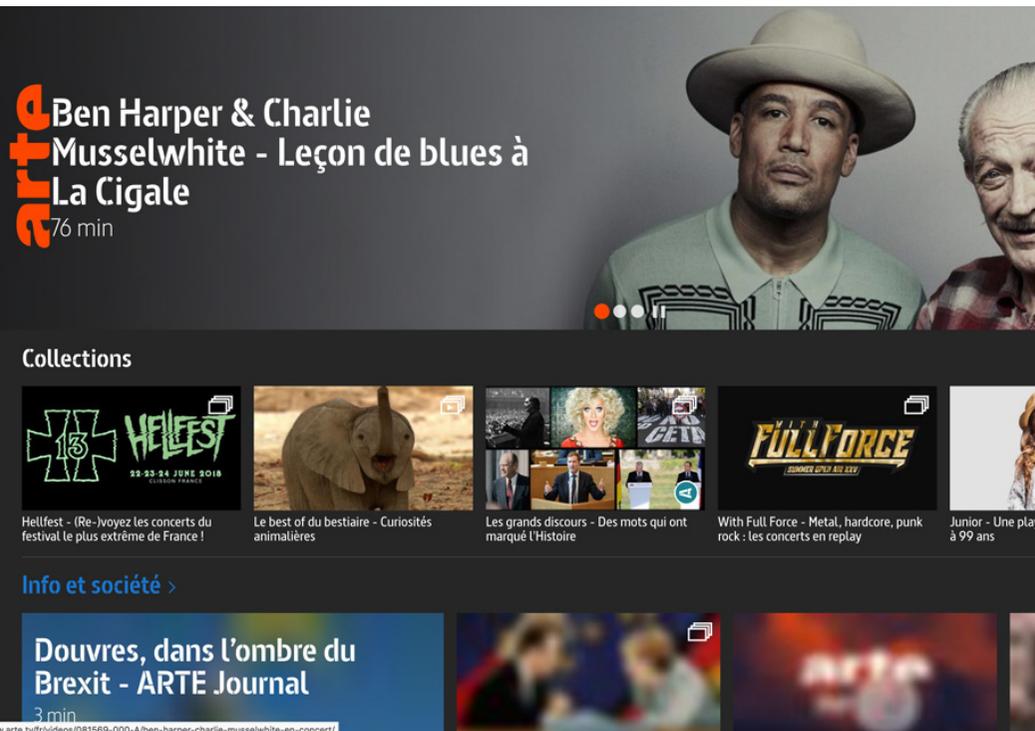
*\*From Wikipedia*

Vivendi (holding company): \$37B market cap



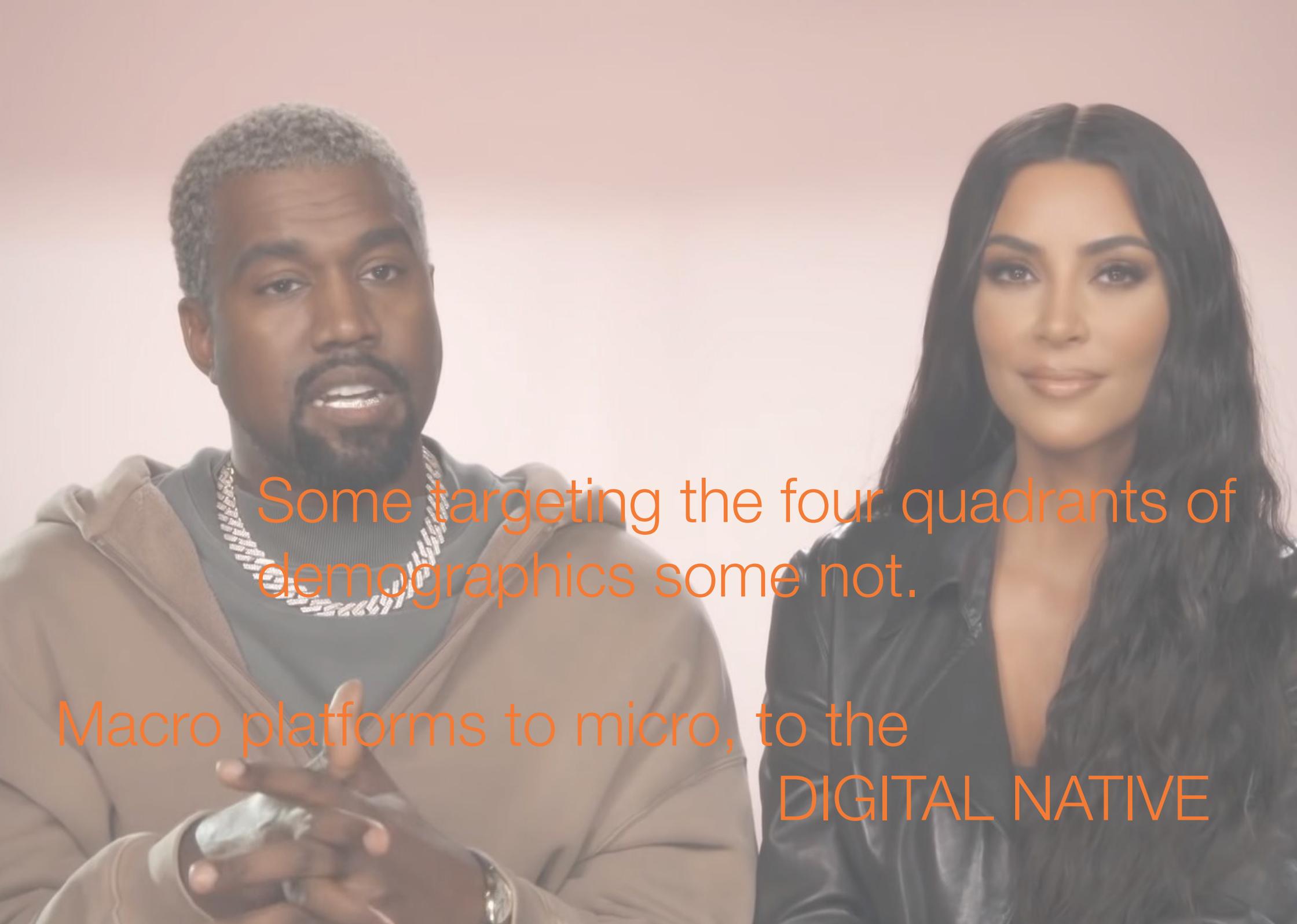
85% of programmes coproduced in Europe

ARTE's mission to strengthen understanding and ties amongst people in Europe with culture and inspiring, innovative, programmes has never been more relevant than it is now. The only way to understand today's major challenges is to analyse them and put them into context. Strongly committed to this endeavour, ARTE, a Franco-German channel for Europe, has the skill and the will to do just that.

The ARTE logo consists of the word "arte" in a white, lowercase, sans-serif font, centered within a solid orange rectangular background.A screenshot of the ARTE website. At the top, a featured video thumbnail shows Ben Harper and Charlie Musselwhite with the text "Ben Harper & Charlie Musselwhite - Leçon de blues à La Cigale" and "76 min". Below this is a "Collections" section with five video thumbnails: "Hellfest", "Le best of du bestiaire", "Les grands discours", "With Full Force", and "Junior". At the bottom, there is an "Info et société" section with a video thumbnail titled "Douvres, dans l'ombre du Brexit - ARTE Journal" and "3 min".The ARTE logo, consisting of the word "arte" in white lowercase letters on an orange background.

The best of ARTE at a glance

A screenshot of the ARTE mobile app interface. It shows a smartphone and a tablet. The smartphone screen displays a video thumbnail for "Oh, Europe! (1/10) - The Dawn of Civilisation" with a duration of 44 min. Below the video are "Playlists" including "Cannes: the Moment Before", "The Ken Loach Method", "The Power of Forests", "Refugees", and "Street Art - The Lo on Street Culture". The tablet screen shows the same content, providing a larger view of the app's layout.



Some targeting the four quadrants of demographics some not.

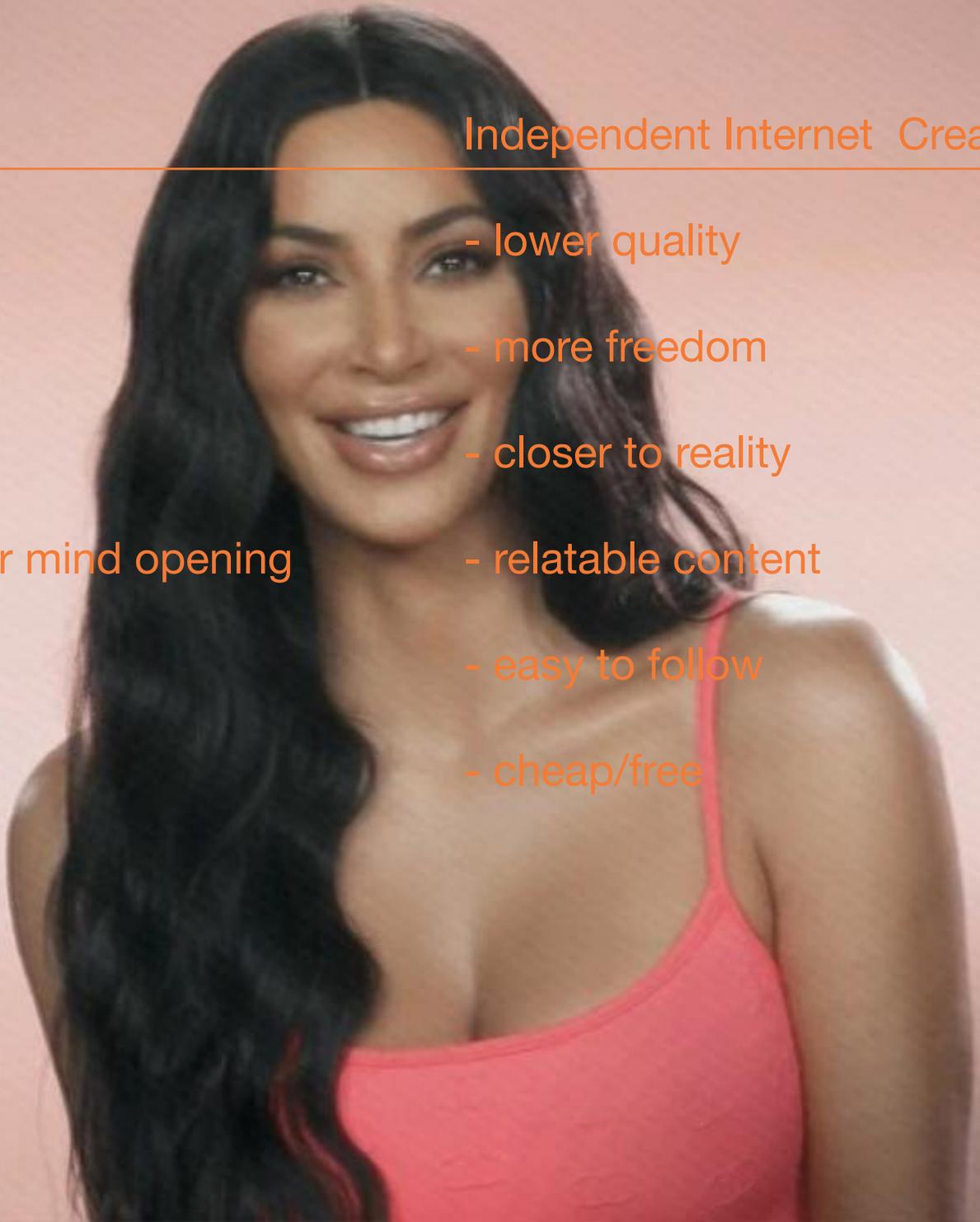
Macro platforms to micro, to the  
DIGITAL NATIVE

## Established production Giants

- high quality
- tries to follow social trends
- much more fantasist
- Tends to try to be educative or mind opening
- has a price to it

## Independent Internet Creators

- lower quality
- more freedom
- closer to reality
- relatable content
- easy to follow
- cheap/free



# Social media **TV** **Algorithm** Evolution

\*Netflix Original She's gotta have it



"Despacito" by **Luis Fonsi** featuring **Daddy Yankee** is the most-viewed video on YouTube, with over 6.5 billion views as of November 2019.





With social media like Instagram micro trends emerge on video content, like moving images, that end up being a video but which acts as a photo. Pure aesthetics.

The only social media platform to attract more than half of every generation is YouTube.



Most popular content  
Entertainment.

Food.

Gaming.

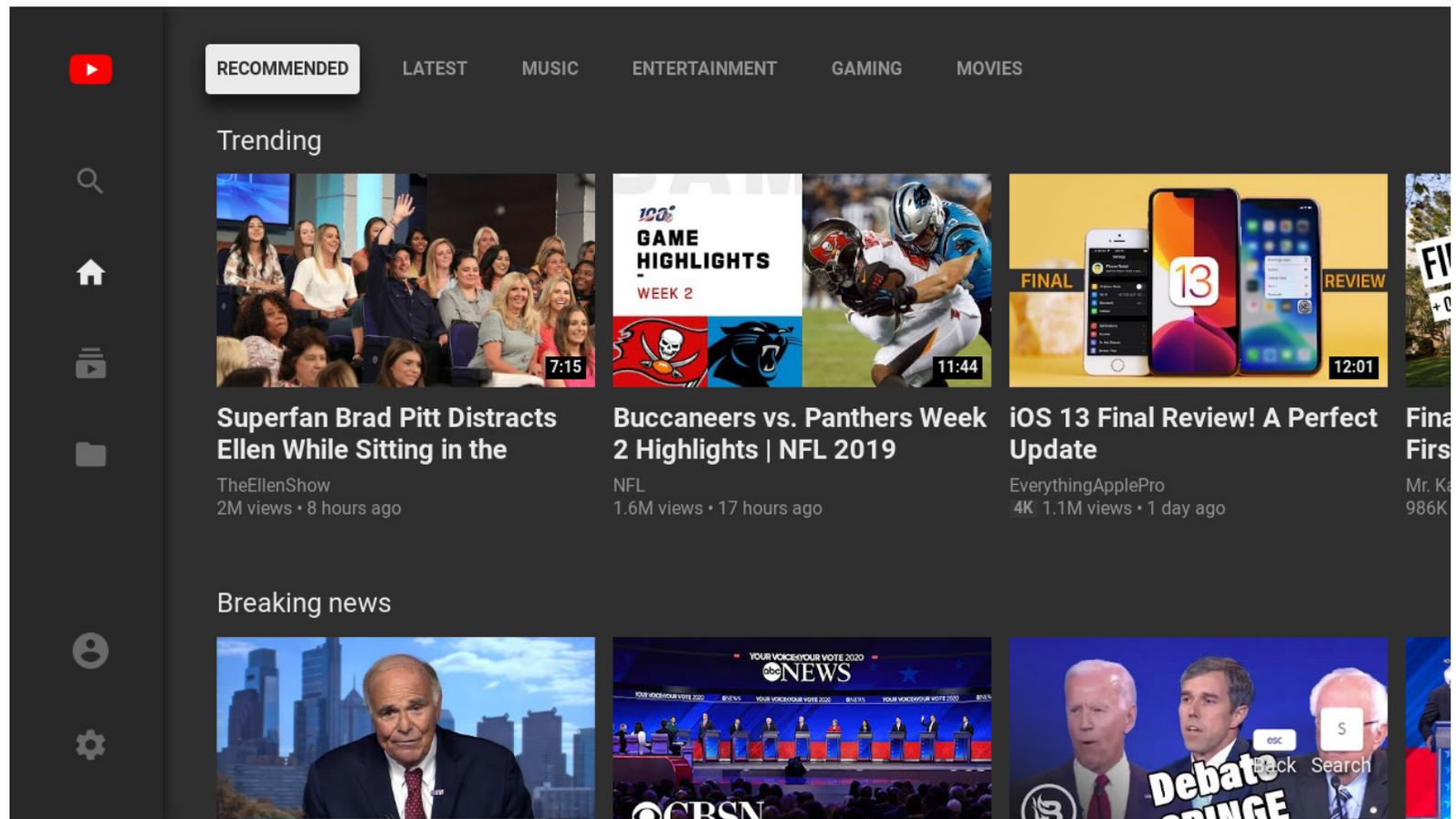
Beauty and Fashion.

Music.

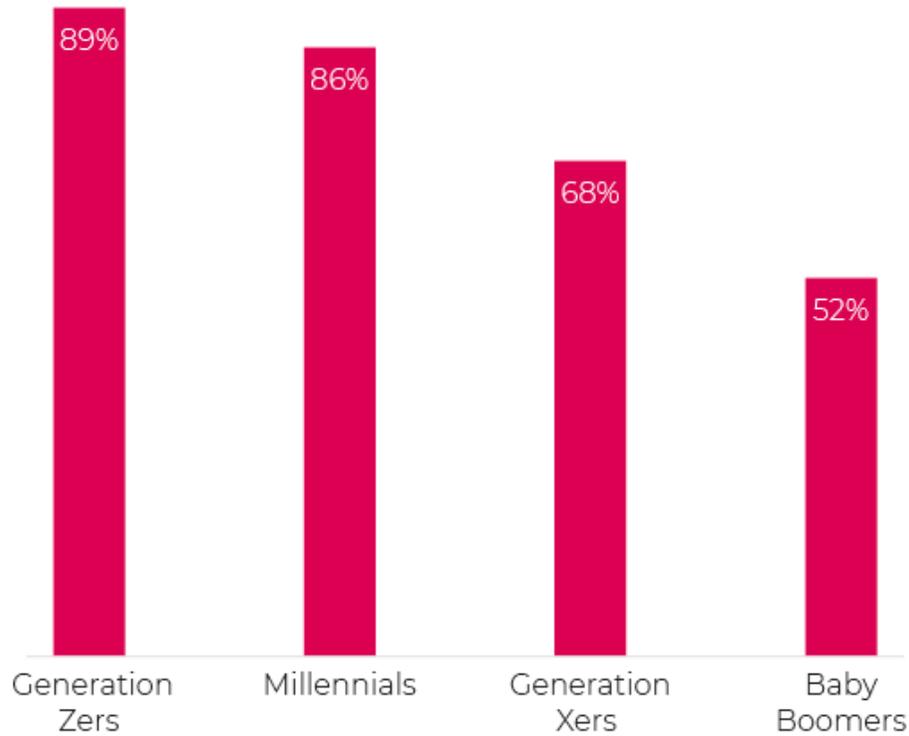
Sports.

Science.

+ has a lot of  
archive content.



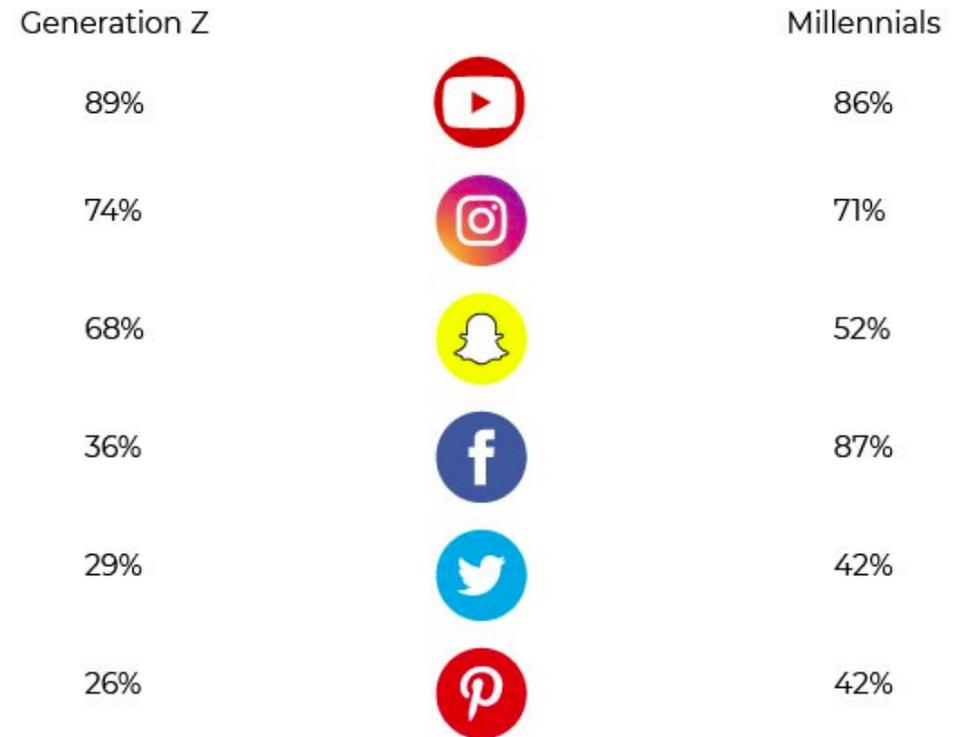
## THE MAJORITY OF ALL GENERATIONS USE YOUTUBE AT LEAST ONCE A WEEK



N= 627 social media users in the U.S.  
Source: The Manifest 2019 Consumer Social Media Survey



## Generation Zers Use Fewer Platforms on a Weekly Basis Compared to Millennials



Not all answer choices shown  
Percent of total respondents, N=627 U.S. social media users  
Source: 2019 The Manifest Consumer Social Media Survey



# YouTube to invest \$100M in kids' content that showcases character strengths, like compassion and curiosity

Sarah Perez @sarahintampa / 6:14 pm GMT • February 5, 2020

 Comment



YouTube in September announced a \$100 million fund to invest in new children's video content, following its \$170 million settlement with the FTC over children's privacy law violations. The fund was meant to help soften the blow for children's content creators on YouTube, who are being financially impacted by the changes the FTC required of their channels. Now we have the first bit of insight into what sort of content YouTube plans to back with the fund's resources.

\*Techcrunch

Slack 4:04 PM 76%

https://www.snapchat.com/unlc

What is Snapchat?

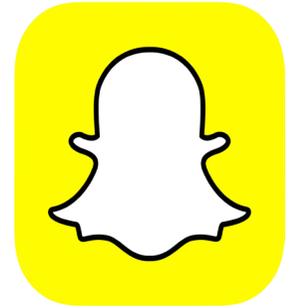


**Russia Fanface**  
by objectspace - Snap Lenses

Open Snapchat

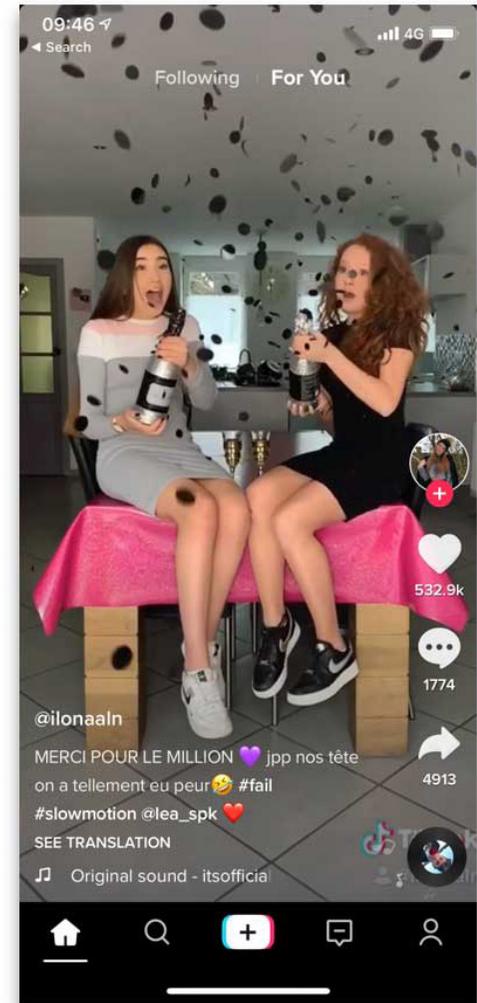
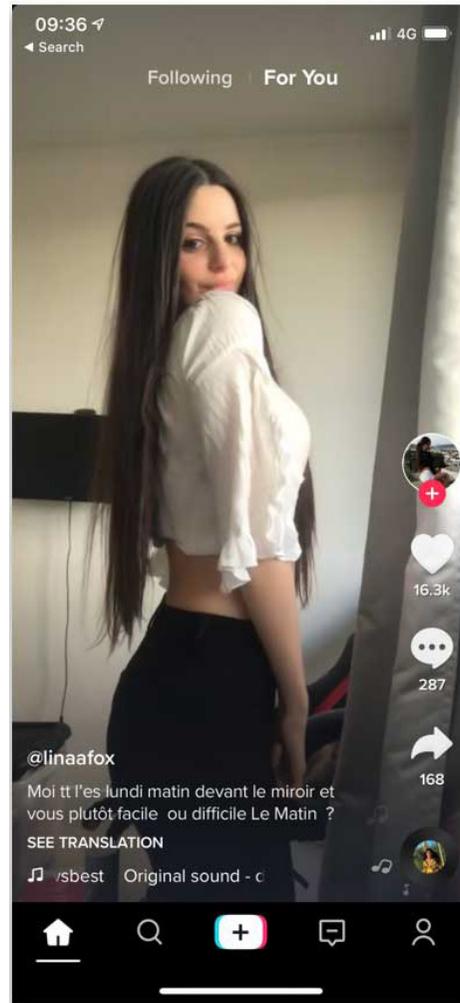
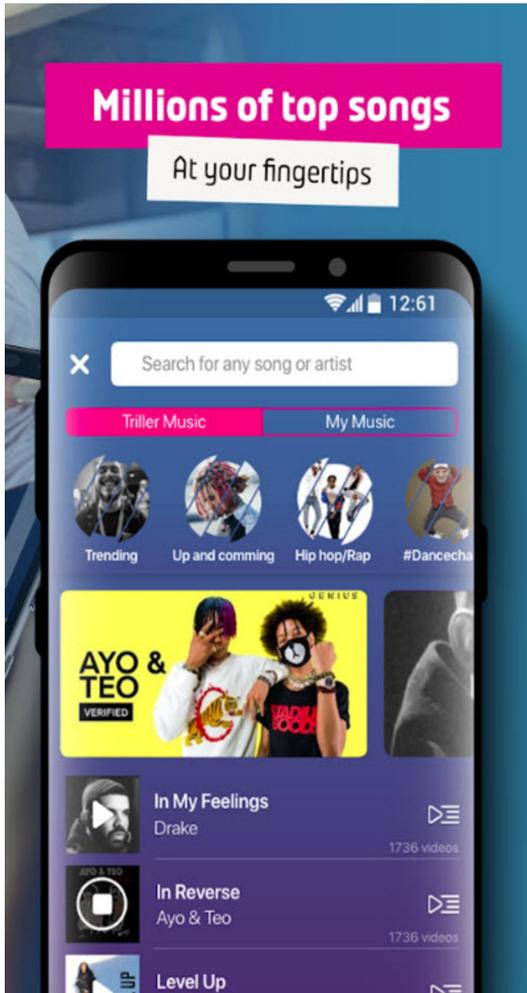
Download Snapchat

Company





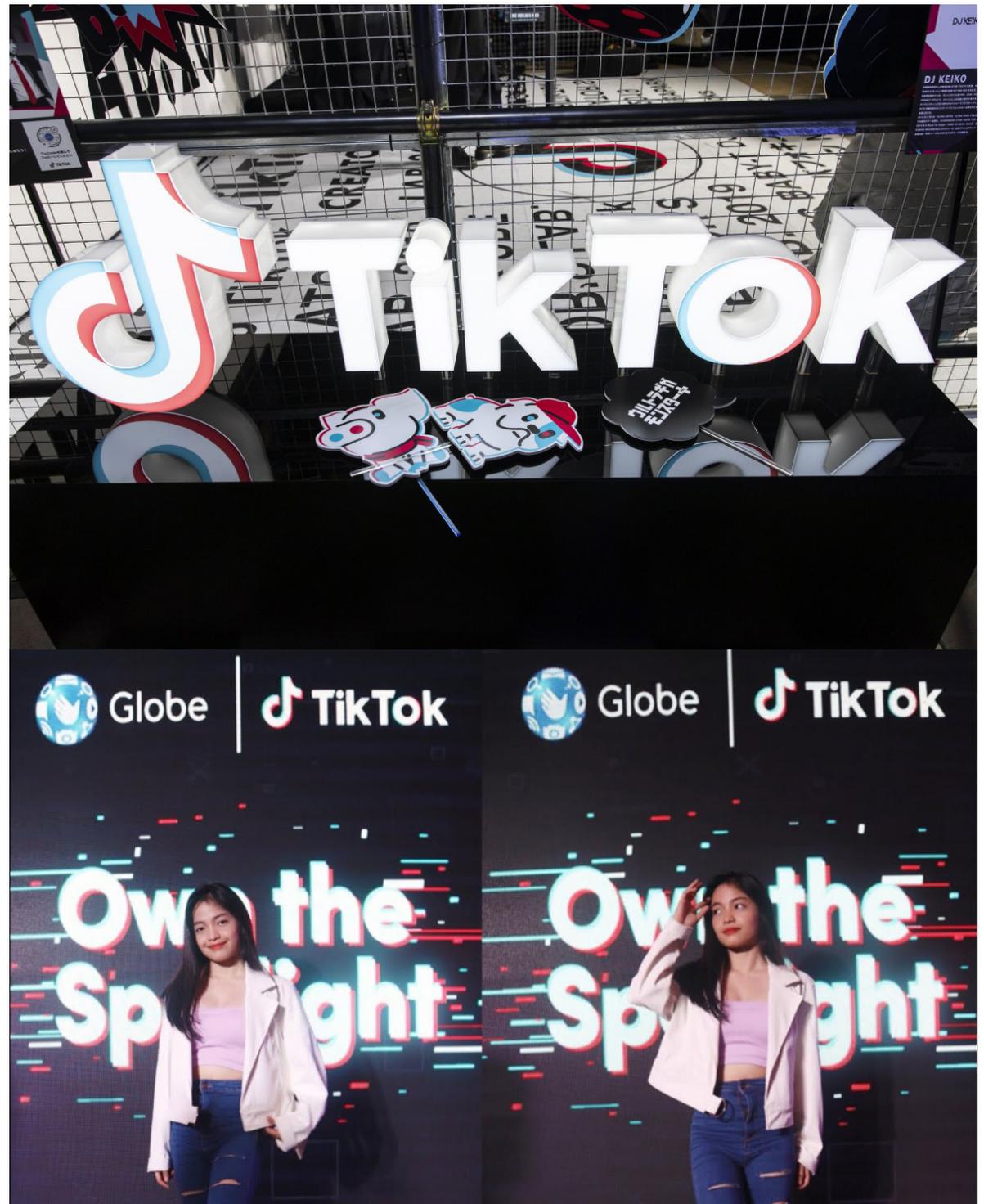
social network used mainly by teenagers that allows you to make, edit and publish videos up to 60 seconds long



Emerging players

TikTok's new "hashtag challenge plus" lets video viewers shop for products in the APP.

TikTok, the short-form video platform favored by young adults and teens, has launched a new feature that allows users to shop for products associated with a sponsored Hashtag Challenge, without leaving its app. These sponsored challenges are Gen Z-friendly marketing campaigns where users are prompted to post videos of them using a product — like showing off favorite outfits from Uniqlo or Guess, for example. Or they might participate in some sort of manufactured viral trend, like singing favorite Disney songs ahead of a Disney-themed episode of American Idol.



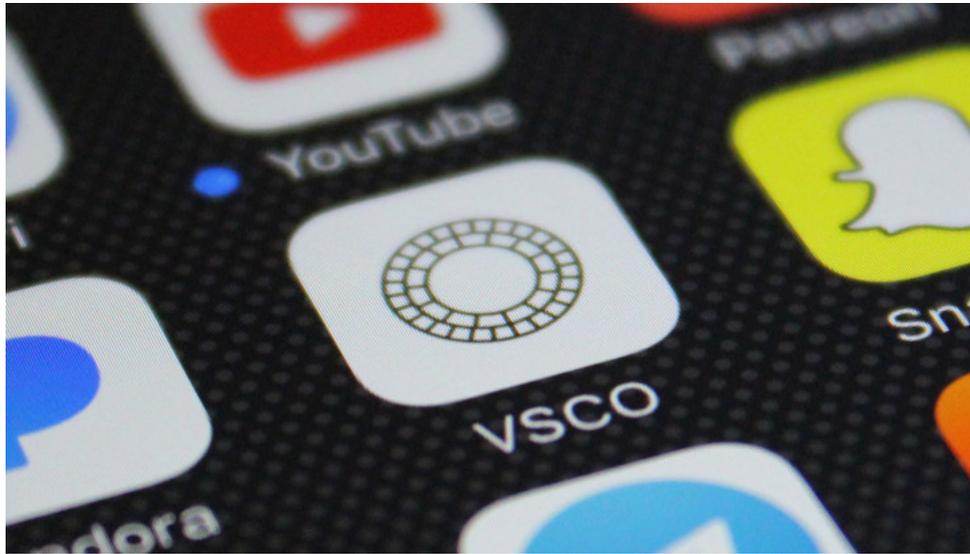
Twitch is a platform that offers a live video streaming service owned by Amazon.com, with one of its main functions being the broadcasting of live video games.



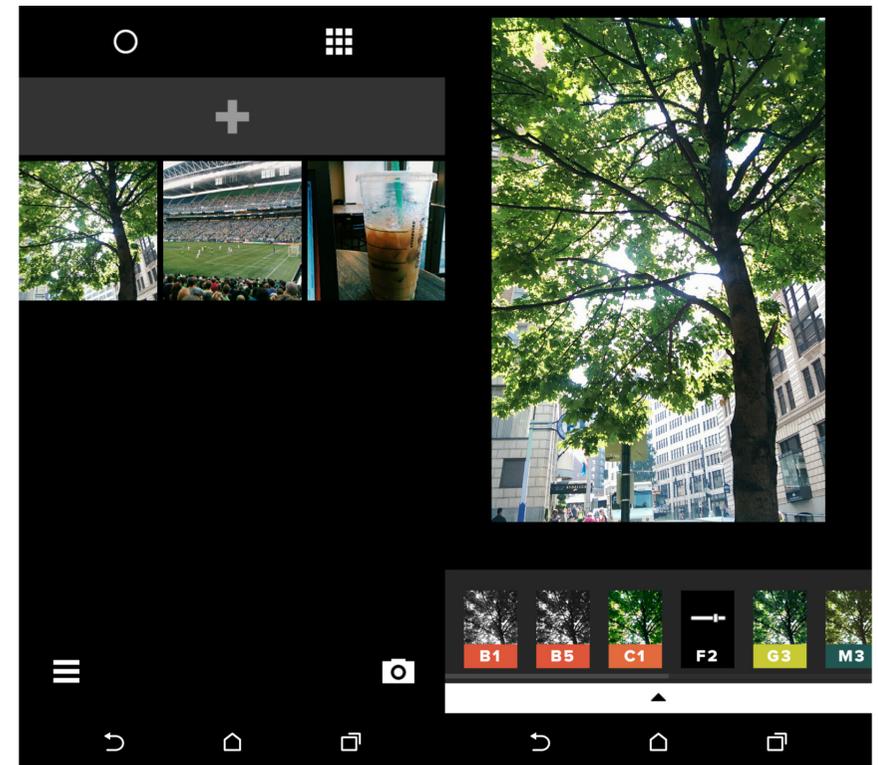
A screenshot of the Twitch website interface. The top navigation bar includes 'Discover', 'Following', 'Browse', and 'Try Prime'. The main content area features a live stream from the channel 'ESL\_CSGO', which has 3,240,410 followers. The stream is a pre-show for the 'ESL One New York 2019' tournament, showing a city street scene with a bus and cars. A banner at the bottom of the video reads '8 TEAMS ARE FIGHTING FOR THEIR SHARE OF THE \$200,000 PRIZE POOL'. The right sidebar shows a stream chat with various user messages and avatars. The bottom of the page includes a search bar, language settings (English, FPS, Shooter), and viewer statistics (30,675 viewers, 388,942,231 likes).

Emerging players

Photo Editing APP VSCO now has video editing



20 million users weekly





**RIM'K**  
**INTERVIEW  
SANDWICH**



**FAST  
&  
CURIOUS**



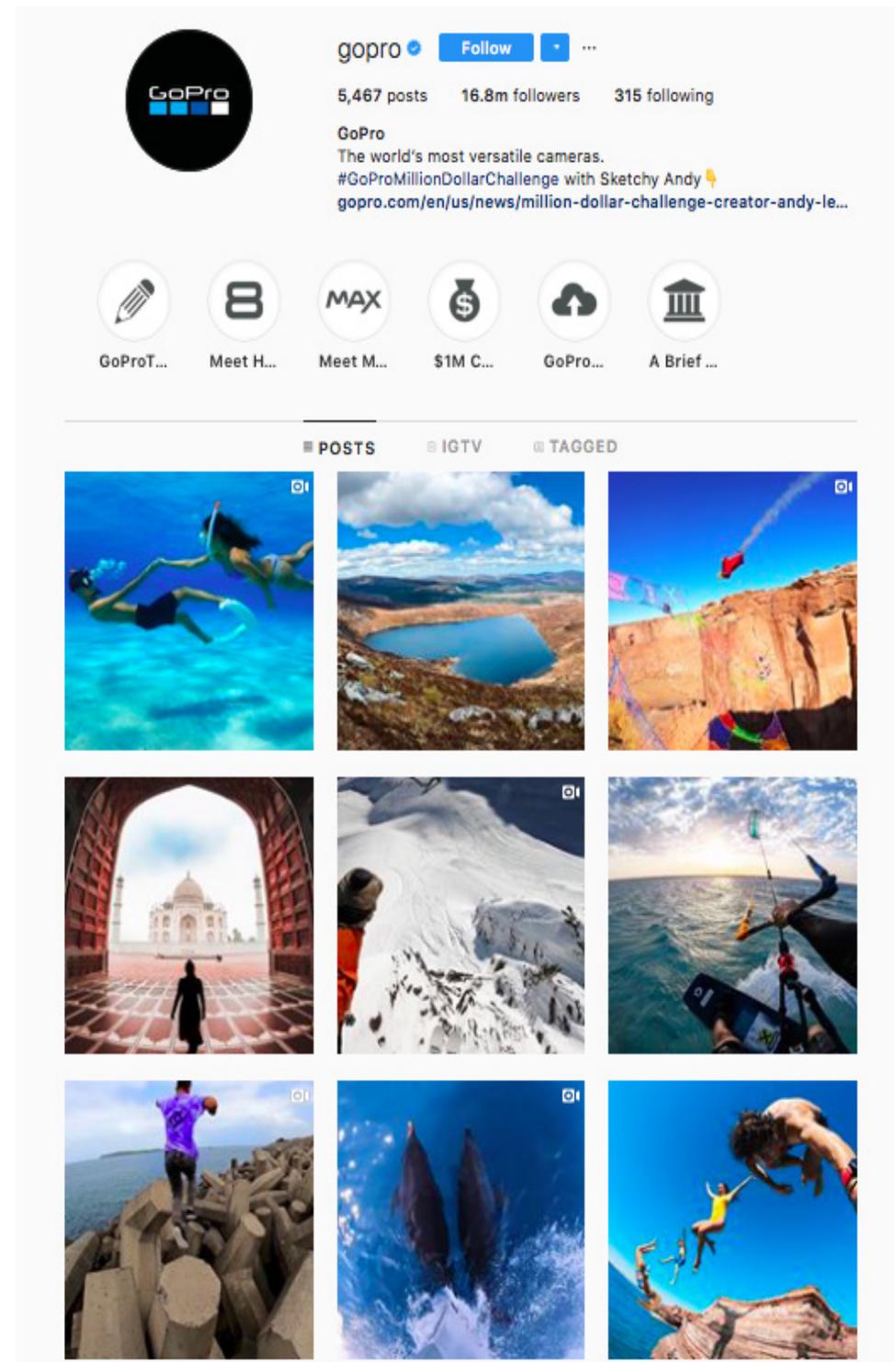
**JEAN DUJARDIN**

**CE QUE VOUS  
NE SAVIEZ PAS**  
**SUR JORJA SMITH**





GoPro has mastered the game of content marketing. They leveraged their audience's concentrated presence on YouTube, Instagram and other social media sites to share original content that made people aspire to the GoPro lifestyle. GoPros are used to capture photogenic moments, which the brand capitalized on to promote the GoPro Movement, using hashtags like #GoProFamily. Through this strategy, they were able to create a sense of belonging for consumers, putting the brand's focus on the lifestyle instead of solely on the product.



# Tinder's interactive video series 'Swipe Night' is going international next year

Sarah Perez @sarahintampa / 5:58 pm GMT • November 6, 2019

 Comment



\*From Techcrunch

Presented in a “choose-your-own-adventure”- style format that’s been popularized by Netflix, YouTube and others, Swipe Night asked users to make decisions to advance a narrative that followed a group of friends in an “apocalyptic adventure.”

Tinder’s big experiment with interactive content — the recently launched in-app series called “Swipe Night” — was a success. According to Tinder parent company Match during its Q3 earnings this week, “millions” of Tinder users tuned in to watch the show’s episodes during its run in October, and this drove double-digit increases in both matches and messages. As a result, Match confirmed its plans to launch Tinder’s new show outside the U.S. in early 2020.



Expanding and diversify —  
**ever growing industry**

Won Best International Feature Film



Yes, this is historic. Bong Joon-ho's comedy-thriller is the first non-English language film to win best picture. But to South Korea, these awards mean more than that. It is a cultural breakthrough. For a decade this country has ploughed money into the so-called Korean wave or Hallyu - K-drama, K-pop and Korean cinema. The accolades from the Academy are proof that this cultural wave has come crashing down on Hollywood.

- BBC



Parasite, 2019

# Nollywood



\*Netflix Original Beasts of No Nation



\*Big Brother Naija

**Estimated worth: 3 billion dollars**

2015 Netflix paid for worldwide distribution rights for *Beast of No Nation* and then began streaming Nollywood movies, it also commissioned its first Nigerian movie *Lion Heart*.

China Tv operate Star Times have invested more than 200 hundred million dollars in the local pay tv market, and are broadcasting Nollywood films in China since 2017.



Canal + already had 2 Nollywood channels in French speaking Africa, and now has 4 more, plus the film studios.

They bought Rok Studios. They want to invest more money in production. They produce 300 movies and 20 series per year with Rok. Which are targeting French and English speaking Africa.



Iroko Tv: based on download not streaming. The internet is still to expensive in Africa.



Women and people of colour star in more films in 2019 than last 13 years



# RuPaul's DRAG RACE

Nicki Minaj and Alexandria  
Ocasio-Cortez will be guest  
judges on Ru Paul's Drag  
Race



A NETFLIX ORIGINAL SERIES

# SEX EDUCATION

MESSY IS NORMAL



Sex Education makes the case that developing strong romantic relationships can also help us become better people. As the show acknowledges, the risks of practicing compassion and vulnerability are high—especially amid the casual cruelty of high school. But the rewards are enormous too: better sex and relationships. “In terms of human flourishing,” Weissbourd says, “there’s nothing more important we can do to than help young people prepare to love.”

\*From Quartz

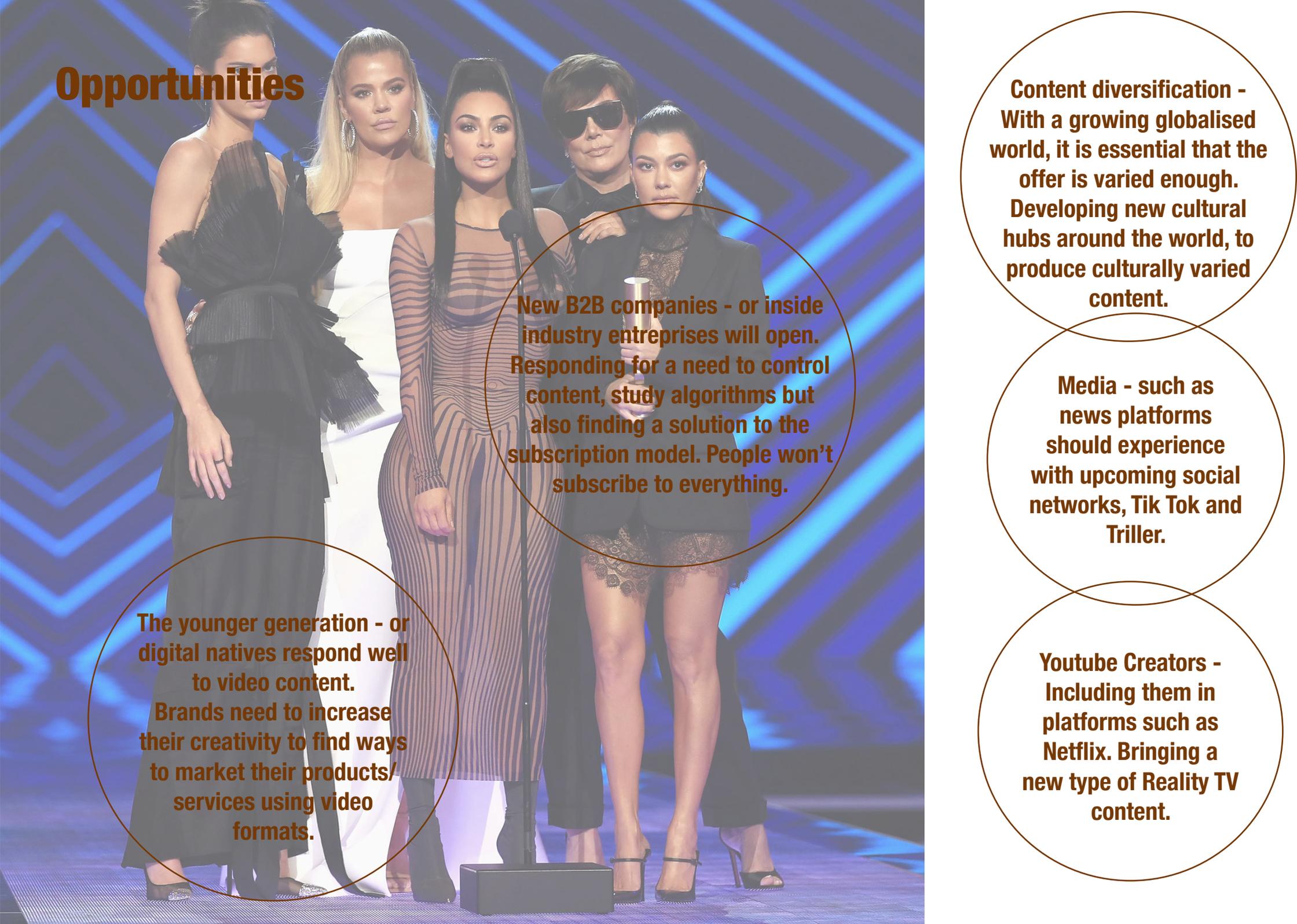
**NETFLIX** | 17 JAN

Money coming into London:

In London, independent producers are a big industry, the UK production industry saw revenues grow 10 % to 3 billion last year, and that's because of more work coming from the *streaming giants*.



# Opportunities



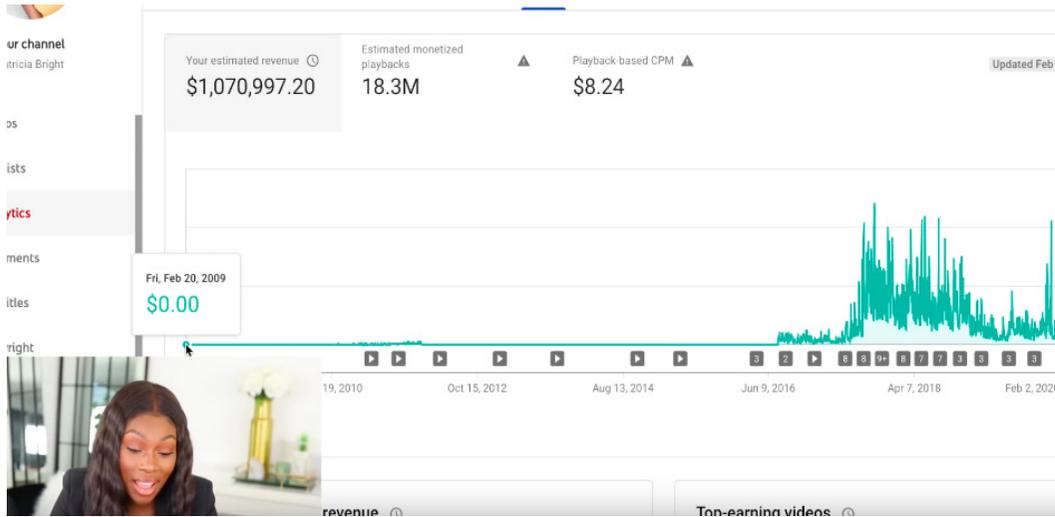
**New B2B companies - or inside industry enterprises will open. Responding for a need to control content, study algorithms but also finding a solution to the subscription model. People won't subscribe to everything.**

**The younger generation - or digital natives respond well to video content. Brands need to increase their creativity to find ways to market their products/ services using video formats.**

**Content diversification - With a growing globalised world, it is essential that the offer is varied enough. Developing new cultural hubs around the world, to produce culturally varied content.**

**Media - such as news platforms should experience with upcoming social networks, Tik Tok and Triller.**

**Youtube Creators - Including them in platforms such as Netflix. Bringing a new type of Reality TV content.**



**SHOWING YOU HOW I MADE OVER \$1,000,000 DOLLARS ON YOUTUBE! ALL MY NUMBERS & HOW I DID IT!- THE BREAK PLATFORM**



**Hollywood vs Netflix -  
Business Daily BBC**

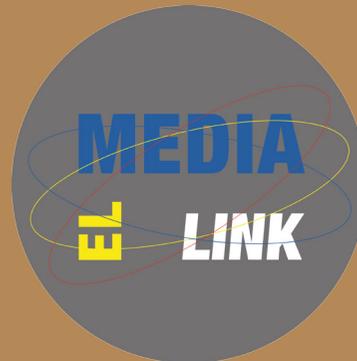


**Streams come true -  
Money Talks The Economist**

**Hello Nollywood: how Nigeria became Africa's  
biggest economy overnight - The Guardian**

**Watchings/ Listenings/ Readings**

**This report was created by**



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