



CROWDIENCE

A project about TV, Radio & VoD audiences

= INTRODUCTION =

Opportunity

Offline publicity is a still huge and wealthy business that supports linear TV&Radio Broadcasters, Producers and marketing Agencies. They all have access to “as is” information from audience targets, but **there’s no way of measuring the real ROI of TV and Radio marketing campaigns.**

With **Crowdience**, every single TV viewer and Radio listener can **speak up: *this is the grid that I want!*** Here we come to exploit audience measurement boundaries by taking advantage of mobile technology.

TV and Radio will no longer be one-direction channels, but a bidirectional way to engage with consumers - the way digital channels already do.

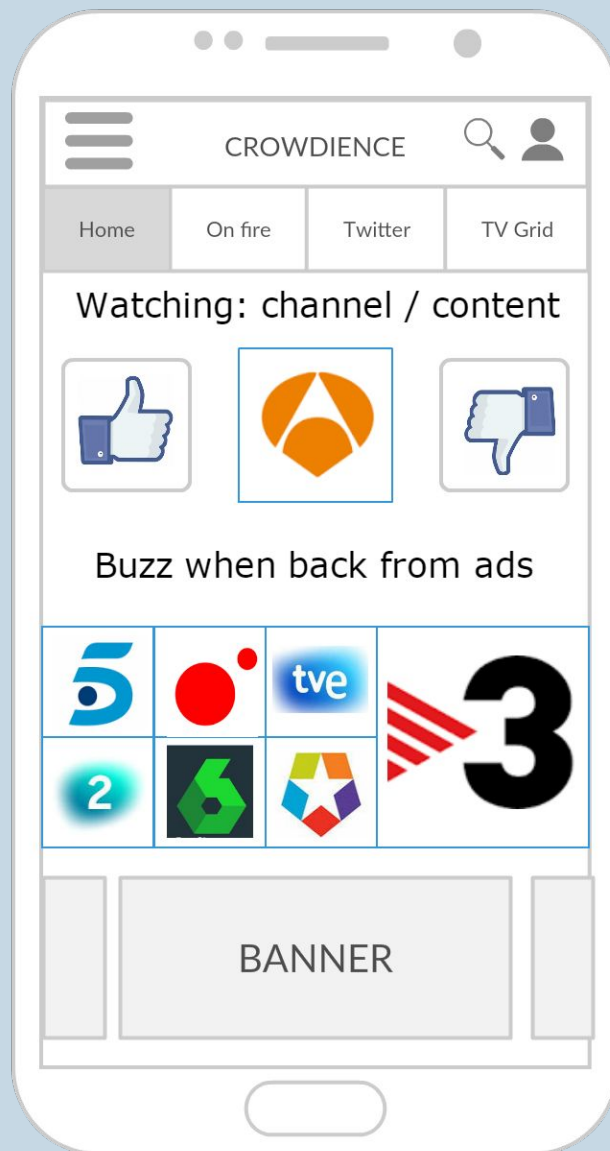
What is Crowdience?

Crowdience is a social, information-based **app** for TV viewers and Radio listeners. It doesn't matter if they're low profile or heavy users: everybody loves using a smartphone or tablet while watching TV or listening Radio!

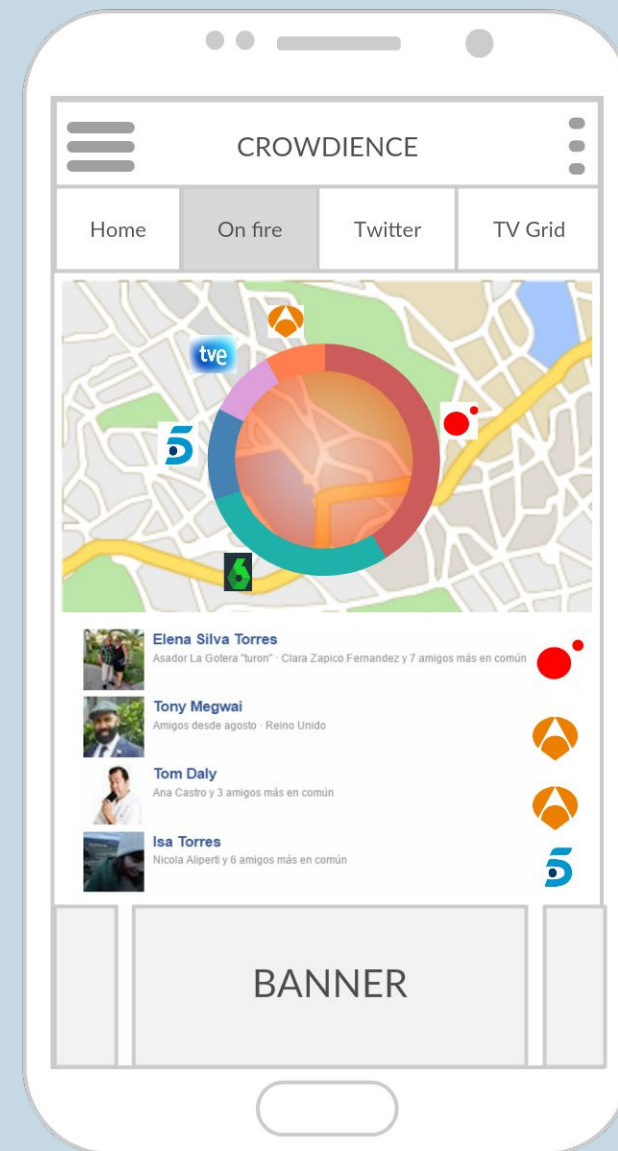
Crowdience can listen what you're listening and
rewards users just for being on.

With **Crowdience**, linear **TV and Radio becomes democratic** - participate is so easy: Do you want to tell how much you love that special series? You're already doing it! Need more interaction?: **vote like/dislike** or reach out channel's community managers in one tweet.

User App - main features



- See what's on fire around you-
- Like or dislike moments-
- Get relevant extra content-
- Tweet and share!-



What else is Crowdience?

Crowdience is a web/mobile **dashboard** that helps brands to increase marketing campaigns' ROI in two steps:

1 - Easily create second screen events on **app** to **put the right TV/ radio user one click away to purchase.**

2 - Link offline campaign to your Google Analytics account and you'll **get offline data added to your online dataset.** Create your Google Analytics of TV&radio

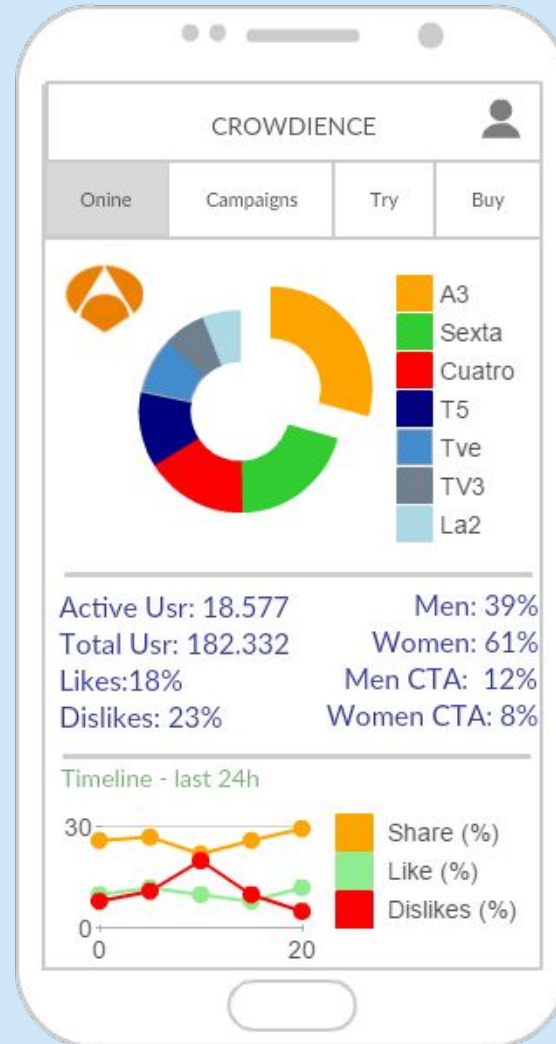
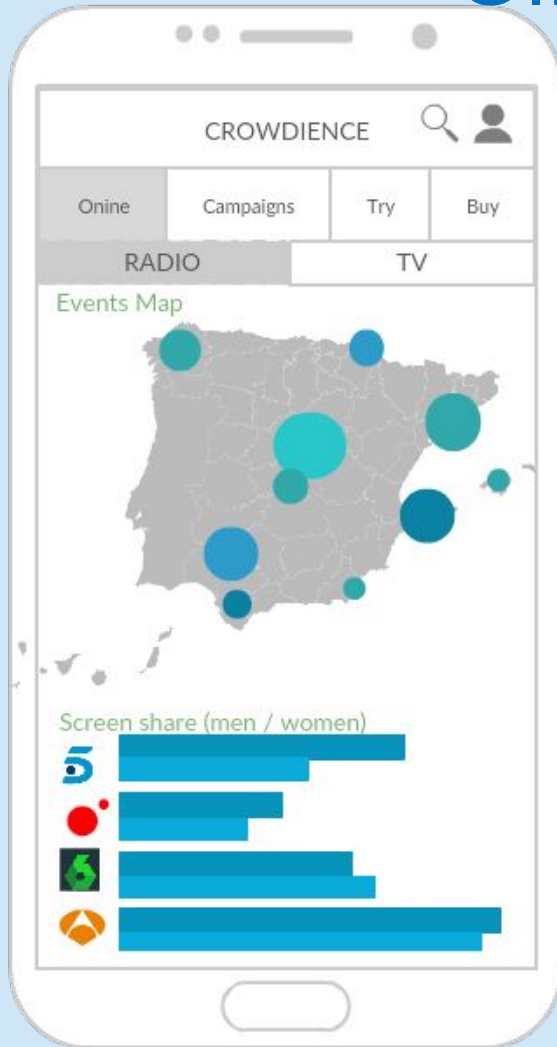
No need for new interface, every data is in the place you'd expect it to be in Google Analytics:

- first display of your ad = 1 visitor + 1 visit + 1 view,
- following displays of same ad = +1 view each.
- zapping = bounce rate

Content Producers and Broadcasters can easily synchronize events on **Crowdience** to keep audience engaged - within owned channels:

- 1 - Upload audio recording to trigger a personalized second screen event to your target: **always display the right link to extra content, trailers or customized experiences based on your CRM strategy.**
- 2 - **Crowdience App** will buzz when ads are over, so that users can easily zap back to your content / channel.
- 3 - Link any content to your special Google Analytics account to immediately **get offline data added to your online dataset.**

Client web site - main features



❖ Online:

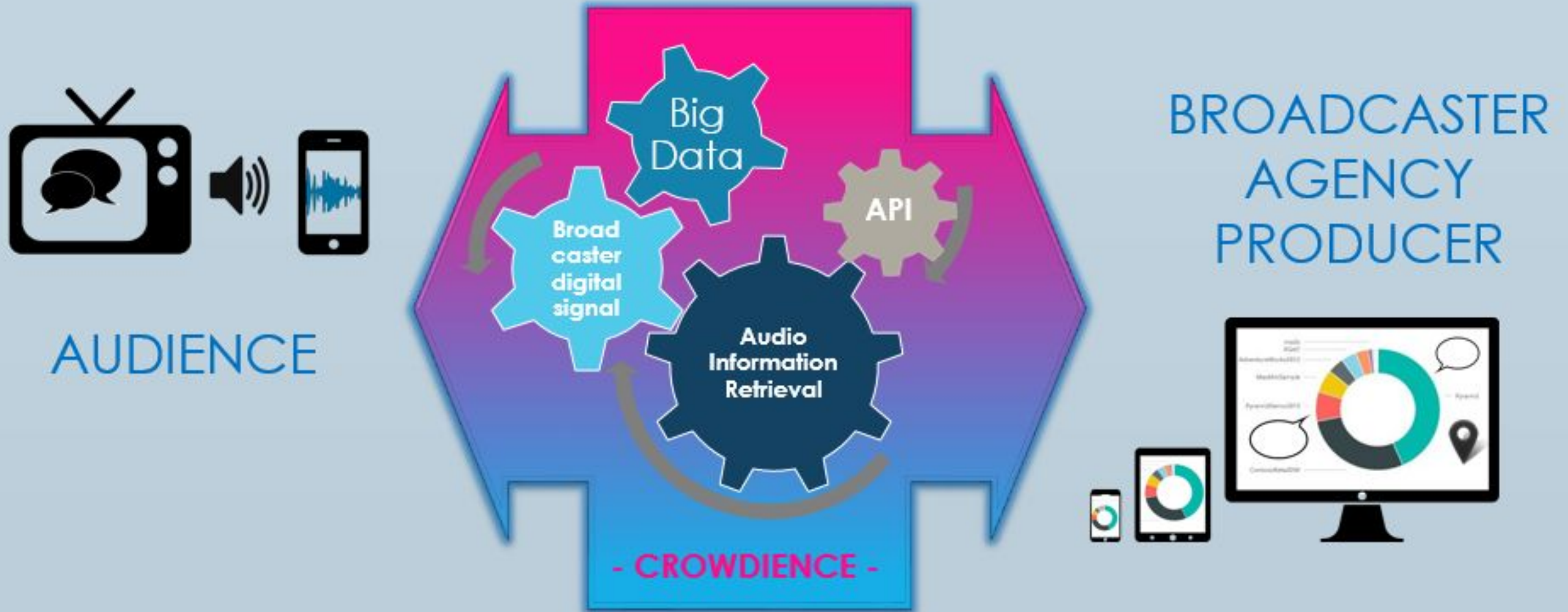
- TV and Radio tabs
- Real time heat map that shows events from active users.
- General data, active users, likes/dislikes, Call to action from active users
- Accumulated screen share of the day, per channel.
- Pie chart with actionable slices which displays detailed timeline info.

Again, no new interface neither learning curve: every data is in the place you expect it to be in Google Analytics. Besides, you get extra value:

- 1 - **Enrich your sources of traffic** with TV watchers, Radio listeners, VOD and any other channel where your audio is listened.
- 2 - **Track like/dislike events** in the app and use them as measures to set new goals.
- 3 - Get **almost censal information of your audience**; geolocalization, device details and unique ID across online and offline channels..

That way screen players will know exactly what's the most liked minute, community managers can engage directly with audience through twitter tab and and keep consumers stuck on your channel.

What's behind Crowdience?



Who would support Crowdience?

Crowdience synchronizes screens, offer relevant extra content and put the user one click away to purchase. See how Crowdience can make Broadcasters, Agencies and content Producers improve their results:

Broadcasters can access real time screen-share analytics to understand audience likes and needs. Get data driven information to react quickly and **engage with your audience** by offering the right extra content to the right cluster in the right moment.

Advertisers/Publishers can connect a TV campaign with its m-commerce site and fine tune their ad's performance and attribution model.

Crowdience enables interactive and multi screen campaigns with a higher ROI, as you can display different call-to-action per cluster on the second screen.

Crowdience helps Producers to create new models of user engagement through Second Screen with exclusive, synchronized content that fosters **product placement monetization** and encourages legal consumption on digital platforms. **Improve your screenplay** by matching **like/dislikes historical series** every minute.

Crowdience allows you to **expose all your catalogue**, control your digital fingerprint and **encourage content consumption** on your owned channels (for both linear and VOD).

Last, but most important of all, Consumers can download the app from stores **to know what's on fire around** them or what are your friends and “alikes” watching now. Let Crowdience hear what your audience watches to get extra content and tell the broadcasters: “Hey, I like this, don't remove it from grid!”.

Why to build Crowdience now?

There are many reasons why Broadcasters might want to squeeze present business model based on publicity for years, and even when VOD is eating linear TV, it does it bit by bit. Thus, there's still a great business opportunity helping producers, advertisers and broadcasters to engage with linear audience:

- Viewers claims for more control and fair play on TV grid. **The less control you give to viewers, the more they will embrace VOD.**
- Screen-share statistics handled by a unique corporation per market makes difficult for advertisers to answer the question **“Does my campaign returns at least the investment in GRPs?”** Crowdience offers real time analytics from real users. Don't estimate; make the figures yourself.

- Content is king, but expensive. Producers and Broadcasters must make **data driven decisions** in real time to increase ROI.
- VOD consumption skyrockets because audience follows content away from linear TV - and doesn't come back. Broadcasters need to **enhance brand love** to keep viewers watching TV – and ads.
- Total investment in TV publicity in 2016 is 1.077 MM €. **Only 3,5% of the pie goes to pay-per-view channels.**
- Cost of **TV** ad (20 secs) in 2016 - **Max= 26k €**, AVG= 7k €
Cost of **Radio** ad (20 secs) in 2016 - **Max= 10k €** , AVG= 3,2k €
- Kantar Media License ranges from **700€ to 2.500€ per license.**
- 650.000 tweets monthly about TV on 2016 (avg.)