

Grappling with TV to mobile

Audience engagement is key to TV-mobile success, says **Thomas Wittig**, CEO, Unity Mobile

The world's gone mobile. The stats and demographics speak for themselves. Mobile is outperforming PC in terms of traffic; indeed the shift to mobile is so prolific that it is estimated that three billion mobile phone screens now have the potential to access the web, stream news, catch-up TV, VOD and engage with social media.

This year's IBC delivers a clear call to action to the broadcast world: it's

simply irresponsible to ignore the demand for mobile-viewable content. Mobile is central to maintaining and attracting new audiences. For those who do embrace a TV-mobile strategy, the rewards of the digital dividend will be great.

Broadcasters face increasing pressure to generate greater revenues, through more innovative services, delivered against a shorter 'digital age' timeline. All this, in an environment where resources are stretched between deploying new file-based workflows and the rollout of HD and 3D services.

But the challenges faced are more complex than the deployment of new technology or infrastructure upgrade. The huge cultural shift in audience behaviour must be addressed: content is no longer passively consumed and the broadcaster must adapt and engage with the

viewer on their terms, delivering the best possible user experience.

An example: a recent Nielsen report found that 86% of mobile internet users (and 92% of 13-24s) are using their mobile devices simultaneously with TV. A quarter of them say they are browsing content related to what they are watching. This data presents a compelling opportunity for content providers and advertisers alike to complement the TV viewing experience on the mobile platform.

Audience engagement is key. To deliver an effective TV-mobile strategy, broadcasters must understand viewer behaviour and deliver content specific to their mobile subscriber base. As the market offers an increasing number of streaming and operator VOD services, existing broadcast brand equity and viewer loyalty will mean nothing if the overall mobile experience fails to deliver - in terms

of quality of service as well as quality of content.

This IBC is a great opportunity to experience the powerful mobile platforms offered by providers such as Unity Mobile, which enable organisations to effectively manage online content and engage social networks, supported by essential analytics tools. New services, such as interactive marketing via QR codes (2D barcodes scanned straight from a mobile phone) and apps for any mobile device, will enable broadcasters to engage directly with their viewers as they never have before; adapt new business models and reinvigorate advertising revenue.

But as mobile technology providers, we should not be complacent and under-estimate the hurdles broadcasters must overcome as they adapt to the mobile world. We may have extensive experience of the online sector, but few of us understand the complexities of a typical broadcast operational chain. Our interaction is too often limited to the marketing group with our technology managed as bolt-on's, disjointed from main infrastructure and

Opinion



Thomas Wittig: IBC delivers a call to action to the broadcast world

process. While broadcasters grapple to integrate mobile, it is our responsibility to provide a more coherent path where video, broadcasting and mobile can truly converge. **3.C35**

Swift solutions for subtitle management

Softel

By Ian McMurray

Softel is demonstrating the Swift TX, billed as a flexible and cost-

effective subtitle/caption management and transmission platform that reduces workflow complexity and increases reliability and productivity. The versatile solution features realtime transcoding and

a range of automation interfaces, along with extensive file format support.

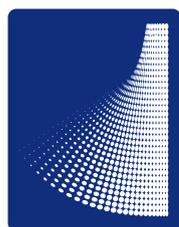
Also on show at the company's stand is the Softel Swift ADePT software. Based on the Swift Cre-

ate subtitle/caption preparation system, the software is dedicated to the creation and playout of audio description (AD). It is said to allow broadcasters to increase audience reach by providing access to content for visually-impaired viewers.

According to the company,

Softel solutions are designed to let broadcasters and network operators deliver innovative services promptly, shortening time to market and generating revenue rapidly through reduced operational costs, increased productivity and streamlined workflows.

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