



ONLINE TRANSITION

ASSEMBLY MEETING OCTOBER 2017

A person is silhouetted against a vast, starry night sky. The Milky Way galaxy is clearly visible, stretching across the upper half of the frame. The person stands on a dark, rocky outcrop, looking up at the stars. The overall mood is contemplative and awe-inspiring.

THE CHALLENGE

Audiences are fragmenting

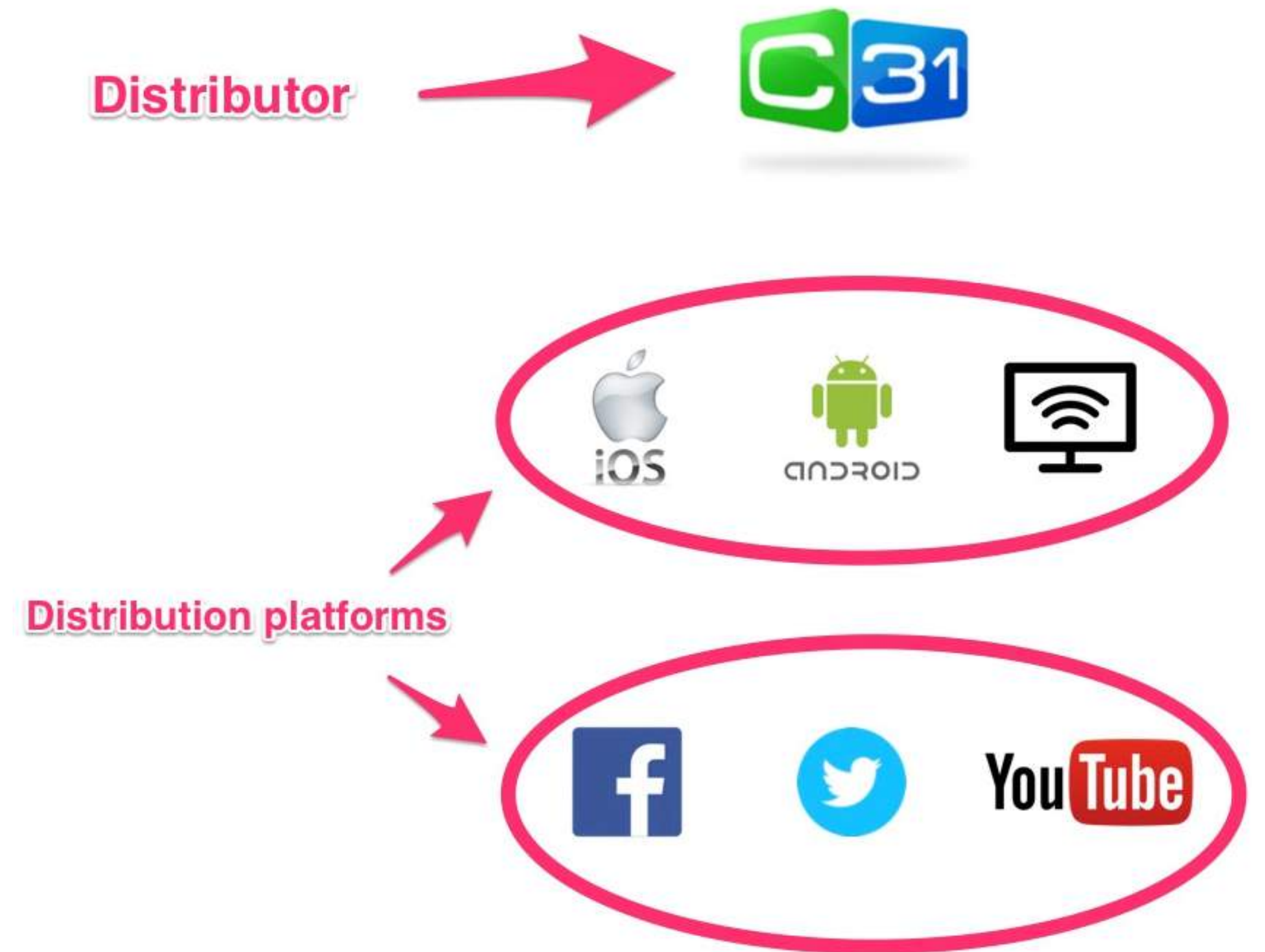
FROM THIS...

- ▶ Since 1994, C31 has been an entry point into the broadcast industry for video producers
- ▶ With limited ways to consume content, C31 TV was able to capture a sizeable audience



TO THIS

- ▶ **Audiences are now spread thin** across many platforms
- ▶ In the Video on Demand world, the **new target platforms** for content creators are premium portals like Netflix & Stan, and social media platforms like YouTube, Facebook and many others
- ▶ C31 is still the **stepping stone to success**



A black and white photograph of a horse in a field. The horse in the foreground is a light-colored horse with a dark mane and tail, wearing a dark halter. It is looking towards the camera. In the background, another horse is visible, and there are trees and a fence. The overall scene is a rural, outdoor setting.

THE SOLUTION

Horses for courses

Content must be distributed via the correct platform to maximise audience.

A TWO PILLAR APPROACH TO CONTENT DISTRIBUTION

- ▶ By 2019, **80% of online traffic** will be video
- ▶ Some of this will be presented to dedicated audiences via **premium distribution apps** like C31, Netflix, Amazon, Stan or Presto
- ▶ But the vast majority of video content will be consumed via **social media platforms** like Facebook and YouTube
- ▶ **Understanding the distribution mechanisms is key to the success of content**



C31 VOD apps: *premium content presentation to an active audience of 15,000 and growing*



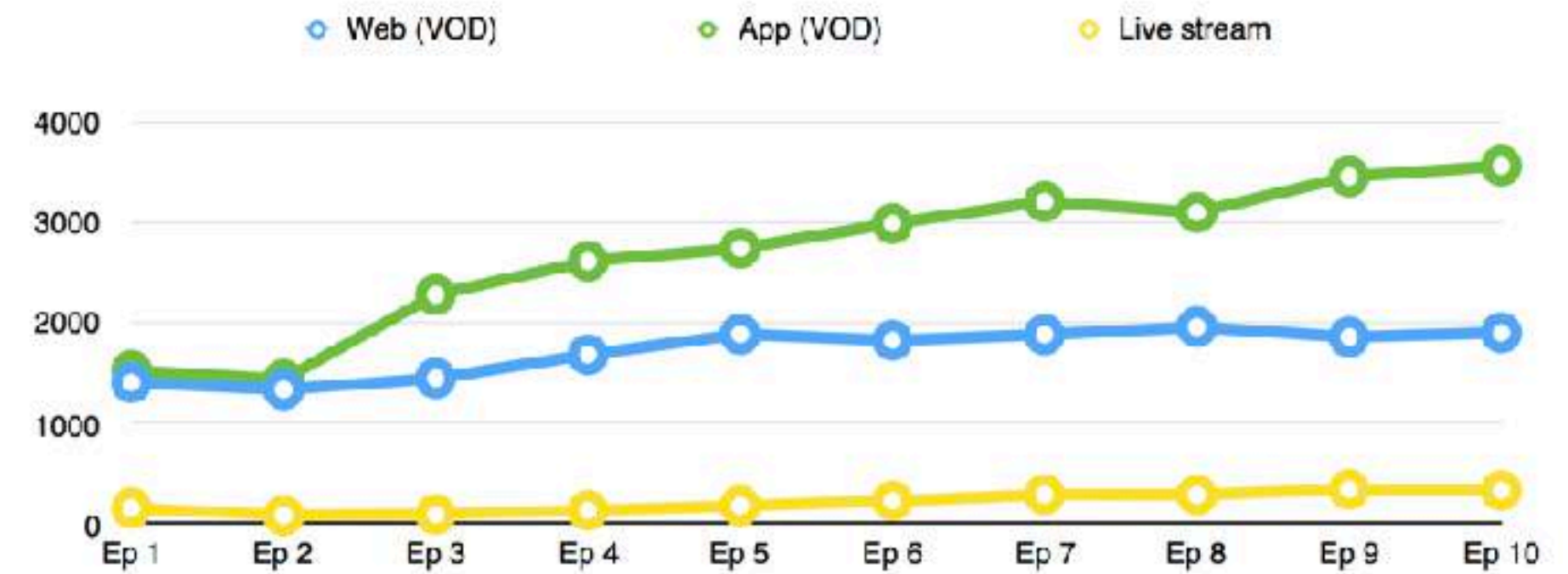
C31 social media network: *~1.5 million and growing*

VOD + SOCIAL = SUCCESS

Leading C31 producer Rob Fickling far exceeded expectations in 2016 by combining an active social media strategy with HD Video on Demand.

- ▶ Facebook Likes grew from 16,000 to 23,000
- ▶ TV viewers made the switch to C31 app
- ▶ Reached new audiences in regional areas
- ▶ Sponsors were impressed!

Viewing methods



[With VOD and social media, TV is not necessary!](#)



APP CONTENT

High-quality production & promotion

Premium viewing platforms for community content in a post-TV world.

APP CONTENT

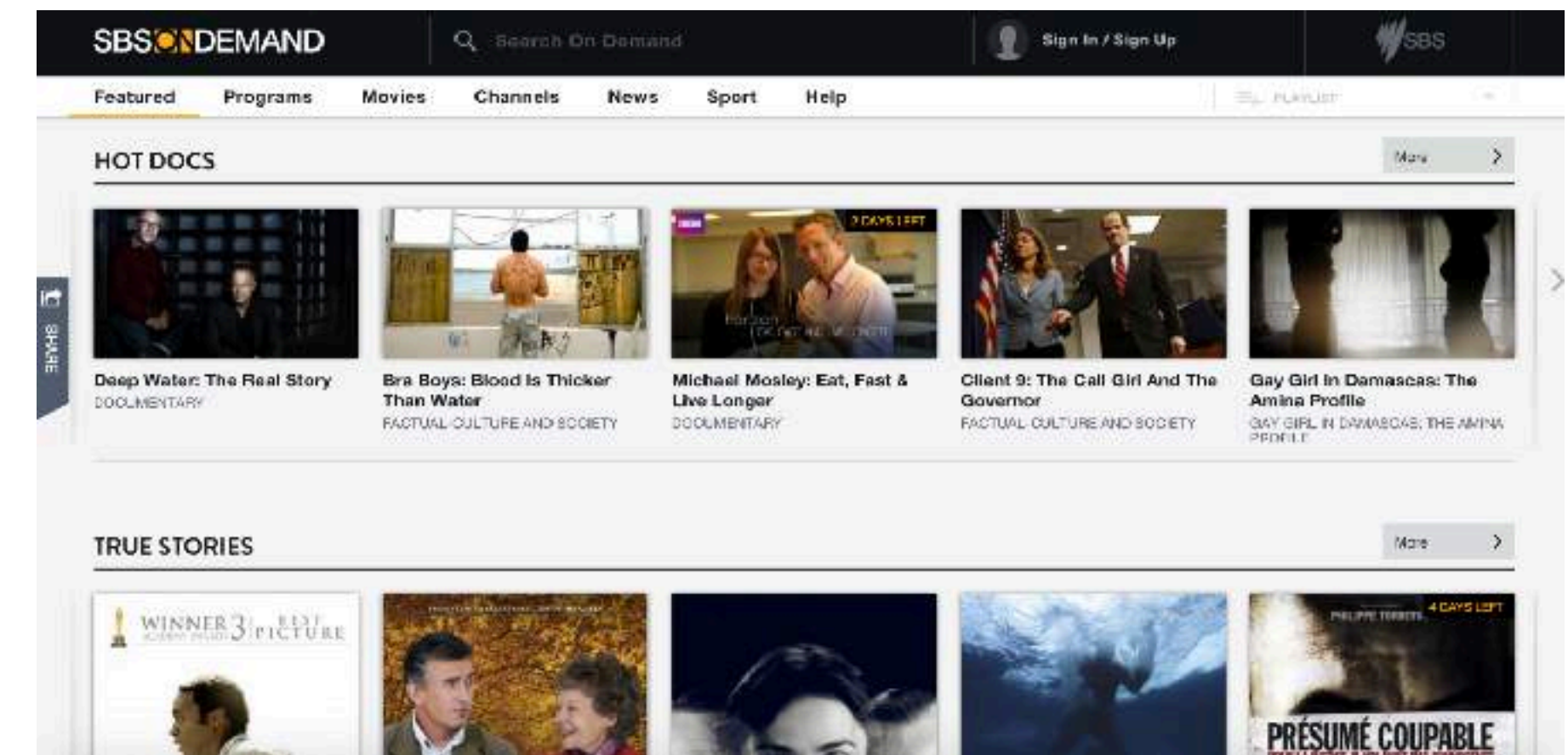
- ▶ VOD app audiences often **binge-watch**
- ▶ Users expect to watch **long-form content**
- ▶ Content is **timeless and highly polished**
- ▶ Distribution is supported by **social media strategy**



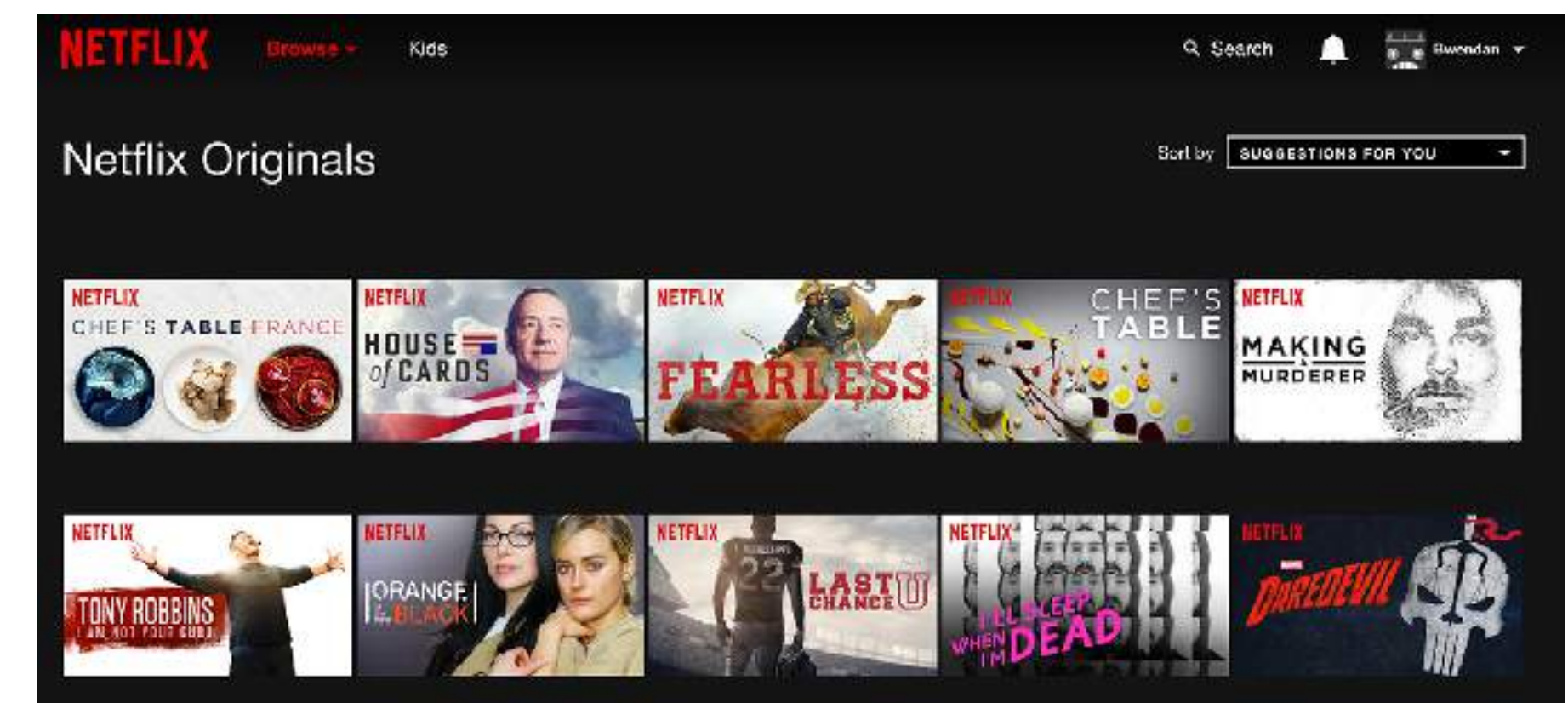
APP CONTENT - TYPES

VOD app content is typically:

- ▶ **longer form** (20 mins+)
- ▶ non-segmented (each episode must make narrative sense)
- ▶ timeless
- ▶ **seasons and specials, not weekly episodes**
- ▶ not "news"
- ▶ supported by a promotional strategy driven by the producer



SBS On Demand - a platform to aim for



Netflix - the new gold standard

APP CONTENT - PROMOTION

Active social media strategy is vital for attracting audiences to premium VOD content.

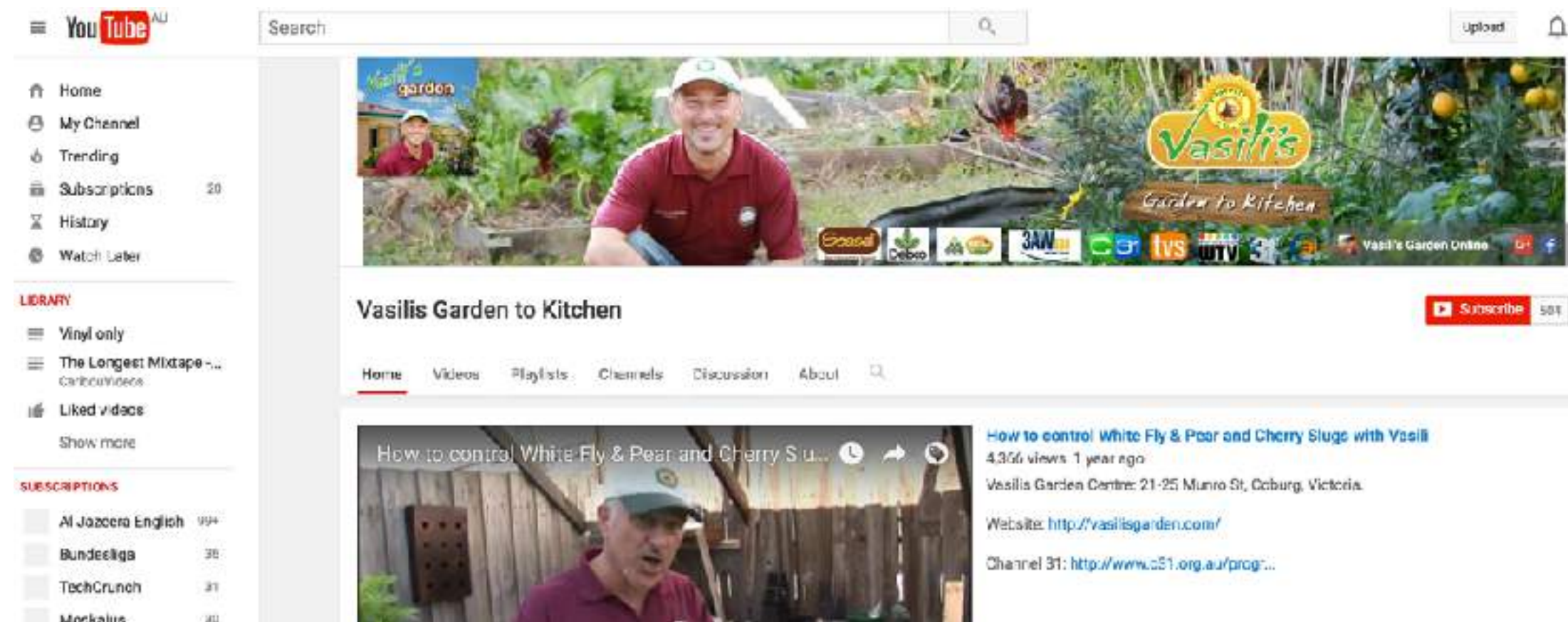
Social media content:

- ▶ easier to produce
- ▶ ***much* faster to distribute**
- ▶ **audiences demand it!**



[C31 provides tools for producers](#)

CASE STUDIES - NICHE AUDIENCES



[Vasili's Garden - always evolving, a C31 success story](#)

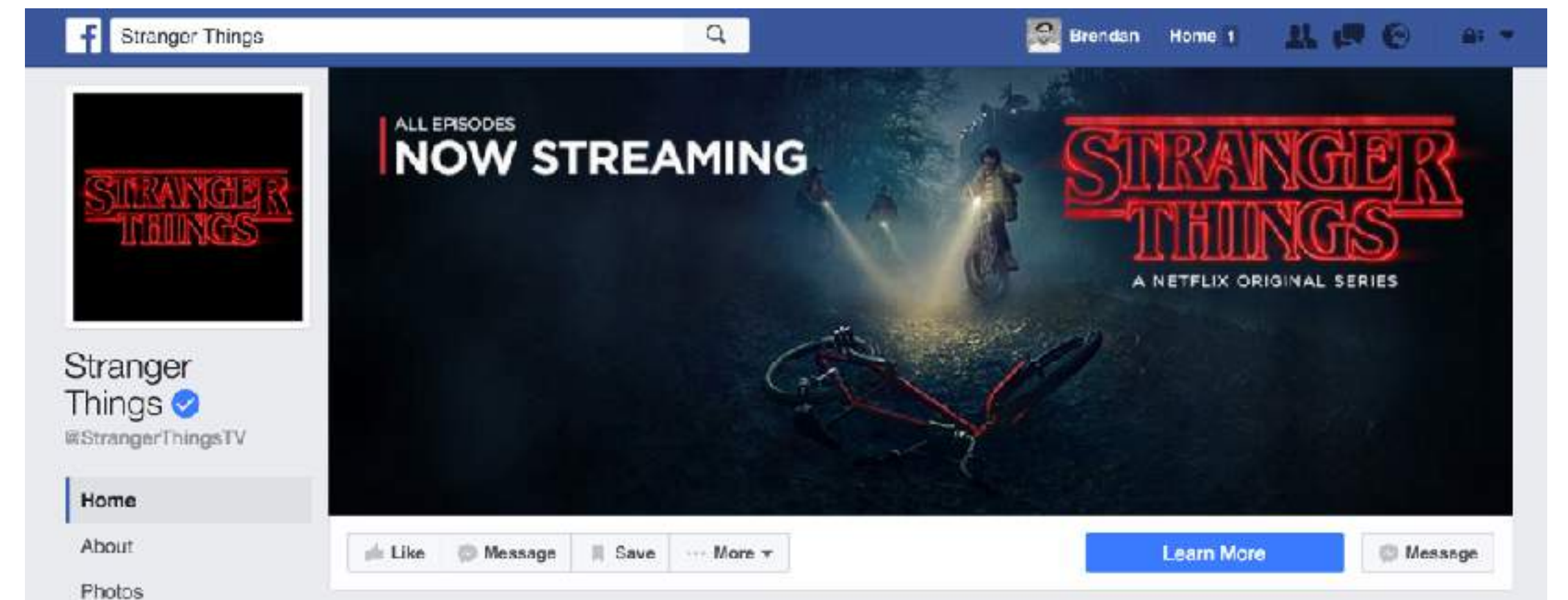


[Maltese DownUnder - no. 1 on C31 VOD](#)

CASE STUDIES - VOD KINGS



[Bondi Rescue - consistency = success](#)



[Stranger Things - the new gold standard](#)



SOCIAL MEDIA CONTENT

Vital for audience development

Social media will soon overtake TV as the preferred source of video entertainment for most Australians.

SOCIAL VIDEO - TECHNICAL

- ▶ Social video must complement and **promote premium content**
- ▶ If a piece of content has a **lifespan of less than 3 months**, it should be distributed via social, not VOD
- ▶ **Social video exists online forever** and continues to accumulate views, likes and shares, while **VOD content is usually removed after a period of time**



Social media is THE way to grow your audience and get noticed.

LEARN TO LOVE IT!

SOCIAL VIDEO - TYPES

Social media content can be:

- ▶ short form or long form video, text, links, images
- ▶ live
- ▶ tailored to the platform, e.g. YouTube vs Facebook vs Instagram
- ▶ time-sensitive (published in real time)
- ▶ quick and fun - or highly polished
- ▶ targeted at a defined audience

Most importantly, **social media is the best way to connect with, engage and grow an audience**

Active Posts from July 31, 2016 to August 18, 2016

Impressions: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Impressions	Engagement	Promote
08/16/2016 11:59 am	 Fooyology Live - Round 21 - With Rohan Connolly & SEN 1116's Mark 'Finney' Fine. Talking all things	Video	Global	5.4K	499 61	Boost Post
08/11/2016 7:29 pm	 Cur #C31Melbourne Production Volunteers are producing a weekly YouTube series focusing on the	Video	Global	3.7K	159 0	Boost Post
08/01/2016 3:58 pm	 And that's a wrap. Nick Capper Howler Melbourne #BestFiveInFive #Brunswick	Image	Global	2.6K	13 6	Boost Post
08/17/2016 11:10 am	 Want to paint your house for FREE? Enter now at http://c31.digitalcompetitions	Image	Global	2.4K	9 2	Boost Post

Social media audiences are huge, and engaged



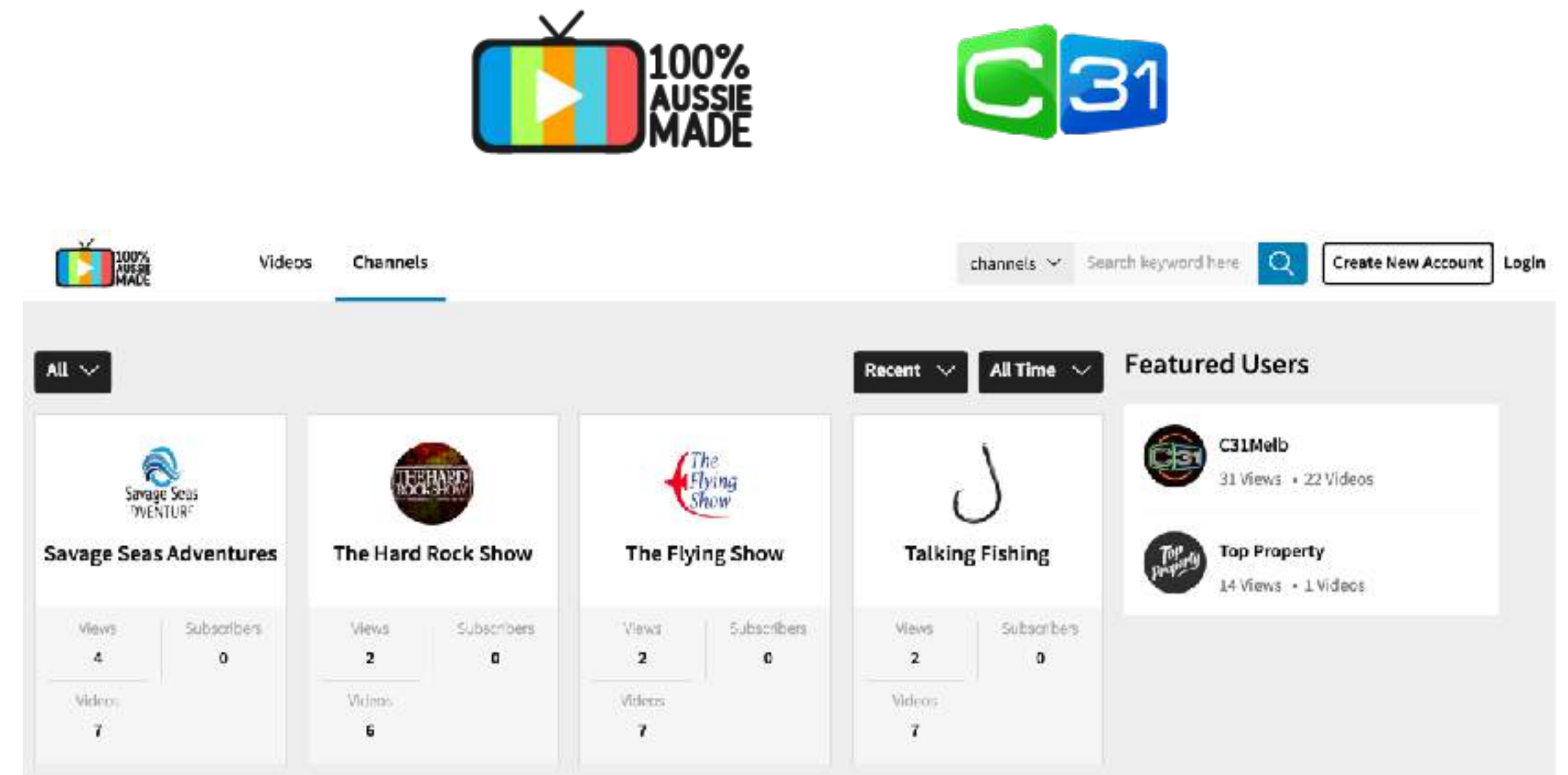
THE ROLE OF C31

Audience development

PRODUCER PORTAL

Producer Portal:

- ▶ syndicate social media with C31
- ▶ allows C31 to optimise content & grow audience
- ▶ easy to access for users of all skill levels



[Producer portal - content upload, audience development](#)

AUDIENCE DEVELOPMENT FOR ALL PRODUCERS

Workshops:

- ▶ [Content Strategy](#)
- ▶ [Optimisation](#)
- ▶ [Multi-platform Publishing](#)

Resources:

- ▶ Studio & production facilities
- ▶ [Production noticeboard](#)
- ▶ YouTube Certified consultants



Focus on underprivileged & under-resourced producers

2017 - a new beginning.

- ▶ **100,000 app users**
- ▶ **2 million social media followers**
- ▶ **Audience development for NFPs and community groups**
- ▶ **THE online video hub for community broadcasting**



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