Executive Briefing: Emerging Business Opportunities on New Distribution Platforms

Super Regional Conference
September 26, 2017

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Public Media Company

Our mission is to foster sustainable and innovative public media growth.

- Helped advance the missions of 300+ public media organizations
- Represented clients in $320M in transactions over the past 15 years
- Secured access to public media for 1 (in) 5 Americans across the nation
An Entrepreneurial Path Forward for Stations

> As media habits shift, how can stations work together to create greater scale and local impact?
> Business and digital platforms are emerging to help stations create network effects to build audience and revenue
> This session will highlight three station-driven approaches: Channel X, VuHaus and the Public Media Venture Group
> We will also provide a brief primer on ATSC 3.0 and how it may impact public radio
Traditional distribution model in public media
New model of distribution in public media: Station to station in addition to national networks
What is VuHaus?

> 24 public radio music and news station members (and growing)

> Goals: By creating public radio’s first music network, stations can:
  > Launch collaborative editorial projects, like *Slingshot*
  > Increase digital distribution by aggregating on a common platform
  > Attract national sponsorship by coordinating on-air, digital and live event inventory
  > Enhance individual/collective brands through coordinated marketing
SLINGSHOT
PUBLIC RADIO’S ARTIST INCUBATOR
THIS IS CHANNEL X
SEARCH + DISCOVER

Use our flexible navigation system to find stories; browse for content providers or search by topic. Watch/listen online before licensing. New contributions are added daily.

NOW SUPPORTING AUDIO!
Download broadcast-quality audio or video files, high-res images and text files such as scripts, metadata and closed captions. Stream video and audio directly using Channel X’s player.

Secure rights to video, audio and related items by clicking a single button.
Channel X’s **innovative content exchange** works especially well for independent media outlets working together as partners.

> **UPLOAD, LICENSE + SELL**

Upload content produced by reporting teams and license it to other independent and public media. Sell content to other outlets and receive payment electronically.

Submit content and assign rights easily
WHAT IS CHANNEL X?

- A cloud-based platform to exchange and license broadcast + digital video and/or audio, as well as images, text files and closed captions
- Used by stations to share content with other stations on an “as needed” basis or as part of a collaboration
- 95 public television and public radio stations registered
- Goal: Build a network effect around the sharing of content between stations to maximize the impact of our collective reporting
- Ancillary benefit for radio: gives stations access to video, a key storytelling device in the digital media age
Collaborations that work – “the must haves”

- Coalition of the willing
- Propelled by changes in media landscape (drives urgency, openness to change)
- Commitment to use shared platform or common output standard
- Significant resources or monetary commitment
- Circulates best practice learning
- Builds scale among all partners
ATSC 3.0: A primer for public radio
The History of Television*
(*The Cliffs Notes Version)

> 1941 – 2017: The Age of Linear Television

> 2017 – future: The Age of Internet Protocol Television
ATSC 3.0 is designed for an IP-based world

Credit: ATSC

...and this world is rapidly changing our media usage
Four Core Concepts of ATSC 3.0

1. Linear TV transforms into an IP file and data delivery system that uses over-the-air spectrum to access the home
2. “Television” becomes part of networked home infrastructure
3. TV also becomes an app that can go anywhere and to any device (without access to wifi/broadband)
4. It’s a really big pipe: Nothing limits the use of this technology to delivering only television programs
ATSC 3.0 Devices like this one will:

> Act as an indoor antenna to receive stations’ signals.
> Connect to Wi-Fi networks and pass content to connected Wi-Fi devices and Internet-connected TVs.
> Store files (content) until needed.
ATSC 3.0 Services: The Basics

Four “buckets” of services:

> Linear: Improve regular TV, mobile delivery of TV
> Non Linear TV: menu-driven TV, second screen content, interactive
> Create subscription services (like audio channels)
> Generate UBIT revenue through bit-leasing
How Might Public Television Use ATSC 3.0?

> Higher quality program delivery (e.g. Seoul Olympics in 4K)
> DVR-like services, particularly for cord-cutters and cord-nevers (e.g. on demand educational content)
> Targeted content delivery for premium subscribers or "at-risk" households (e.g. new baby wellness programs)
> Leasing of spectrum for the delivery of data to the home
How Might Public Radio Use ATSC 3.0?

> Home broadcasts of local public radio signal(s)
> Subscription services for alternative streams
> Leverage immersive sound capability
> In-car delivery of audio programs, podcasts
> Collaborative content opportunities?
Immediate Takeaways

1. Get to know your local public television GM!

2. Recognize that ATSC 3.0 will fundamentally change how public television will serve your local market and work to explore partnerships

3. If you are part of a joint licensee, start including ATSC 3.0 delivery in your planning of new audio services
   a. Invest in your television broadcast network
   b. Work on cross promotion plans
   c. Keep on the lookout for talent that can navigate this sea change
This just in: Public Media Venture Group

- Comprised of **18 public television stations** members
- Goal: To explore and exploit new business opportunities in public television that leverage **ATSC 3.0**, the Next Generation digital television standard
- Deliverables include:
  - Shared research and learnings about the new technology
  - Business models for promising new enterprises
  - Engineering advice and recommendations
  - Contracts and negotiations with potential licensors of public media bandwidth
Q&A

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