

Novos Formatos, Conteúdos e Consumos

6º Encontro de Produtores
Independentes de TV



hours



minutes



seconds

PONTO DE PARTIDA.

Ao preparar esta introdução, “tropecei” num paper que resumia 4 desafios para as televisões FTA que achei interessante usar como ponto de partida para a nossa conversa hoje...

“Any serious discussion about the future of television in the media landscape needs to address the fact that broadcast TV is not dead.”



Desafio 1 – Staying Relevant:

Time spent on linear tv

Average time spent on linear TV per day in hh:mm



Question: Roughly how many hours do you spend on the following on a typical day?

Source: GlobalWebIndex Q3 2018 Base: 93,803 Internet Users aged 16-64



Desafio 2 – Knowing what consumers want.

Content has become the main differentiating factor in the video market. This “long tail” of television offerings has proved a real asset for streaming services like Netflix, but **it can also be a frustration for the consumer**, (...). Is too much choice a good thing? For some consumers, the answer is no. It's younger age groups who are most likely to say this too. (...) it still highlights the advantages of linear programming, especially when considered with linear TV's ability to facilitate a communal experience.



Desafio 3 – Competing for consumer attention.

The competition for free time

Average time spent per day on the following media in hh:mm



Broadcast Radio



Games Consoles



Music Streaming



Social Media



Online Press



Print Press



Linear TV



Online TV



Desafio 4 – Retaining its title in advertising.

The final factor contributing to TV ad spending is that the ongoing shift to digital ads of all types **isn't a one-way street**.

Although digital has been growing, and is expected to continue growing, individual ad buyers are constantly reallocating their spending between digital and TV (as well as other categories). According to a recent UBS study, half of the surveyed ad buyers are planning on shifting advertising dollars from TV to digital ... **but the other half are shifting dollars from digital back to TV.**

