

FutureOfTV.Live

Quarterly D2C Survey & Webinar

High Latency Streaming: Do Viewers Care?



For your next webinar, consider adding:



Live Q&A using OBS Virtual Camera

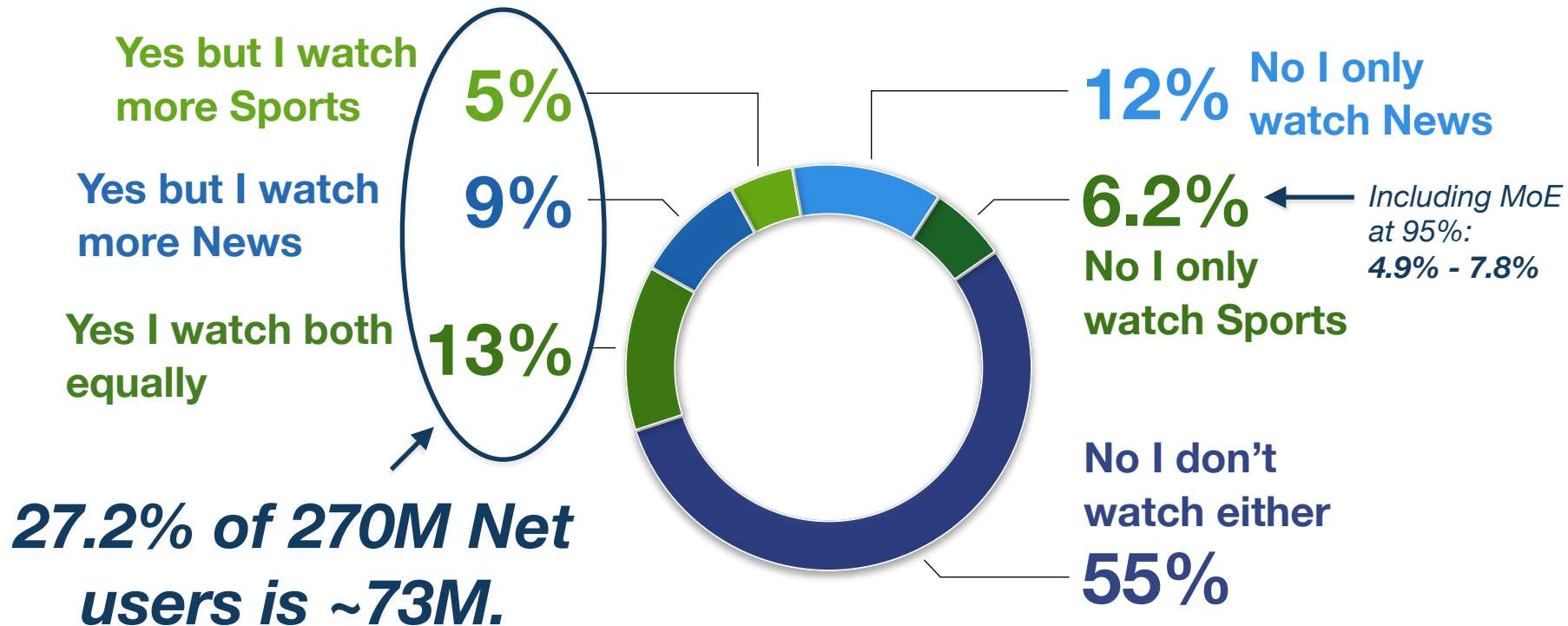
ringdigital

Publisher, FutureOfTV.Live
Volume 7, Spring 2021

73M Watch Live Sports and Live News Monthly



Q: Do you watch both Live News and Live Sports through any video source or device, on at least a monthly basis?



Sample: n= 751 US Census adjusted panel of Internet Users | April 2, 2021 | MoE: +/- 2.9% | Google Surveys | [Qwery.us Demo Video](#)

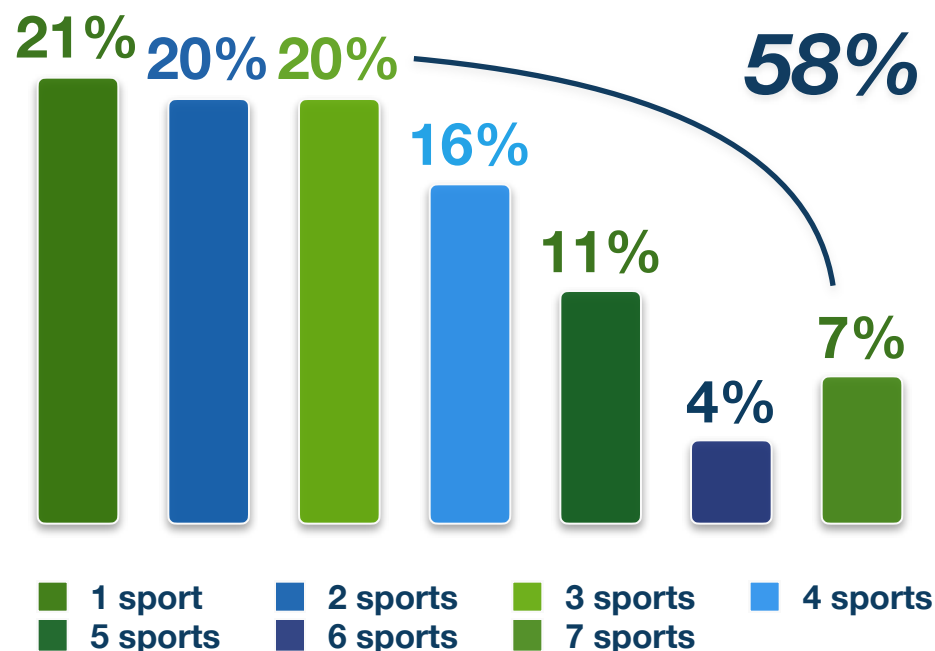
ringdigital

Multi-sport Nation. 58% Watch 3+ Sports.

How many sports are watched by each of the respondents? The histogram below shows that 21% follow only one sport.

The vast majority of our panel were not only sports fans but *multi-sport* fans.

Only **21%** of respondents viewed **one** sport, and **58%** followed **three to seven or more** sports.



#FutureOfTV.Live Webinar

Spring 2021 Survey on Streaming's Latency

Clark Pierce
Fmr FOX Sports



Jim Louderback
GM, SVP VidCon



TBA



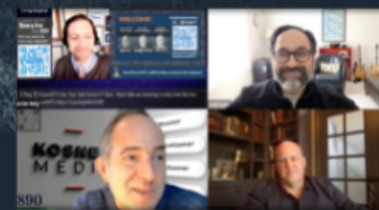
Brian Ring
Moderator



ringdigital

REGISTER NOW
(It's free. Don't miss out!)
>>Click the image<<

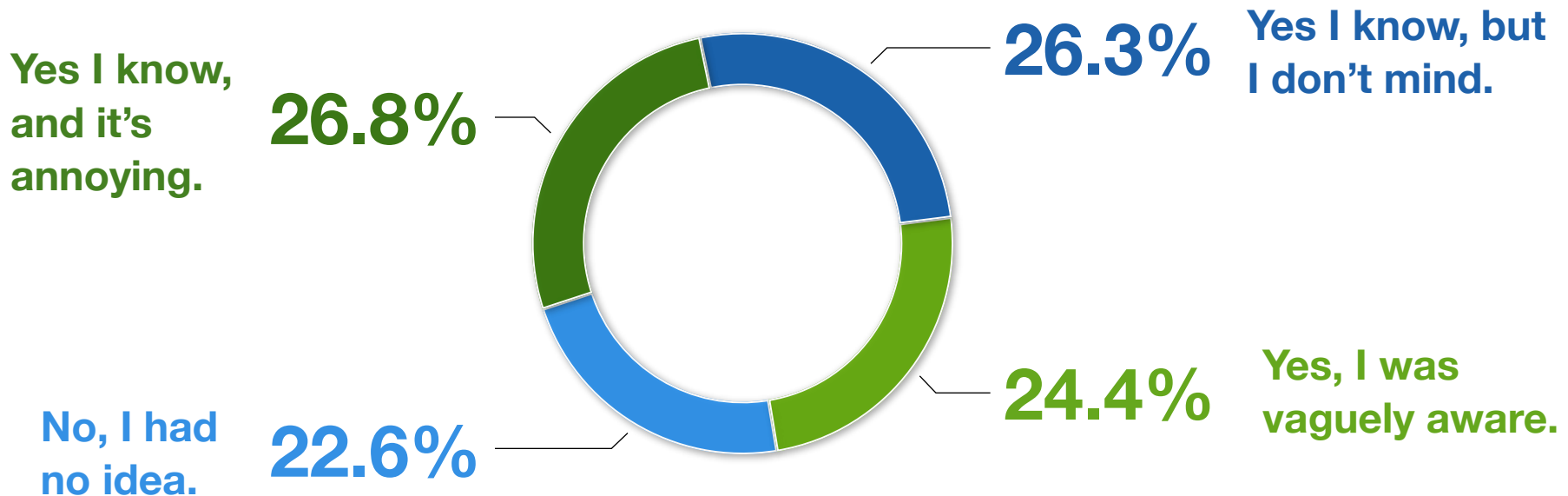
Below: Fun from FutureOfTV 6!



Who Cares About Streaming Latency?



Q: Fact: Live Sports broadcasts delivered via Internet Streaming take 20 - 50 seconds longer to arrive on your device than Antenna, Cable, or Satellite TV. Were you aware that Internet Streaming suffers from this technical delay?

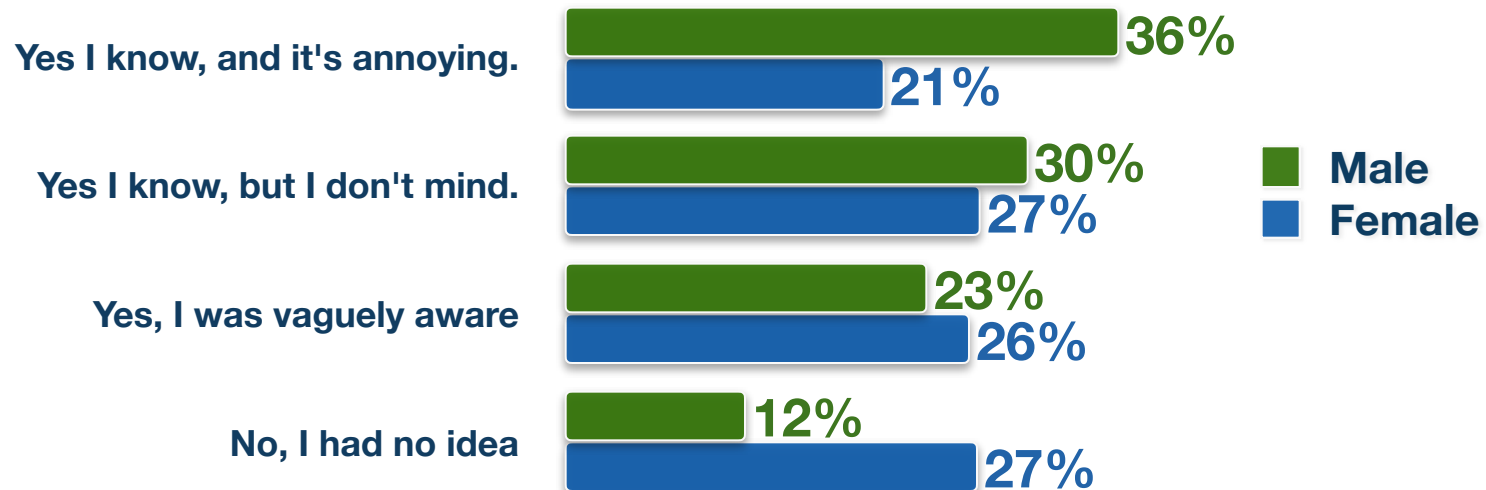


Sample: n= 1,010 | Upwave panel of US Internet Users that watch BOTH Live News AND Live Sports monthly | April 2, 2021 | MoE: +/- 3.1%

ringdigital

Males (target Sports Bettors) Do Get Annoyed

Below is the Male / Female split on the question from the previous page, “Were you aware Internet Streaming suffers from this technical delay?”



Sports Betting services do generally target Males who will have less tolerance for high latency streams. In addition, sports gamification use cases of all types do in fact require low latency to “work” from a user experience perspective. We believe this will catalyze general awareness and adoption of low latency streaming as use cases emerge that provide compelling engagement & monetization. Both LL HLS and WebRTC formats will co-exist and win in this environment. *More: [Curb Cut Effect](#)*

Sample: n= 1,010 | Upwave panel of US Internet Users that watch BOTH Live News AND Live Sports monthly | April 2, 2021 | 54% of 35-44 chose Annoying but represented only 40% of the sample, this was significant using Chi Square

The Magic of Live News Production? Gone.

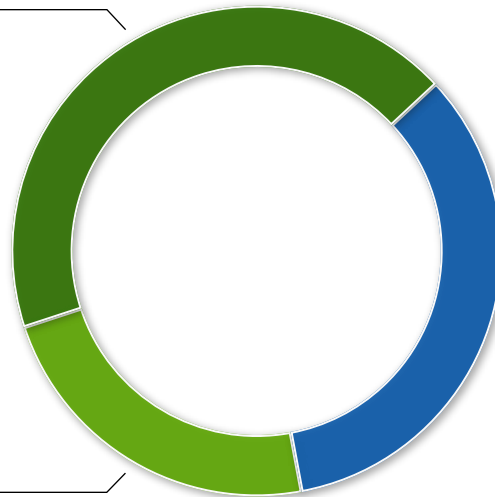
Q: In Covid-19, News anchors conducted 'at-home' panelist discussions/interviews using Internet video links with delay, which made back-and-forth conversation difficult. Have you noticed on-air talent & panelists struggling w these awkward delays?

**Yes I have, but
I don't mind.**

43%

No, I have not.

23%



34%

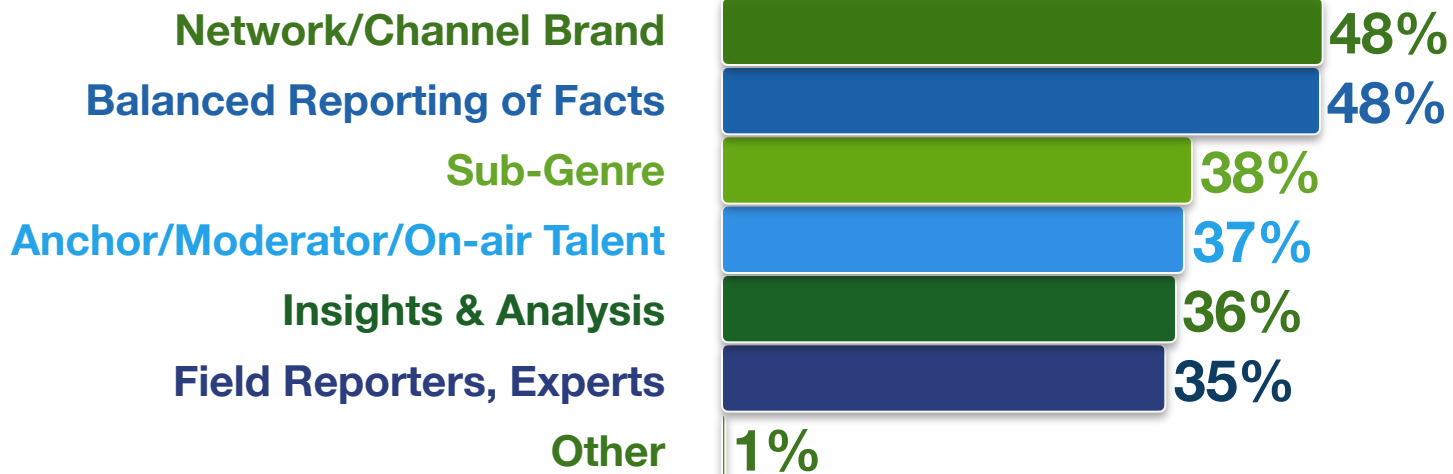
**Yes I have, and
it's annoying.**

*Males = 40%
Females = 22%*

Important Attributes for News Content?



Q: Which content-related attributes below are most important to you when choosing Live News to watch?



I was surprised the Anchor, Moderator, and On-air Talent did not rate more highly. Perhaps this foreshadows a coming shift in alignment with the rising creator economy tidal wave. Looking deeper into gender and age differences, while the data revealed a slight preference for 'insights & analysis' among younger audiences, it was not statistically significant.

Sample: n= 1,010 | Upwave panel of US Internet Users that watch BOTH Live News AND Live Sports monthly | April 2, 2021 | MoE: +/- 3.1% | [Qwery.us Video Demo](#)

ringdigital

QR Codes: The Biggest Covid Impact on TV That No One's Talking About.

Q: Do you know what a QR Code is?



Talk About “Pull-through” Adoption. QR Codes are everywhere now! They open up TV-commerce and gamification optys.

Yes. And I know how to scan them.

51% 56%

39% 36%

No. I don't know what a QR Code is.

10% 8%

Yes. But I do *not* know how to scan them.

Jan 2021

Apr 2021

Samples: January 4 - 7, n=1,124 | April 2 - 8, n=697 | MoE: +/- 2.9% | US Census Representative Internet Users, Google Surveys

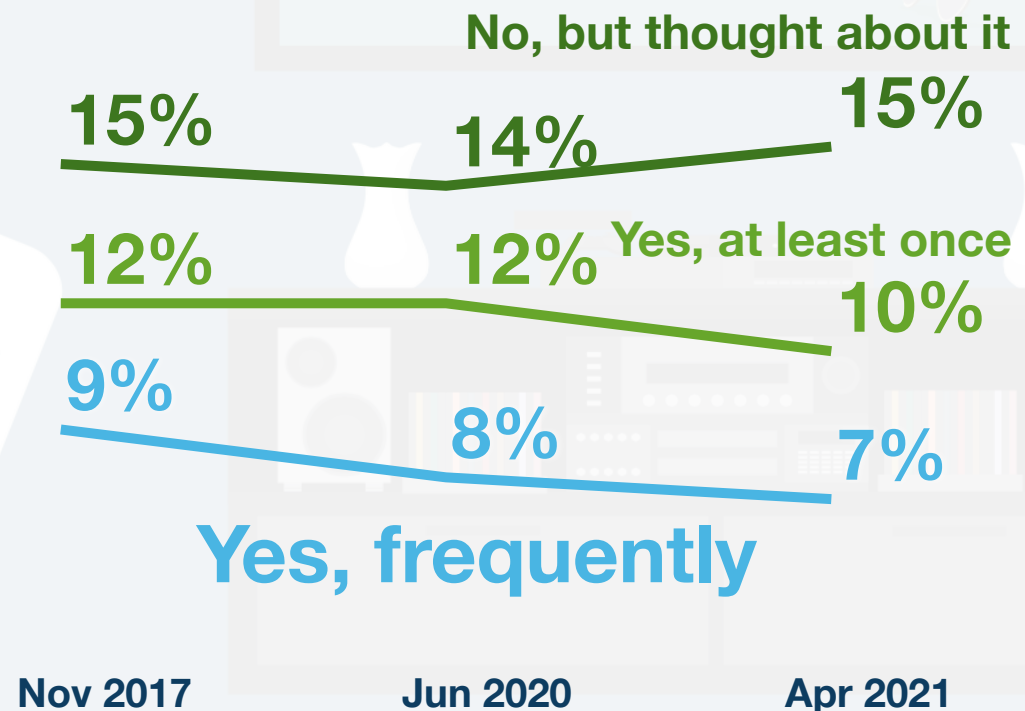
ringdigital

#SocialTV? All but dead.



Q: In the past month, have you used social media to comment, post, vote or share in response to content viewed on TV?

Noticeable decline. In addition, Nielsen Social Content Ratings was sold off. What can we say? When it comes to concepts of social interaction in response to TV, it's all but dead.



Samples: Apr 28 - May 2 2021, n= 652 | Jun 15 - 17, 2020, n=779 | Nov 21 - 23, 2017 n=777 | US Census Representative Internet Users, Google Surveys

ringdigital

Top 5 Tells

News Highlights from the Quarter



For your next webinar, consider adding:



Live Q&A using OBS Virtual Camera

ringdigital

Publisher, FutureOfTV.Live
Volume 7, Spring 2021

Five OTT Updates: #1, Fire TV Interface

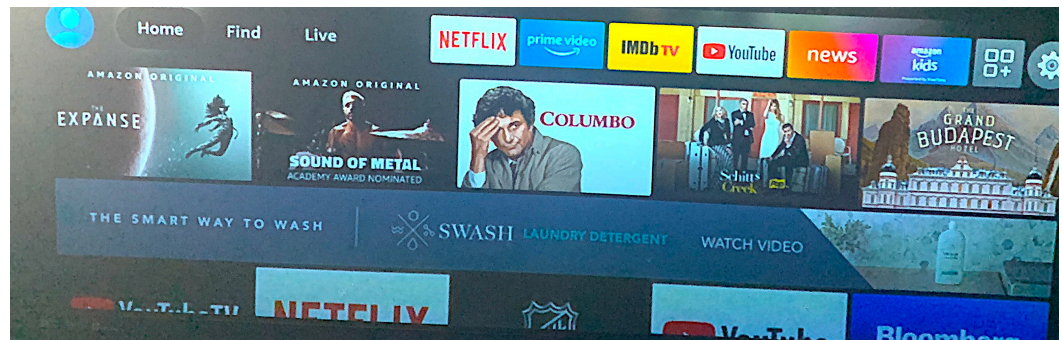
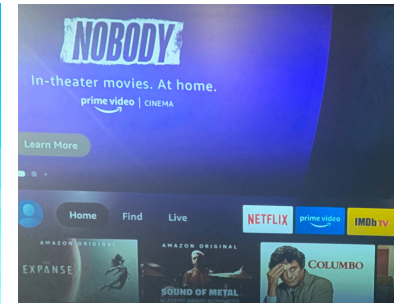
Gatekeeper Much?

1. Promotion
2. Quick start bar
3. Content promo
4. e-Commerce
5. Recently Used Apps

YouTubeTV. \$85/mo - below the fold.

Takeaway?

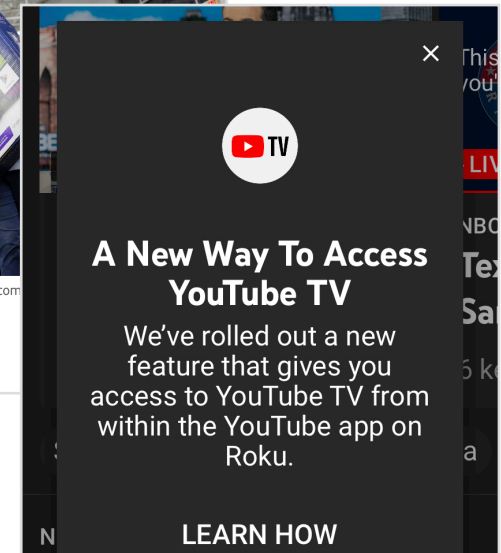
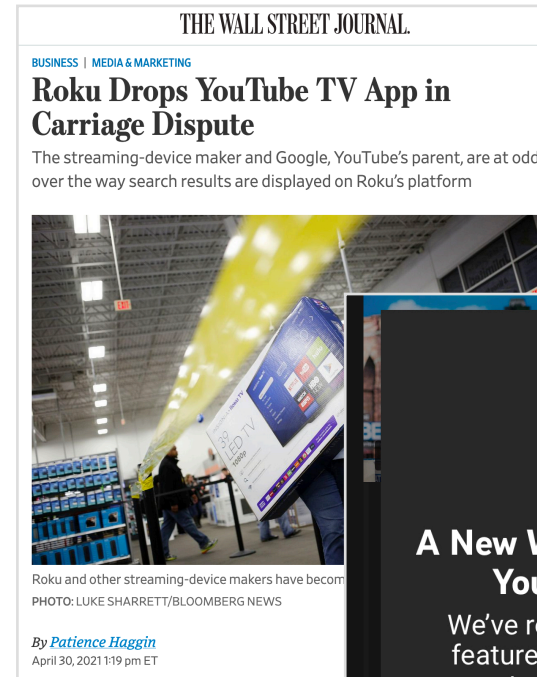
The power of the OTT stick is **now 100% clear.**



Five OTT Updates: #2, YouTubeTV Roku

From Monopoly to #Awfulgopoly

1. Carriage Disputes. 🧐
2. Bad for TV UX?
3. Now we know why YouTube TV was never broken out as an independent unit. Will it return?
4. OTT Sticks — the new weapon in the streaming mega-wars?



Five OTT Updates: #3, NFTs & Fandom



#CryptoKitties

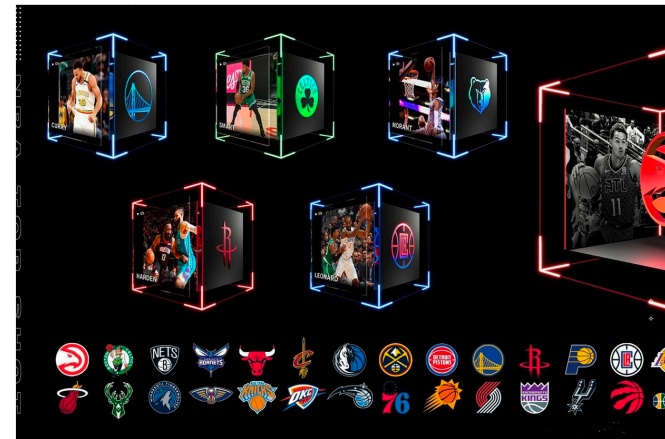
1. TopShot: Highlights monetization begins
2. NFTs & Crypto: Legit
3. Fandom has a Value Chain
4. Democratization? Or consolidation?

THE WALL STREET JOURNAL

MARKETS

Maker of NBA Top Shot Scores \$305 Million in New Funding

Dapper Labs draws investors that include basketball legends Michael Jordan and Kevin Durant, seeking to cash in on the digital-collectibles craze



Images created for the launch of NBA Top Shot, an online platform where buyers can buy and trade videos of basketball highlights.

PHOTO: DAPPER LABS/REUTERS

By [Sebastian Pellejero](#)

March 30, 2021 9:01 am ET

ringdigital

Five OTT Updates: #4, Video Tech, Post Covid

CTV, WebRTC, Video Creation

1. Iris.TV - \$18M
2. Phenix - \$16M
3. Bitmovin - \$25M
4. Descript - \$30M
5. Mux - \$100M
6. Patreon - \$155M
7. Zoom - \$100M Fund for Apps!
8. Restream, Maestro, Grabyo, Tellyo, GV AMPP, Evertz, others

THE WALL STREET JOURNAL.

CMO TODAY

Intel Backs Video Data Firm Offering an Ad-Targeting Alternative to Cookies

Iris.TV, which has raised an \$18 million Series B, provides information on video content to allow marketers to target ads based on contextual relevance



As streaming-TV ad spend surges, Iris.TV aims to provide data on the content of ad-supported videos inside apps from media companies.

PHOTO: PHOTO: JEWEL SAMAD/AGENCE FRANCE-PRESSE/GETTY IMAGES

By [Sahil Patel](#)

April 7, 2021 6:00 am ET

Five OTT Updates: #5, RSN, Rights Stories Playout

Sports Rights News

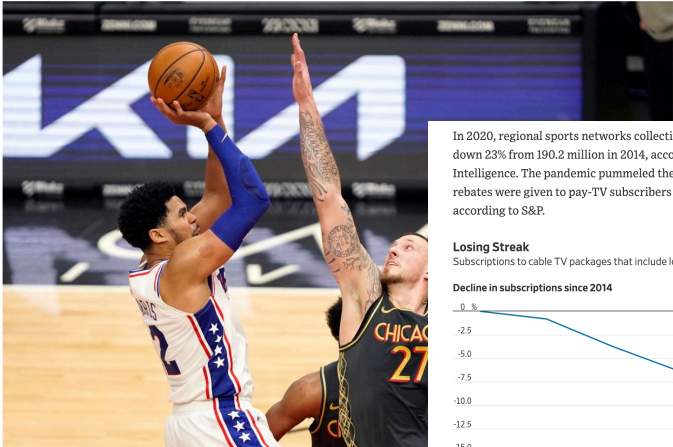
1. NFL deal w All Broadcast Nets
2. NHL deal w DisneyABC
3. NHL deal w Turner
4. Bally Sports Launch & partnership w SBGI
- ...
5. NBCU explores exit (😬) of RSN?

THE WALL STREET JOURNAL

BUSINESS | MEDIA & MARKETING

NBCUniversal Explores Streaming Its Sports Channels or Selling Them Off

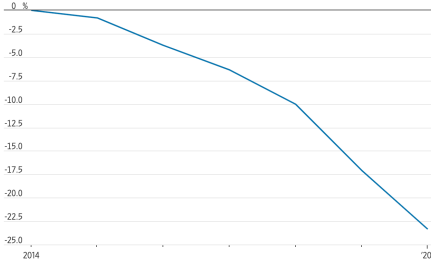
Company scrapped plans to stream NBC Sports Philadelphia on Peacock over fears of complicating broader streaming strategy



In 2020, regional sports networks collectively had 145.8 million subscribers, down 23% from 190.2 million in 2014, according to S&P Global Market Intelligence. The pandemic pummeled the industry. More than \$1 billion in rebates were given to pay-TV subscribers when leagues paused their seasons, according to S&P.

Losing Streak
Subscriptions to cable TV packages that include local sports channels fell by 23% in six years.

Decline in subscriptions since 2014



Year	Decline in subscriptions (%)
2014	0.0
2015	-1.0
2016	-2.0
2017	-3.0
2018	-4.0
2019	-10.0
2020	-23.0

Source: S&P Global Market Intelligence

Tobias Harris of the Philadelphia 76ers, left, shoots over Chicago Bulls defender during an NBC Sports Philadelphia telecast of an NBA game.

PHOTO: CHARLES REX ARBOGAST/ASSOCIATED PRESS

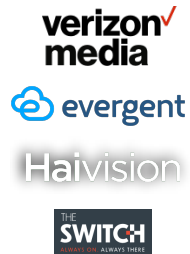
By [Lillian Rizzo](#)
May 6, 2021 12:16 pm ET

New GTM: Analyst, Influencer & Product Marketer

Go-to-market programs proven to accelerate revenue growth.
Twenty years of innovation in the pay TV & streaming market.



Recent Work



Case Studies



White Papers, Articles, Infographics

Social Videos, Innovations & Demos

Proprietary D2C TV Surveys

Content Strategy and Social Marketing

Advisory, Corporate Strategy and M&A

Strategic Lead Generation & Sales Dev

Keynotes, Panels, Webinars & Webcasts



[Linkedin.com/in/BrianLRing](https://www.linkedin.com/in/BrianLRing)



[Twitter.com/BrianLRing](https://twitter.com/BrianLRing)



RingDigital.tv/FutureOfTV

ringdigital

*Thanks for reading! Check back for the
Zoomcast version, which will include my Top 5
Tells for the previous quarter.*

Reach me at Brian@RingDigital.tv

FutureOfTV.Live

ringdigital