

Hyper-Personalized Entertainment Offers

ETC Big Data / Metadata Project

Phil Lelyveld

Philip@PhilipLelyveld.com

310 736 5649

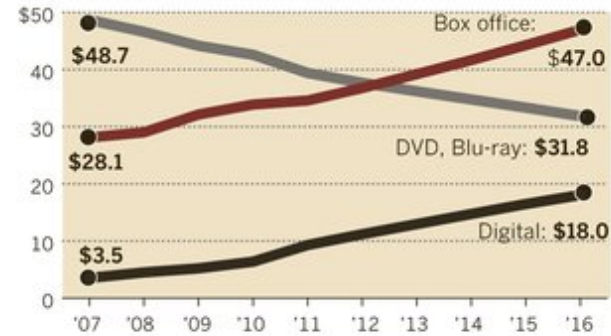
Reel change

Box-office and digital movie revenue are expected to continue growing through 2016, while combined sales of DVDs and Blu-ray discs will maintain a steady decline.

Worldwide movie revenue

By media

(In billions)



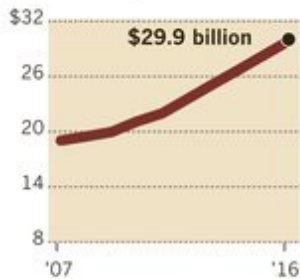
Digital revenue from traditional offers

By region

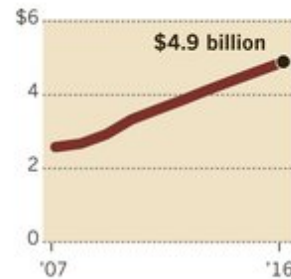
Film industry revenue is projected to grow fastest in the Asia Pacific and Latin America regions. The U.S. and Canada, still the largest movie market, is expected to remain roughly flat.

Asia Pacific

(Scale in billions)



Latin America



Note: All data after 2011 are projections.

Sources: PricewaterhouseCoopers, Wilkofsky Gruen Associates

Los Angeles Times

Hyper-Personalized Entertainment Offers

Goal: to offer **appropriate, relevant** content to an individual at the **'monetizable moment'** when it is useful to them

Appropriate

- is can be integrated into what they are doing
(ex. a frame in .jpg format if they are creating an eCard)

Relevant

- it corresponds to what is known about the individual's tastes
(ex. a romantic sequence for a person creating a wedding e-vite who likes 'chick-flicks')

Monetizable moment

- the offer has immediate resonance, and is more attractive than the effort to seek out another (possibly pirated) version

End game – new revenue streams

‘the predictable’ makes money

‘the unanticipated’ makes fortunes

Full content

Recommendations
Bundled with other offerings

Predictable opportunities

‘netflix’ style recommendations during other activity
prepare or enhance travel experiences

Scenes

Subject matter retrieval
Mood of scene retrieval
Linked to location (GPS)

personal videos & mash-ups, business presentations
competitor to short-form video
augmented reality (linked to full content offer)

Frames

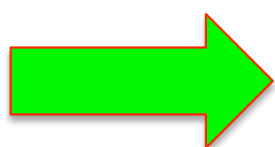
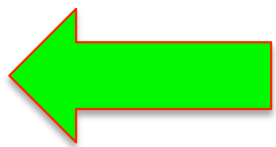
eCards, eFrame feed(cinematography)
scrapbooking, posters/newsletters

Frame element extraction, CGI models, 3D captures, sound bites

virtual goods market
building blocks of other products and experiences

Hollywood Side

Hollywood + Silicon Valley Side



Digital Work Flow

Content

Metadata (manual) (automated)

Scene ID

Frame ID (SMPTE)

Search / Retrieval

Internal to industry

External to consumer

Trend Information To inform new general market offerings

Individual Consumer Preferences (Gravity)

Analytics on unstructured data

Real-time analytics on data 'fire hose'

Lawyers
Guild Rules

New Consumer Offerings
Jointly monetized new markets

- Proactive, timely, hyper-personalized offering
- Competition with piracy reduced because piracy competes with the search effort, not the content

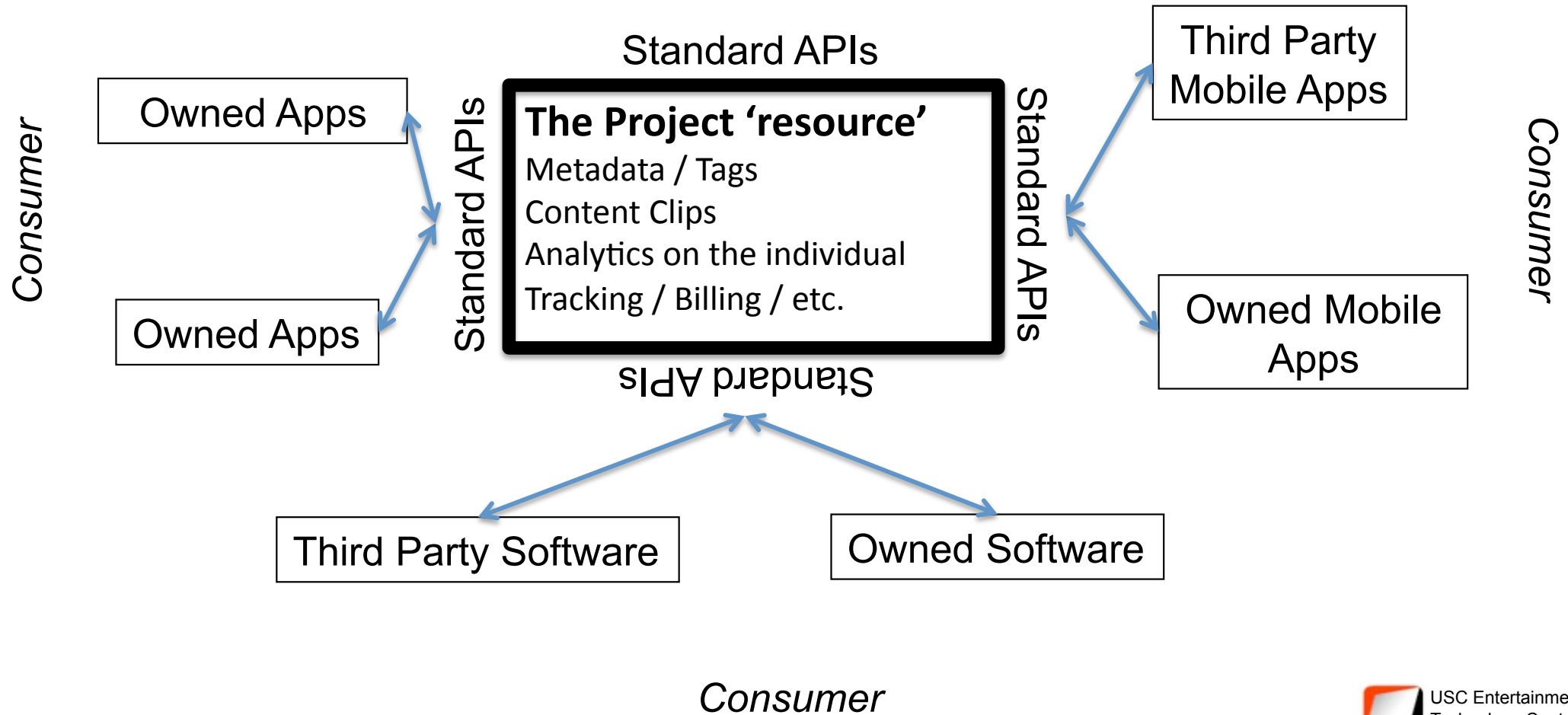
Consumer Action
Direct relationship with consumer or content distributors

- Registration info
- Search activity
- Purchases

Consumer Action
Tracked across many apps, platforms, and activities (Google, Amazon, Paypal, Facebook, Apple)

- Gmail
- Twitter / social media activity
- Photo / video upload
- Phone location
- Publicly available info

B – B – C Revenue Opportunities



Hyper-Personalized Entertainment Offers

Goal: to offer appropriate, relevant content to an individual at the 'monetizable moment' when it is useful to them

Silicon Valley has the expertise and consumer data to feed hyper-personalized ads to consumers.

- channeling that effort in a new way will create new revenue streams for Silicon Valley

Hollywood has the content that consumers want

- Making granular metadata available for real time search and content retrieval will create new revenue streams for Hollywood

Working together, Silicon Valley and Hollywood can create mutually-beneficial enhanced consumer experiences

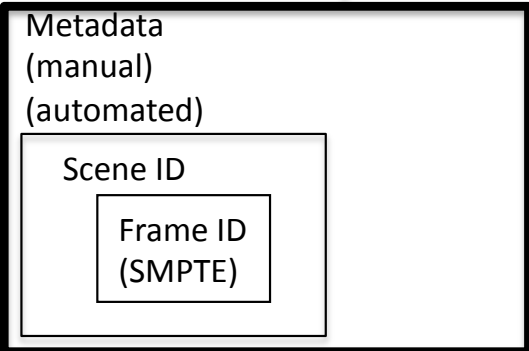
Hollywood Side

Hollywood + Silicon Valley Side

Digital Work Flow

Search / Retrieval	
Internal to industry	External to consumer

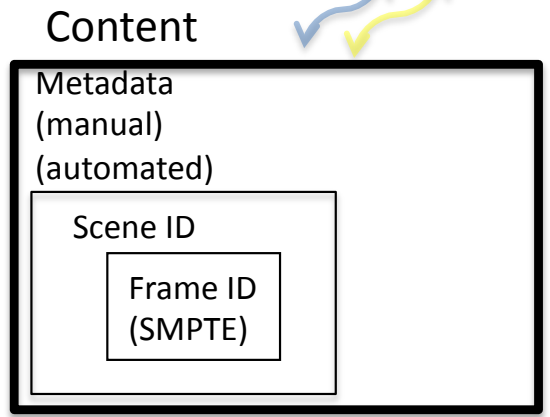
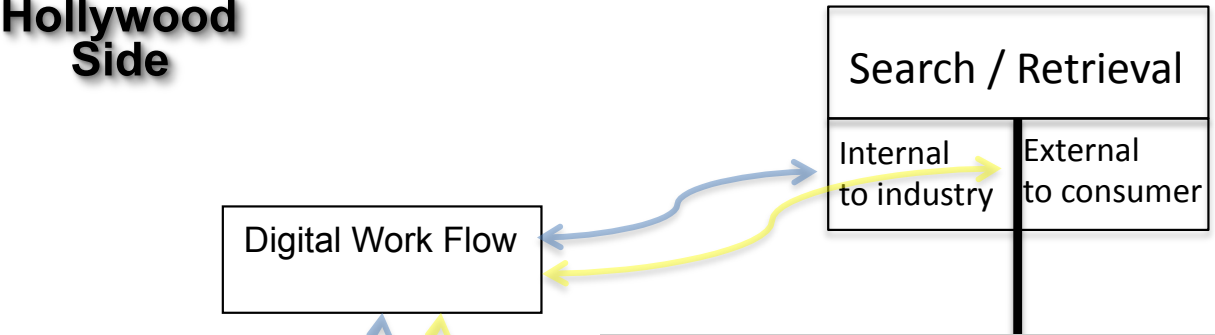
Content



- Metadata descriptor types**
- Content description data
 - Technical content creation and processing data
 - Ownership data
 - Usage rights and restrictions data
 - Usage history data

Hollywood Side

Hollywood + Silicon Valley Side

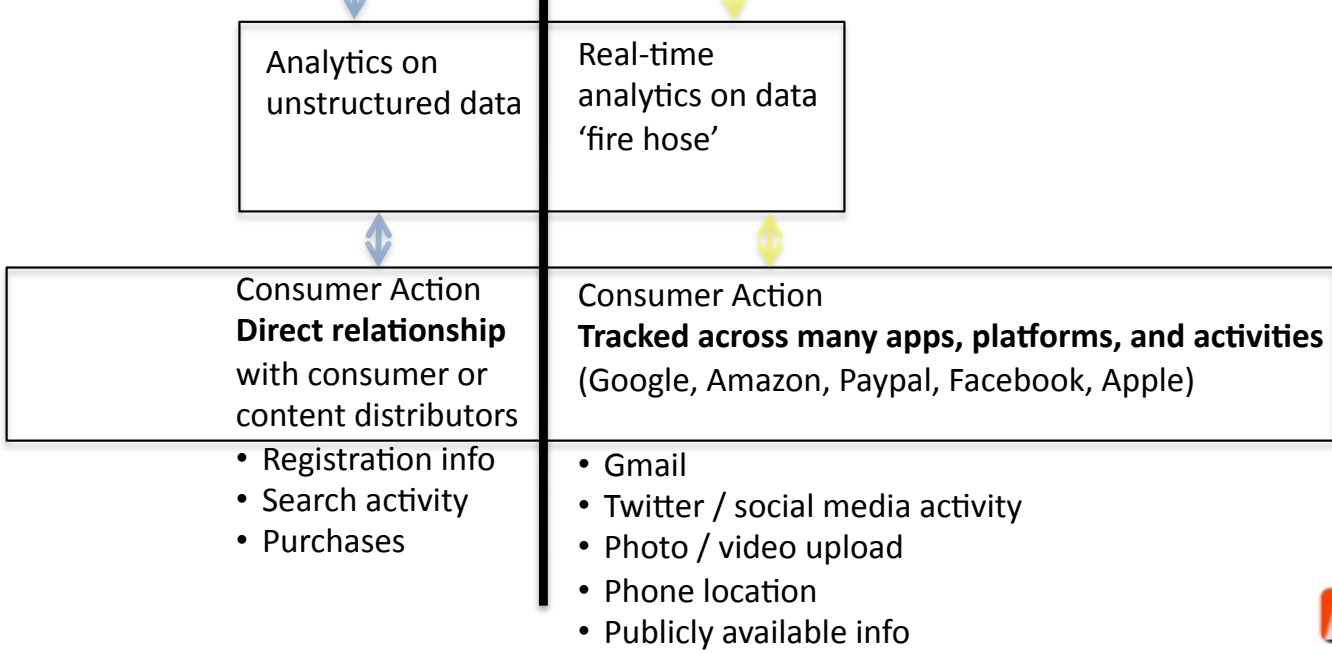


- Subtopics for ETC projects, study, panels, or whitepapers**
- Metadata taxonomy and/or tags (flickr model?)
 - Conversion/Labeling, versions, transcodes, labeling
 - Workflow
 - the implications of a unified strategy on operations
 - transition issues
 - Impact of enabling access to content within workflow
 - Impact of exposing metadata to (outside) queries
 - Opportunities for social media, MarCom, other tie-ins within the workflow
 - Individual versus corporate identity
 - Creating new celebrities and storylines
 - From the content work flow
 - From the staff working on the content

Hollywood

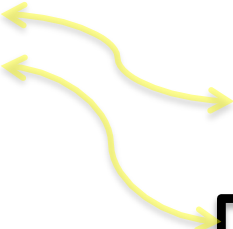
Subtopics for ETC projects, study, panels, or whitepapers

- The potential uses of unstructured data, analytics
 - Trend analysis
 - Relationship with individuals (anonymous or not)
- Aggregating data
 - Aggregation and analytics on the traditional types of data gathered
 - Aggregating newer data (ex. publically available data (Facebook), location (phone GPS))
- Privacy, the cost/benefit trade-offs for all parties, and the boundaries of creepiness



Hollywood Side

Hollywood + Silicon Valley Side



Lawyers (advocates needed)
Guild Rules (marketing versus revenue)

New Consumer Offerings
Jointly monetized new markets

- Proactive, timely, hyper-personalized offering
- Competition with piracy reduced because piracy competes with the search effort, not the content

Subtopics for ETC projects, study, panels, or whitepapers

- Make the professional community aware of the changing landscape
- Explore/model/test the predictable and unanticipated revenue opportunities

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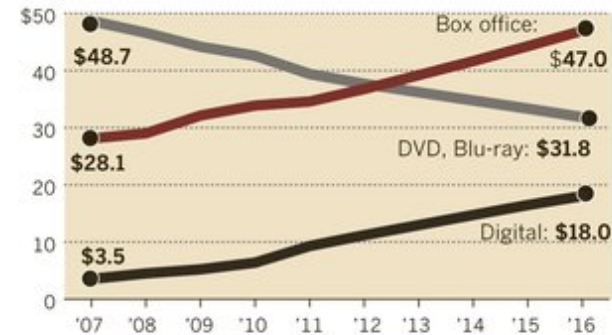
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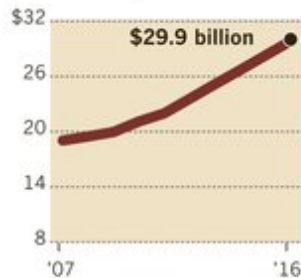


Hyper-Personalized Entertainment Offers will contribute to the rise in digital revenue

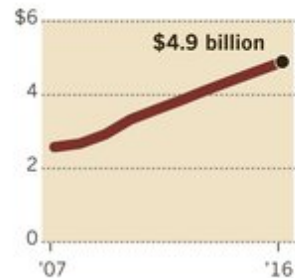
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