



THE CONNIES 2018

 mediatel events

Tuesday 8 May
#TheConnies

INTRODUCTION



Mark Cross
Director, Chartroom

Welcome to the fifth annual Connies. For those returning you will again enjoy a rich mixture of good company, relaxed atmosphere and a celebration of great work from all corners of the industry. For first timers, we are delighted to welcome you and confidently expect you to be impressed by the innovation, creativity and endeavour that is on show today at The Connies.

Yet again, this years' awards demonstrate the fundamental human contribution to bringing data, media, advertising and technology together in such a way to create remarkable outcomes. Whether from content and platform providers, media owners, service and technology providers or from agencies, The Connies show success comes not from conflict between human versus machine, data versus creativity, old versus new but from the best talent across sectors and disciplines collaborating to power new connected experiences across the ecosystem.

They celebrate the results of the strategists, planners and researchers as the "architects" who in 2017 mixed it up with the data planners and analysts, as



John Moulding
Editor-in-Chief, Videonet

The international categories contain great examples of new thinking and submissions that are likely to 'move the needle' in TV. The judges had to work hard to finalise their winners.

the "scientists" who mixed it with the technology experts as the "engineers" to make new things happen and produce the great work on show today.

Uniquely, a Connie is a signifier of smart collaboration and as each year passes, they act as a barometer on the increasing range and depth of opportunities being created out of the converging environment of the 4th industrial revolution we are now firmly in.

As last year, we have both UK and International based categories as we reached across both Mediatel and Videonet communities to attract a record number of entries across ten categories.

All the shortlisted entries summarised here should be admired and congratulated for their remarkable features and the winners revealed shortly, be proud that their work is both outstanding and inspiring for us all.

Our thanks to all entrants for their efforts and of course, my thanks in particular to the judges; your time, expertise and good judgement was very gratefully received as ever. But to everyone here, do have a great time at today's Connies awards lunch.



THE JUDGING PANEL



Mark Cross
Director, Chartroom
Chair of Judges

John Moulding
Editor-in-Chief, Videonet



Benjamin Schwarz
Consultant, CToic Consulting

William Cooper
Founder and Chief Executive,
informity



Richard Marks
Director, Research the Media

Anne Tucker
Head of Research
and AV, Mediate1





Tracey Follows
Founder, Futuremade

Stacey Anklam
COO, autoGraph



Steven Hawley
Principal Analyst and
Consultant, tvstrategies

Ian Nock
Managing Director and
Founder, Fairmile West



David Pidgeon
Editor, Mediatel Newsline
(consultant judge)

Rob Ellison
Senior Comms Planning Man-
ager UK&I, Unilever



CATEGORIES

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1

BEST RESEARCH PROJECT/INITIATIVE

This category was open to those that have provided research and insight that has helped drive innovation and client results, particularly in understanding the connected consumer and their changing media and technology behaviour.



Ipsos MORI

Ipsos Mori - Titus Andronicus in VR

The Royal Shakespeare Company (RSC) was about to broadcast Titus Andronicus live to cinemas for the first time, a play so gory that an unusually high number of audience members have fainted, been ill or have had to leave the auditorium during the play.

RSC commissioned Ipsos to examine the relative emotional connection of those watching at the theatre, via cinema broadcast and Virtual Reality 360 video. Ipsos used a combination of heart monitors and post-performance debriefing interviews.

“One of the key findings, which has implication for both research purposes and the potential for VR to be a medium for future consumption of entertainment, was that all thirty-three participants who viewed the full 3-hour performance within the VR headset did so willingly and with no side effects. Two-thirds of those participants stated that they would consider this as a way to experience theatre in the future.”



the7stars - Pop Goes the Filter Bubble

The study, a collaboration between the7stars and Newworks, set out to understand how brands should navigate a digital information environment where search and social algorithms create artificial information filter bubbles around individuals.

Selected respondents were exposed to - and gave feedback on an online experience free of algorithms, cookies and personal preferences.

“Filter bubbles are stifling opportunities for brand discovery through overly repetitious and narrowly targeted ads... 63% of consumers agree they love it when they stumble across something useful, yet unexpected online.”



the7stars - Untangling the Fairy Lights

the7stars partnered with independent market research agency ResearchBods to create the first tracking study into festive shopping and media behaviour that didn't solely rely on what people claimed they had done in a retrospective manner.

ResearchBods' location tracking kamino technology geofenced over 10,000 retail destinations across the UK. Potential respondents were screened for Christmas-related activity before completing an in-the-moment survey. Shoppers also allowed passive tracking of their mobile behaviours over the same five week period, along with video 'vox pops' to illuminate the research.

“This is the gift which keeps on giving! It has enabled us to create a retail advent calendar planning guide - where we can take every single week during the festive period and break down the categories, brands and digital channels of most interest to the consumer - and thus the marketer.”



Autotrader - The Car Buyers Report

Autotrader undertook an innovative path to purchase study to understand the end-to-end car buying journey, the influences within this and opportunities that digital brands can take advantage of.

The approach connected six months of mobile ethnography, online communities, in-depth interviews and online surveys.

“This has enabled retailers to better-understand digital marketing and plan their campaigns more effectively. We've shaped product development - directly shaping a new programmatic targeting product, allowing advertisers to target consumers across the different stages of the car buying journey.”

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ITV & Channel 4 - Project Firefly

Channel 4 and ITV combined their extensive first party data to deliver the most comprehensive exploration of BVOD viewing behaviour and its impact on advertising campaign effectiveness.

2,300 All 4 and ITV Hub viewers recorded a diary and survey of their BVOD and advertising viewing experiences, cross-analysed with their actual viewing behaviour and advertising campaign exposure.

"For the first time we have combined our 1st party data to explore actual behaviours and the impact on campaign effectiveness. This ground-breaking study proves that brands can benefit massively by combining linear and BVOD in their media plans."



VCCP & The Guardian - Debunking the myths of Gen Z

The objective was to understand the desires and values of 16-23 year olds, Gen Z: how they feel about life, themselves and the future, to give them a voice. This entailed online research via YouthSight, but also bringing panels of Gen Z to interact directly with clients of VCCP and The Guardian.

The research found the most traditional generation for decades in terms of planning for the future and ambition, but a generation more accepting of diversity.

"Our (client) audiences have told us that they often feel disconnected from the end consumer and our research has opened their eyes and facilitated engagement with this audience in a totally new way."



PREVIOUS WINNERS: 2017 ITV - ITV Second Screen; 2016 Craft - 'The Social Lives of Others'; 2015 Thinkbox and Craft - 'Screen Life'

2

BEST USE OF CONNECTED DATA

Today's marketers prioritise quality meaningful data within their solutions. This category was open to those who have applied data sets to develop connected services, applications and technology; or to facilitate effective solutions through better targeting, more personalised experiences or the demonstration of client outcomes.

Channel 4 - Audio Personalisation Adverts: a world first

Channel 4 developed their earlier work in creating visual personalised advertising to move onto create a worldwide first of audio personalised, targeted digital advertising using their 15 million strong registered viewer database.

Campaigns for Foster's, Ronseal and 20th Century Fox were among the first clients to make use of this audio personalisation technology. For Foster's, viewers heard the face of Foster's say '[Name] mate, this one's for you' after the main advert was shown. This was then replicated with viewers also seeing their names on-screen.

It also represented a new challenge for broadcast personalisation with numerous technical barriers to overcome. Working with key internal and external partners including FreeWheel (All 4's ad server) and Innovid (C4's interactive video tech partner) the solution for 20th Century Fox included using individual voiceover of 200 names which were integrated into the creative and delivered by FreeWheel.

 ExterionMedia



Exterion & TfL

Through a partnership with O2, Exterion Media created an insight tool for the London Underground called ABI (Audience Behavioural Insights). This visualised the movements and journeys made on the TfL Network using data from 1 million+ mobile devices linked to web and app behaviours, enabling audience targeting based on actual category-based mobile activity.

The data science team also launched a new lifestyle-based targeting system, ALI (Audience Lifestyle Insights) out of a collaboration with TfL utilising 3 million registered users of Oyster cards including their postcode. 21 million weekly records of weekly data of every station by entry and exit at 15 minute intervals and broken down by each MOSAIC type, offered new levels of granular audience targeting.

Together these new data sets were launched into agencies and clients as Targeting Audience by: Lifestyle, Behaviour,

Journey & Destination using advanced analytic software and visual intelligence techniques tools. Supported by the new data sources, Exterion Media brought in new advertisers to the medium and drove strong new revenue growth.

Facebook & EE

Faced with the challenge building customer loyalty for EE, Facebook combined EE's CRM data with its own user data, to identify EE customers and deliver key customer benefits at a time when they were contextually relevant, adding a new dimension to traditional CRM.

Short videos and content were designed specifically for Facebook's news feed used across the range of advertising products to showcase key EE benefits, such as free access to the BT Sport app or Wi-Fi calling. The data solution included identifying the key triggering moments for example, using a blend of location data and first party data, EE could see which of its customers were travelling internationally, and remind them that EE would never let them unintentionally go over the data allowance. This new approach brought together multiple data sets right from the planning phase through to the message landing in someone's news feed.

Comprehensive test and control evaluation showed strong campaign results including uplifts in customers choosing EE as their first-choice telecom provider and shifts in brand metrics.



Rezonence - Targeting pole position for data enrichment

Here Rezonence delivered a solution for Sky using its product FreeWall which grants users access to content in exchange for a brand engagement. In one iteration, Freewall requires a user to answer a question to unlock content and clients can segment their audiences to tailor follow-up communications related to their preferences.

During the relaunch of Sky Sports into sport specific channels, Sky asked their existing customers via FreeWall, which sport

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they were most excited about watching, releasing editorial content related to that sport. Running in sport specific sections of premium publishers, a DMP pixel was used to populate a trait within Sky's DMP for each of the five sports and at the same time, other partners such as YouTube, who, when a customer who had selected "cricket" as their FreeWall answer, served them a cricket creative on YouTube.

Charlie Crideford, Media Strategy Controller, Sky commented: *"The FreeWall with microsite was innovative and engaging in itself, but the quality data we were able to ingest in addition was the cherry on top of the cake."*

sky | MEDIA Sky Media - Sky Mobile TV Evaluation

Sky's data scientists developed a new model that connected all households exposed to the Sky Mobile launch campaign linked to actual enquiries recorded on the Sky customer database to deliver in campaign optimisation for Sky Mobile.

The TV schedule was heavy weight across brand and DRTV copy presenting a range of challenges such as attribution across high volumes of data with simultaneous copy.

The data from Sky's home viewing panel was collected, aggregated and matched to Sky Mobile applications and exposed households who purchased then compared.

The viewing data proved that TV influenced 23% of all applications made - over 60k households applied for Sky Mobile after seeing the TV advert and Sky Mobile, exceeded its pre-launch targets.

Pierre Coppin, Head of Propositions & Planning for Mobile, Sky commented: *"The level of viewing insight linked to effectiveness was obtained within weeks of the campaign being on air. This meant we could act swiftly on the results and influence the next burst of TV activity. The first set of analysis has helped to define our media strategy and crucially, it has helped us to secure additional funding for TV."*

itv 4 ITV & Channel 4 - BVOD The Bigger Picture

ITV and Channel 4 combined their extensive first party data to deliver the most comprehensive exploration of BVOD viewing behaviour and its impact on advertising campaign effectiveness.

2,300 All 4 and ITV Hub viewers recorded a diary and survey of their BVOD and advertising viewing experiences, cross-analysed with their actual viewing behaviour and advertising campaign exposure.

The results demonstrated the benefits BVOD and linear TV, including a congruent viewing experience where BVOD delivers additional viewers per view (1.6 on average across all platforms) and uplifts across brand affinity, perceptions, talkability and purchase intent.

"We wanted to continue the renewed spirit of collaboration in television, embodied by the recent TV festival, by working with Channel 4 on a joint project to showcase the power of BVOD. For the first time we have combined our 1st party data to explore actual behaviours and the impact on campaign effectiveness. This ground-breaking study proves that brands can benefit massively by combining linear and BVOD in their media plans." Simon Daghish, Deputy Managing Director, ITV

global Global - DAX & Co

DAX & Co was an initiative from DAX, the Digital Audio Exchange from Global, that synthesised DAX's digital audio with second party data, across a range of publisher data sources to provide a new premium and scalable targeting environment.

Strong partnership skills were used to position the idea in a way that did not conflict with publisher interests and provided a new way to monetise their data.

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The technical integration created options around on-boarding into the DAX DMP followed by syncing with the DAX digital audio universe. The audio ad server read segment identifiers whenever listeners connected, and then delivered the appropriate audio ad.

DAX & Co was a premium offer in a market of low-cost options but by providing understanding of the data linked by a Listener Insight ID tool, advertisers could track performance and see the value. A test campaign for Audi used cars demonstrated that the Haymarket auto intender data delivered outstanding results compared to average. Partnerships have since been built across categories, including autos, property, personal finance, travel, TV, film and technology.

The DAX & Co model has created mutual benefits across audio and publishers, "while also providing clients with the quality, transparency and addressability they require when carrying out data-driven campaigns."



PREVIOUS WINNERS: 2017 VCCP Media; 2016 Channel 4 - Ad4You; 2015 Channel 4 - Getting Brands Closer to Our Viewers.

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CONNECTED CAMPAIGN OF THE YEAR

Connecting with consumers across platforms and devices is at the heart of modern marketing. This category was open to all practitioners from brands, agencies, media owners and developers who have made outstanding contributions to effective campaigns. These will be multi-faceted and could have run within applications across devices and screens, across multiple media opportunities or on a stand-alone basis.

Channel 4 - Alien Covenant-Audio Personalisation

When Channel 4 were asked in 2017 by Mindshare to come up with their most attention grabbing idea for the UK release of 20th Century Fox's movie Alien Covent, they went on to create the world's first broadcast advert that used audio named personalisation to grab viewers' attention by showing them the horrifying trailer then telling them by name to 'RUN!'

This audio personalisation represented a new challenge for broadcast personalisation with numerous technical barriers to overcome. Working with key internal and external partners including FreeWheel (All 4's ad server) and Innovid (C4's interactive video tech partner) the solution included using individual voiceovers of 200 names which were integrated into the creative and delivered by FreeWheel.

The media attention across channels to this element within the campaign was exceptional, significantly adding value to a campaign that also delivered in the box office.

"The audio personalisation complements and enhances the alien footage perfectly." Chris Green, Marketing Director, 20th Century Fox.

Facebook - Paddington 2 - Spreading Joy, and Marmalade

This Facebook campaign for STUDIOCANAL, the European film producer and distributor, showed what can be achieved through a close collaboration with the client team and strong integration across its offering of products, tools and assets. This created a highly customised and immersive campaign experience for the UK cinema release of Paddington 2, the latest major motion picture featuring the adventures of the beloved bear.

This category is for companies who have updated an existing TV or video service as well as those who have launched a new one. This includes entries for incremental upgrades where judges will apply proportionate judgement and narrower terms in comparison to launches. For both upgrades and new launches judges are looking for business, technology,

marketing or consumer experience achievements and the potential for evolving or changing television and, for launches only, impacting the wider marketplace.

At every campaign stage bespoke Paddington content was created and delivered across Facebook and Instagram. For example, using immersive formats that took people into Paddington's home, introduced cast members and others using augmented reality, that enabled people to change their pictures to appear as though they were wearing the iconic Paddington duffle coat and hat. This one effect alone was shared with over 10m people.

As well as Paddington 2 being STUDIOCANAL's most successful film ever, test and control evaluation isolated the positive effects of those exposed to the Facebook and Instagram activity.

Posterscope UK Posterscope - A Very Black Friday

Working with Vizeum, Data to Decisions and Liveposter, Posterscope was charged by Shop Direct to win on the high street across the key retail periods of Black Friday and Cyber Monday.

Despite a C2DE 25-44 female audience who loved to shop online and engage in social, 80% of their shopping was still on the high street. Posterscope recognised that even for the biggest digital sales day of the year Very.co.uk needed to be on the physical high street.

The campaign idea was to use OOH to provide a 'digital shop front' on the high street, giving Very a digital department store to compete with the shop windows. The activation included dynamically altering content and pricing throughout the day in response to competitor pricing, stock levels with trading deals being done in real time. With formats across 70% of high streets, data integration across high street footfall, locations, online sales and stock data coupled with dynamic content gave Very the capability to offer most relevant deals to locations in real time.



PREVIOUS WINNERS: 2017 - Radium One; 2016 Facebook - 'Lego & Facebook Kronkiwongi'; 2015 Manning Gottlieb OMD - John Lewis Monty the Penguin

4

VIDEO TECHNOLOGY HERO (International category)

Here we were looking for technology heroes - the solutions that are solving the big problems or opening the door to the major opportunities in the television and video markets. The technology had to be used to enable or support the delivery of a television/video service.

accedo **Accedo One**

A modern video service needs to be updated regularly across all devices and Accedo One makes those updates faster, cheaper and more reliable. It allows the video providers to configure all their client applications from one dashboard, regardless of platform or underlying technology. It serves unique user experiences (UX) that adapt to the app version, device type and even time of day. It is a cloud-based configuration platform that gives the video provider absolute control over their consumer experience.

Video providers can create UX profiles and their service asks Accedo One, based on defined business rules, which profile is applicable at a given time for a given consumer. Each profile can be defined and configured - allowing for a completely adaptable and dynamic UX. Once the video service has been configured with Accedo One, it takes 1-2 hours to create new profiles. Profiles are changed in real-time.

This solution overcomes a fundamental challenge in a multiscreen world: managing the UX across diverse client apps. It is deployed with 80 service providers.

Verimatrix - Federated Rights Management

The variety of codes, file formats and encryption mechanisms now used for video delivery means that in a hierarchical 'wholesale/retail' content distribution architecture, end-to-end protection often requires repeated content decryption and re-encryption. This is complex and costly and it reduces security because of opportunities for mismanagement and content theft at each intermediate point. Content owners also lack the tools to meaningfully enforce contracts and get consumer insights.

The Federated Rights Management (FRM) model from Verimatrix reimagines this workflow. It addresses these challenges using a single point of integration for both operators and content providers where they can encrypt just once and then allocate decryption keys across the distribution chain. Duplicated processes are eliminated, lowering costs.

FRM streamlines security workflows with persistent

encryption, policy definition and enforcement, and automated consumption reporting and analytics. Security and fine-grained control of rights management are one core benefit. Content owners maintain control of the keys and playback policies associated with their content, so can enforce rules across the whole ecosystem from distributors through to end users.

Harmonic - EyeQ Content-Aware Encoding Solution

In the OTT environment, larger screens are driving higher bitrates and resolutions, demand for network DVR is driving up storage costs and consumers expect higher video quality without buffering. Video providers have little control over whether client devices transition to next-generation codecs like HEVC.

EyeQ introduces more advanced video compression technology to address these issues. It is fully compliant with MPEG-4 AVC and any AVC media player, and works across all HTTP devices without requiring additional subscriber-side software. It is a content-aware encoding solution that assesses and adjusts encoding parameters to leverage the mechanics of the human eye - taking account of video quality according to the Human Visual System (HVS). It does this without adding latency to the encoding process.

Software-based and codec-independent, EyeQ reduces bandwidth consumption by up to 50% - without relying on infrastructure or codec changes. It creates a reduced and variable bitrate stream for each ABR profile with zero buffering. CDN and storage costs are reduced and providers can reach more viewers on constrained networks.



SoftAtHome - Programmatic TV

SoftAtHome's Programmatic TV supports dynamic advertising replacement and ad targeting on live broadcast and multicast IP video distribution. It comes with AI-powered user profiling, with the profiles kept inside the set-top box to maximise data privacy. It replaces ads individually so targeted ads can be served even when users join a programme in the middle of an ad break. Ad replacement is performed in the STB.

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Ads are served to the STB from a remote unicast server or pushed to the STB for local storage (optimising network usage and avoiding network congestion worries). SoftAtHome has developed a P2P architecture where each STB can become a server for others, creating a distributed CDN and so reducing platform investments.

The video player can start buffering the next ad (that will be inserted) while playing the current one, and can start a new video in under 200ms. This ensures seamless ad insertion that is transparent to viewers. The AI algorithms that STBs use to compare usage behaviour against profiles take account of device CPU and memory.

 **3SS - 3READY Android
STB + Multiscreen Solution**
ENGINEERING ENTERTAINMENT

3READY provides a unified cross-device UI/UX for multiscreen TV, OTT and VOD services, covering front-end and back-end. It delivers the highest native performance on each platform, provides real-time UI and content updates of all apps, enables A/B testing, and helps operators schedule and roll-out new functionality smoothly. Data analytics inform decisions on content, features and UI choices. 3READY can be integrated with any back-end and these can be changed without service disruption.

3READY is optimised for Android TV-based STB projects, which are becoming more popular with operators. The 3READY Rapid-Launch Android STB + Multiscreen Solution helps operators launch new services and features faster including a fully customisable experience based on the new Android TV Operator Tier programme, like the one seen at Com Hem (in a world first deployment, using a hybrid set-top box, embracing features like Google Play Store, Google Cast and Voice Search).

The 3READY Custom Launcher is compliant with the latest Android TV Operator Tier Guidelines and features of Android, and is future-ready for upcoming Android versions.

 **massive** **Massive Interactive - Massive
AXIS**

How much does a telco spend requesting UI changes every year? How about if you throw in five more channels... and on seven different devices? The average number is massive and that is without considering the time needed to implement

modifications. Many operators and broadcasters employ costly engineering teams who do not have the resource or flexibility to update UIs across a suite of applications quickly.

Massive AXIS solves this problem. This next-generation user experience platform acts as an operator control panel that sits between the back-end stack and the front-end applications. It empowers non-technical product owners, content schedulers and marketers to change the UI themselves at the click of a button, in real-time, across any device, based on data-driven insights, and at zero cost.

A segmentation feature means you can create and deliver an infinite number of unique user experiences to distinct audience groups. This raises the bar when it comes to personalising experiences and responding to A/B testing and audience behaviour. Combined with real-time updates, video merchandising can be radically improved, too.



PREVIOUS WINNERS: 2017 Harmonic - Harmonic Cloud - Native VOS; 2016 - Harmonic, Harmonic Electra X advanced media processor family

5

BEST TV/VIDEO SERVICE UPDATE OR LAUNCH

(International category)

This category was open for companies who have updated an existing TV or video service as well as those who have launched a new one. This included entries for incremental upgrades and launches. Judges looked for business, technology, marketing or consumer experience achievements and the potential for evolving or changing television and, for launches only, impacting the wider marketplace.



Freeview Australia - Freeview Plus

Freeview Plus is the free-to-air Australian TV service that combines broadcaster linear TV with catch-up content in one place, harnessing HbbTV technology. In June 2017 it was upgraded with a new user interface, resulting in a 5% increase in average time spent by viewers visiting the platform.

In the year to December 2017 there was a 61% increase in HbbTV receivers in the market and a 78% growth in videos streamed via Freeview Plus, despite all broadcasters having individual catch-up apps on smart TVs that consumers could use instead.

Viewers are shown a carousel with all the catch-up programmes available for the channel they are watching. One click away, 'My TV' presents up to 15 carousels of programme choices from across all the linear channels and catch-up services in one screen, and presents personalised recommendations.

The service upgrade was a collaborative project involving five broadcasters working with a third-party vendor, Switch Media. In the seven months after launch, there were 37% more visitors and 56% more new visitors to what was, by then, a 3-year-old service.

tvplayer **TVPlayer - TVPlayer Network PVR Recording Feature**

TVPlayer is the UK's fastest growing OTT platform, currently live streaming 75 free-to-air channels and 30 Pay TV channels to one million active users across a wide range of multiscreen and connected TV devices. It combines live TV, catch-up, on-demand, pay-per-view and now network PVR recording.

The network PVR (nPVR) feature, launched in December 2017, enables online TV viewers to schedule recordings in the programme guide, including series-link recordings. One-quarter of the TVPlayer customer base has used the recording feature, which is credited with a 10% increase in TVPlayer subscribers in January 2018 compared to the previous month.

TVPlayer has implemented 'single shared copy' nPVR; which means only a single copy of a recording is made and this is used for all customers requesting that recording. Viewers

can record as many live TV programmes as they want simultaneously across multiple channels. Playback is via your own dedicated recordings page.

Customers taking the paid TVPlayer service get 10 hours of storage included and can buy extra storage (another 50 hours costs £3 a month, for example).

COM HEM **Com Hem - Com Hem Tv Hub Android TV UHD-4K Hybrid STB**

Com Hem provides Pay TV, broadband and telephone services in Sweden and is pioneering the use of both Android Operator Tier and Android N - the latest generation of the Android TV operating system - as the basis for a new generation of STBs that will be used for cable, IPTV and OTT services on Com Hem and for terrestrial and OTT services with Boxer, which is part of Com Hem.

Using Android TV, Com Hem has introduced a UHD-4K Hybrid STB that provides a fully customised operator experience with integrated Google services including GoogleCast, PlayStore and Google Assistant (enabling unified search across all apps). Live TV, catch-up, SVOD and TVOD, including popular streaming services like Netflix, TV4 Play and SVT Play, are all under one umbrella.

The platform is designed to enhance content discoverability and includes an ultra-intuitive EPG that banishes the classic grid and numbered channel listings. 3 Screen Solutions (3SS) provided its 3READY Android TV Client with custom launcher to power the project and was primary project lead.



PREVIOUS WINNERS: 2017 One click live TV on the go, from Freeview Australia; 2016 - TV Player, TV Player Plus

6

CONTRIBUTION TO USER EXPERIENCE - TV & VIDEO

(International category)

This category rewarded service providers and technology/solutions providers for notable advances in the entertainment experience related to television and video and embraces broadcast, online, first screen, second screen and companion screen. Among other things, judges were looking for how UEX innovations increase engagement, loyalty and monetisation, or simply make TV (in all its forms) more exciting.

accedo **Accedo - Magenta Musik**

Helped by Accedo, Telekom Deutschland, the IPTV, broadband and mobile provider, created the Magenta Musik application to provide a 360-degree VR live streaming experience from music concerts. The service is available via website, mobile browsers and as native VR applications on Android, iOS phones/tablet, Samsung Gear VR and DayDream.

The service - which debuted with the 'Rock am Ring' rock festival, harnesses the development work at Accedo to create a new way for consumers to interact with VR content. A key UX principle is that consumers never leave the VR experience to move between cameras, stages, artists or other features. The 'lean-back' navigation uses head orientation but without putting excess strain on necks.

Magenta Musik uses 360 VR Livestreaming on iOS and Android, using WebVR technologies. The Magenta Musik service is the first in the world to launch this in a commercial music application. The app must handle users moving between multiple stages and cameras and the significant number of live streams that can result.

XITE - Personalised Music Television

In 2015, XITE Networks launched Personalised Music Television, an app that presents viewers with its NOW channel, showing the most popular music videos on the service at a given moment and allowing users to 'like' or skip videos, launch a menu with curated genre-based channels, or create their own music video channel by selecting genres, moods, visuals and/or eras in a feature called 'MIXER'.

Users reported difficulty finding XITE Personalised Music Television in operator app stores. The company responded by introducing an auto-start feature to its live linear TV channel, making it more accessible. This provides a seamless transition from the channel to the interactive, on-demand (digital/streamed) experience.

After the auto-start feature was introduced for Personalised Music Television on the XITE TV channel in the Netherlands in August 2017, the number of unique viewers per month increased by 450% in less than six months. Meanwhile, Personalised Music Television is currently the second most popular app on the Ziggo platforms.



Media Distillery - Next Generation Replay Experience

Using its AI platform, Media Distillery extracts next-generation metadata that was previously only visible to humans, in real-time and at an unparalleled scale, to create a better understanding of what is 'inside' video. This knowledge helps TV operators optimise the consumer replay TV experience.

One of three projects under the 'Next Generation Replay Experience' banner is EPG Correction. By locating the start and end times of TV programmes, this corrects the difference between scheduled and actual airtimes and related commercial breaks in real-time. In the replay environment, viewers will not miss the first minutes of a programme because they were not recorded or sit through minutes of ads because the programme started later than scheduled.

A related project, Binge Markers, locates the time-marks needed to omit the start and end credits on a show, or the 'previously on' segment of a television programme. This enables a smooth transition between episodes for binge viewers.

Meanwhile, Episodic Images technology automatically delivers a relevant and appealing visual image (thumbnail) that reflects the content concerned, tempting viewers to watch.

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Net Insight AB - Live Sport Enthusiasts Experiencing the Future of Television

For the Scandinavian Touring Car Championship (STCC) race in Stockholm last June, the STCC Live app was created to demonstrate the future potential for live sport where streams to all screens - like mobile, computer, TV and tablet - are synchronized. Net Insight (which provided its ultra-low delay live OTT solution, Sye) partnered with STCC, Lagardère Sports (a leading sports and entertainment agency) and Storyfire (who were responsible for the studio and creative concepts) to create a truly immersive race viewing experience on mobile devices.

The second screen experience included driver cams, cameras from the pit crew, guest commentators and influencers to complement the public broadcast. Viewers could follow their favourite driver and view multiple feeds at the same time to follow parallel actions on the track.

This concept means users can enjoy real-time social media commentary, interactive gaming, in-game betting, voting and polling on the second screens, offering other potential revenue streams. The STCC app uses product placement for driver cams and branded sponsor channels to monetise the content beyond normal broadcast revenue.



Medialaan & Yospace - Non-Linear Startover with Dynamic Ad Insertion

In August 2017 the Belgian commercial broadcaster Medialaan revealed that it was using Yospace's server-side Dynamic Ad Insertion platform to monetise live channels on its Stieve and Stieve Premium OTT services. With user experience given priority, the system ensures frame accuracy for a TV-like user experience, with none of the buffering or clunkiness that has long been associated with digital video advertising. One-to-one addressability is enabled.

Medialaan wanted to pursue a long-term vision to improve the quality of the ad experience in other ways, too, helping the broadcaster appeal to new generations of viewers, many of whom had grown used to ad-free video consumption.

Yospace's new Non-Linear Startover functionality lets viewers rewind a live stream, and when in startover mode the ad breaks are shorter, allowing the viewer to catch up with the live channel.

Potential ad spots are therefore sacrificed to improve the user experience. You can also skip a block of ads if you have already seen it.



Utelly - Cross-Services Smart Watchlist

Utelly provides a SaaS platform that delivers content recommendations and discovery searches across multiple sources at once (live TV, replay, SVOD, etc.). This technology feeds into Utelly-branded apps, white-label apps that service providers and content owners can offer consumers, or apps these companies build themselves.

Utelly has developed a cross-service watchlist for consumers to bookmark and track shows wherever they are listed. It aims to break down service provider centric silos and ease the user/viewer experience when tracking the availability of content from across their subscriptions (linear, catch-up or on-demand).

The platform surfaces and tracks content that has not yet been released for home entertainment, with users notified when it is available. Mobile users can be notified about TVOD price changes, if content is scheduled for linear TV or when it will disappear from services.

The feature has had a positive effect on KPIs such as: A significant increase in plays per active user; twice the shows tracked per active user; the percentage of pre-released shows being tracked has doubled.



PREVIOUS WINNERS: 2017 - Next Generation YouView; 2016 - Netgem, The Companion Screen for programme information, social interaction and fast 'skip back'

7

BEST USER EXPERIENCE - BEYOND TV & VIDEO

Seamless consumer experience is a feature of successful innovation across the connected landscape. This category recognised innovation in user experience beyond TV and video. It embraced outstanding user experiences within audience journeys to brands and services, featuring experiences on mobile, within social media, through voice and across locations and devices.



SoftAtHome - Personal Assistant

SoftAtHome is a software provider for operators, enabling convergent services for the digital home and delivering connectivity through its software, for Pay TV and digital services for devices in the home. The Personal Assistant embraces new voice and AI technologies and enables operators to enter the new market of voice control and conversational Personal Assistants.

Technically it is a Set-Top Box that integrates voice, AI and IoT, but is presented as a new generation of device that declutters the living room for users.

Personal Assistant recognises human voices not only through audio, but also on the large TV screen and connects users to VOD and live TV services as well as third party services including video-chatting, letting users initiate a video call on the TV with a simple voice command.

"Thanks to constant innovation, today's STB is very different from the zapper-boxes of yesteryear. SoftAtHome's Personal Assistant is a response to the market need for innovation and even disruption. It represents the future of operator devices in the home."



Freeview Play at Digital UK - Freeview Play's TV App

The Freeview Play television application, supports viewers' exploration of free catch-up programmes and services from the Freeview Play platform.

This innovative HbbTV app was launched in late 2017 boosting the discovery of free catch-up on big screens - 3 million viewers throughout the UK with a Freeview Play TV can consistently find all the key free on demand TV players.

Freeview Play TV app provides an improved browsing experience for users to find all OD players (BBC iPlayer, ITV Hub, All 4, Demand 5, UKTV Play and many others), alongside editorially recommended shows by the UK's leading content providers, and centralised search of c20,000 professionally-produced TV shows.

The Freeview Play TV app has also been embraced widely by electronics retailers who use it at point-of-sale to explain the benefits of the TV functionality and Freeview Play content proposition.

Dan Hastings, Category Director - Consumer Electronics, Dixons Carphone commented: *"Freeview Play offering is proving popular with our consumers. The combination of live and catch-up TV available without a subscription provides consumers with a credible alternative to pay TV."*

Netgem Netgem UK - Netgem Soundbox

Netgem SoundBox is an advanced new consumer device form-factor that enables operators to provide fully connected entertainment services to consumers, incorporating TV access, video and music services. The proposition integrates a connected STB with high quality sound in one simple device, including the Amazon Alexa intelligent personal voice assistant.

Developed on cloud-based architecture, Netgem SoundBox creates opportunities for fixed and mobile telecommunications operators to deploy a unified entertainment proposition with the ability to deliver smart home connectivity, including the capability to access content from digital libraries around the home and play them.

"Soundbox is a very applicable and innovative IP/OTT residential gateway concept delivering a superb audience experience in the living-room that will revolutionise the providers connection to their customers." Allan McLennan, Founder, PADEM Media Group.



PREVIOUS WINNERS: 2017 Global - 'My Capital'

8

BEST USE OF CONNECTED TECHNOLOGY

This category was open to all players across the landscape whether media owners, agencies, brands, technology companies or solutions providers, who demonstrated inventiveness and effectiveness in their deployment of connected technology.



Channel 4 - Audio Personalisation Adverts: a world first

Channel 4 developed their earlier work in creating visual personalised advertising to move onto create a worldwide first of audio personalised, targeted digital advertising using their 15 million strong registered viewer database. Audio personalisation offers advertisers the prospect of calling individual viewers by their name to grab their attention.

It also represented a new challenge for broadcast personalisation with numerous technical barriers to overcome. Working with key internal and external partners including FreeWheel (All 4's ad server) and Innovid (C4's interactive video tech partner) the solution included using individual voiceover of 200 names which were integrated into the creative and delivered by FreeWheel.

Across the early campaigns the client endorsement was very strong; Ifeoma Dozie, Brand Director, Foster's owners HEINEKEN commented: *"Enjoying a beer with mates is one of the most sociable things we can all do. This ground-breaking technology means that the majority of people will get a personalised ad, it's like a digital 'cheers!'"*



Primesight - Revolutionising Public Connectivity

InLinkUK by BT is a joint venture between Primesight and Intersection seeking to bring new digital opportunities to brands, communities and consumers alike. Selected payphones are being replaced with multi-functional units providing public Wi-Fi and local services via a touchscreen tablet, the ability to rapidly charge devices, make free calls to any mobile or landline in the UK. All funded by advertising displayed on two HD 55 inch screens.

The aim for Inlinks was to create 'connected corridors' of free ultrafast Wi-Fi to consumers with mobile access, providing the passing audience with a mix of local events, council messaging, local points of interest, local and national advertising.

"InLink has significantly increased the opportunity to hit commuters and an inner-city audience, with more potential to make campaigns personalised, and hyper-contextual with use of live streams and data feeds, due to the in-built technology and unique tablet element." Jennifer Hedges, Media Group Manager, PHD



Vewd - Vewd Core with HbbTV 2.0.1

Media synchronization and companion screen support can redefine the user experience of the TV and evolve the business models for broadcasters and pay TV operators. Developing the latest HbbTV specification with partners (BBC, R&D and IRT) Vewd have introduced significant new use cases including companion screen audio, synced in real-time with the TV, adding a local news program over IP into the broadcast experience, dynamic insertion of advertising in commercial broadcast and watching alternate camera angles on a second screen synchronized in real-time with a TV.

The collaboration took HbbTV 2.0.1 from the pages of a spec to a working operational reality across 2017 overcoming multiple technical challenges through close collaboration across the partners to achieve the challenging goal to bring a new specification to the market.

Klaus Merkel, HbbTV Project Coordinator, IRT added: *"[Vewd] has always been active in ensuring the most advanced features defined in HbbTV 2.0.1 are realised through their core technology. Their ability to rapidly bring this technology to millions of devices will surely accelerate viewer engagement opportunities for all broadcasters."*



PREVIOUS WINNERS: 2017 RadiumOne - ITV AdSync+ a global first connecting live TV & online sharing (with the7stars); 2016 Sky Media - 'Sky AdVance'; 2015 Monterosa - LviS

9

CONNECTED AGENCY OF THE YEAR

This category was open to media and specialist agencies that demonstrated a consistent level of high achievement and effectiveness in the connected market. The judges were looking for evidence of thought leadership, new ways of working and evolving capability in creative and effective solutions and for pioneering solutions that resulted in exceptional outcomes across multiple channels, platforms and devices.



All Response Media

The ARM guiding principle has always been to 'build businesses and brands through customer acquisition' this results in connectedness as consistent theme across culture tools, process systems and campaigns;

"Connectedness to us meant three things: Connecting data from every point to inform all media decisions; Connecting consumers with our clients through coherent and structured campaigns optimised to their actions; Connecting client stakeholders and KPIs for the good of the business."

"Our RAPSURE TV response system was the first in market and remains (we think) the most accurate and advanced TV attribution model in the UK and powers our offline campaign optimisations."

Examples of how connectedness manifests itself across proprietary systems, teams, processes and products such as their 'ARMalytics' platform were presented and supported by campaign examples and results including those from their work for giffgaff and WWF.

The overall sustained business growth of the agency provided a strong endorsement to its 'connectedness'.



VCCP MEDIA

Last years' winners maintained their strong business performance across 2017, significantly out-performing an agency market experiencing disruption.

"We are a true example of a UK media agency that started in digital and moved into full-service. This gives us a unique perspective on the challenges of connecting all aspects of our clients' media - from brand to response, online to offline, acquisition to CRM."

Their areas of development in their connected offering for 2017 included growing their digital consultancy work for the likes of the Economist and News UK Dream Team FIFA18; leveraging the wider VCCP partnership structure to connect creative, media and PR in consumer activations for O2 and Domino's

Pizza; and with bespoke consumer research including their innovative study to debunk the myths of the Gen Z population.

"VCCP Media takes an innovative approach to identifying clear opportunities for organic growth. Wherever a problem arises they are available to provide a solution that generates a positive impact on our business." Harry Haydon, Content Director, News UK



TotalMedia

Total Media is an independent agency with a behavioural proposition centered around connecting people to brands.

"By combining the latest technology with our behavioural insight, we are able to understand what really powers people's decisions; their likes, dislikes, motivations and inspirations, enabling us to deliver authentic, creative and effective media solutions that match the behaviour of real people."

The agency looks at affecting behaviour change and business results for clients, by viewing the client's challenge holistically through a behavioural lens.

They support this with a full range of research capabilities, from ethnography to neuroscience to behavioural economics to data analytics as well as partnering with psychologists, neuroscientists and tech partners.

Key projects outlined in support of this approach included work for the Energy Networks Association (ENA) where they looked at targeting personal moments when a power cut may be likely, such as winter storms or flooding. Strong campaign results for clients were rewarded by a 95% client retention rate and positive income growth.

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Posterscope **Posterscope** UK

Posterscope have a mission within their OOH business to “leverage the power of digital, through using the most relevant data, technology and tools, to deliver the most effective connected solutions for our clients.”

This is supported by a range of resource from ‘people first planning and data-driven insight’, across proprietary tools such as OCS and by data partnerships with mobile based businesses such as EE, GroundTruth and Proxama.

Liveposter is their ad-serving application and innovation enabling ‘dynamic’ campaigns in real-time as a key feature in activation.

Various campaigns and data and technology initiatives across 2017 were highlighted. For example, Santander Cycles - *“Our task was straightforward; make renting cycles an engaging and simple process”...“Content was at the heart of this strategy, delivering educational and engaging messaging through beacon push notifications to mobiles, along with high-speed engaging content at cycle bays.”*

Strong client results from Guinness, Santander and Shop Direct supported Posterscope’s assertion that *“Ultimately, where data-driven, location-based insights reveal the customer ‘moments that matter’, and where OOH is planned and activated around these, it works harder and delivers significant ROI improvement.”*



PREVIOUS WINNERS: 2017 VCCP Media; 2016 Posterscope; 2015 MediaCom

10

CONNECTED MEDIA OWNER OF THE YEAR

The business models of media owners are evolving through convergent opportunities, often resulting in expanded propositions for clients and agencies. This category was open to media owners that demonstrated consistently high achievement and effectiveness in the connected market.

facebook Facebook

Another year of very significant revenue growth at Facebook was characterised by opportunities and challenges. These were met with a focus to support “ground breaking” campaigns, tackling industry-wide measurement and verification issues, and prove the value of advertising on Facebook & Instagram. The team led various measurement initiatives across media performance, campaign impact evaluation and impact on offline sales.

New advertising opportunities were launched such as advertising within Instagram Stories and training support delivered with Facebook’s Blueprint Live training extended through an eLearning option, receiving 14,028 sign-ups in the UK.

Standout campaigns of the year included STUDIOCANAL, M&S, EE and John Lewis.

“2017 was a year of hard conversations, but the UK team have faced up to our responsibility and worked with the industry to address these challenges head on. We are proud of the progress we have made and feel confident through hard work, collaboration and focus we have made significant progress in demonstrating that every pound an advertiser invests... is the most accountable and effective on their marketing plan”



Channel 4

Continuous innovation was a strong feature for Channel 4 in 2017. Pioneering new technology whether for 4oD or for All 4 where an average of 60% of views came through ‘big screen’ platforms such as smart TVs or games consoles. Developing closer relationships with their logged in viewers through new personalised features meant that mandatory login has resulted in 17m registered users who saw personalised versions of All 4. Viewing was up 17%.

Commercially significant developments included using their database to deliver 100% addressability across both owned and operated platforms, offering dynamic Ad Insertion across all.

Their programmatic platform, PVX, offering of programmatic buying using first party registration data in broadcast content continued to develop.

More research studies offered insights around broadcaster VOD and 2017 was a big year for creativity in new formats. This included “the world’s first audio personalised adverts with Ad 4

You Audio, allowing brands to quite literally talk to people on a one to one basis. We launched with 20th Century Fox for the release of Alien Covenant, and managed to freak out half of our All 4 viewers when we addressed them by name verbally, telling them to RUN for their lives at the end of the harrowing cinema trailer.”

Together these initiatives generated impressive revenue growth within BVoD with more innovation promised for 2018.



Global

In 2017 Global evolved from a radio company ‘that did other things’ into a media and entertainment company, Global - The Media & Entertainment Group.

Global credits strong audience and revenue growth to multiple innovation, introducing new brands such as Heart 80s, next generation apps such as Global Player and putting on “some of the UK’s best live events.”

Other highlights included developments in binaural 3D audio production and for their digital audio platform DAX, a Listener Insight ID tool that matches users who have heard their ad with their actions on the advertisers’ websites. The platform has gone international making it the largest digital audio advertising platform in the world with an audience of over 160 million people.

Global is also the second biggest festival operator in the UK, selling more than 1 million tickets in 2017 and pride themselves in building long term relationships with their customers such as with Vodafone who work with Global across the whole of their business estate.

“Finally, one of our proudest achievements in April 2017, we officially opened The Global Academy, a state-funded school for 14-19 year-old students working towards GCSE or A Level qualifications. The Academy is the first of its kind in the UK, teaching the hands-on skills. All in all an amazing new state-of-the-art building in Hayes, London. It was opened by The Duke and Duchess of Cambridge and Prince Harry.”

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Spotify **Spotify**

Connectivity and innovation which lie at the heart of the Spotify brand extended to the work of the UK Ad Sales team as they sought to deliver creative approaches in 2017 to meet brand goals through connected campaigns.

Through a 100% logged-in user base coupled with streaming intelligence, "Spotify identifies in real-time what a listener is doing, how they are feeling and who they are, giving brands the opportunity to engage with listeners in the moment of highest relevance."

Several client examples demonstrated innovative media solutions including for "This Girl Can" campaign, which used Spotify's streaming intelligence to target women who had previously listened to work-out playlists, but not recently, to encourage them back to exercise. For Snickers "You're Not You When You're Hungry" campaign, which identified when fans were listening to music outside their usual genre and targeted them with specifically-created audio in the style of their usual favourite genre. And a dynamic programmatic campaign for Deliveroo that could serve 46,000 different creative combinations depending on the listeners' location, the day of the week, and the time of the day.

"I love working with Spotify as you can ensure you will be presented with not only insightful and smart proposals but it is always backed up with a great level of reporting, ongoing support and professionalism. Moving forward Spotify will continue to be a key partners as someone who pushes the audio boundaries consistently." Rich Hall, Publishing Manager, Havas



PREVIOUS WINNERS: 2017 Trinity Mirror Solutions; 2016 Facebook; 2015 Channel 4



BIG DAY OF DATA

Using data effectively to drive business success

26 JUNE 2018 - IET, LONDON

Mediatel's Big Day of Data focuses on data at the heart of the media and advertising industry: survey research, so called 'big data' and the relationship between the two. It will also be looking at new approaches to consumer understanding, including implicit data, neuroscience, using VR environments and adtech.

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