

# The Second Screen Revenue Opportunity – 21 Key Considerations



Ofcom<sup>1</sup> reported that during the 2013 Wimbledon Men's tennis final, 1.1 million people worldwide tweeted 2.6 million times using hashtags associated with the tennis final. Of these tweets, around 80% came from mobile devices.

With the 2014 World Cup in Brazil and the Rio Summer Olympics in 2016 just around the corner doesn't your business want to capitalize on just some of those end users engaging on their mobile device?

These emerging markets offer a great opportunity to engage and reach new audiences more than ever before. As smartphone and tablet consumption increases and the sophistication of mobile and web applications becomes smarter, this is one area where organizations need an aggressive and profitable strategy. Here are 21 useful things to consider in that process:

- 1 Know your Content Strategy.** Interestingly, as we moved through 2013, some networks in the US, particularly ABC, decided second screen apps were distracting for network shows. ABC conducted a number of second-screen application tests that pushed out contextual information for shows like Grey's Anatomy. The result was that end users found the content interesting, but not essential. Because the network's main moneymaker is serialized content, ABC decided it was not the right strategy. So while one network moves away from second screen, it does so recognizing that second-screen apps can work for some kinds of content, including sports, news, reality programming and awards shows. That is exactly the type of programming where revenue generating second screen opportunities await.
- 2 Innovation.** Consumption of content on second screens will only increase. Organizations must be at the forefront of innovation to capture market opportunity and end-user engagement. For eGaming organizations, the sports betting opportunities are major, for advertisers, second screen delivers new revenue streams and for TV networks the second screen helps to also generate revenue, maintain audiences and thus improve ratings. It's vital that you understand where your opportunities lie, and invest appropriately.
- 3 Know your Competition.** Even if your organization is not innovating with new applications and technology, you can bet that your competitors are. Do your research and stay alert for all changes in your competitor landscape, and of course, don't be so complacent to assume that you know who all your competitors are. Where there's new technology, there are new competitors you haven't even met yet.
- 4 Live End User Engagement.** Give end users the ability to vote and engage with a live show. Revenue opportunities come from various sources such as advertising and voting but also in keeping that person engaged with your show and the knock on effect for ratings.
- 5 In-Sync Conversations.** Conversations need to be in sync between you and your customer, the TV and the second-screen. As a result, you could have multiple data sources trying to stay in step, in real-time. You need the ability to cope with mashups of different source data so you can deliver rich content. And when you offer rich content that means your conversations are engaging; and engaging conversations equals customer stickiness.
- 6 Live Targeted One-to-One Advertising.** Done in a message appropriate, timely professional manner, with user preferences in place, personalized advertising can have a dramatic effect on your bottom line. Just make sure you have the right messages for the right audience, that you have their permission and allow them to opt-out. Get your messages there in a timely manner, but also think about when they will be most receptive. Also, avoid trivial updates.
- 7 Live Online Shopping.** Another helpful and revenue generating feature. When watching a cooking show or program for example, a network can offer insight into the type of cookware used and give special discounts to buy it immediately.
- 8 Interesting and Engaging Facts.** Whatever the subject matter, regularly check that you are delivering customers with interesting and engaging facts. It is an important factor in successful advertising, encouraging sports betting and opening up new revenue streams.
- 9 Ensure Real-Time Data Distribution.** When it comes to information and data delivery, you need technology that services your customers in real-time. This need for speed is absolutely critical to success. If you're going to keep users informed about tweets or other events, make it timely. Late messages are not only useless, but an annoyance. You only get one chance to impress a new customer base, so don't mess it up.
- 10 Quality of Service.** You also need to ensure that customers are involved in a rich application experience because user loyalty will soon become a major issue in repeat earnings.
- 11 Brand and Reputation.** Today's customer is 'always-on' in terms of service expectations and is rarely forgiving of interruptions, slow responses and downtime. This is particularly true where 'live data' or real-time information is concerned. It is no business secret that customers are hard won and easily lost, and that the cost of customer retention is significantly lower than customer acquisition. More importantly though is customer and user confidence and the relationship they have with your brand. Your good name is not something to be meddled with. In fact, failure to act now, while the mobile dilemma reaches its peak, may quickly damage the prosperity and agility of your business tomorrow.
- 12 Scalability.** With these types of services you need the ability to scale and handle potentially millions of interactions at the same time. How can you support the data distribution requirements with peaks and troughs in demand, at scale and in real-time?
- 13 Conversations.** You need the ability to engage conversationally back and forth, or bi-directionally, with your customers.
- 14 Location and Activity Aware.** You also need to know what your customer is doing. Are they watching the football match? Are they shopping at their favorite store? With this understanding, you can target your customers more appropriately based on how they are interacting with your application.
- 15 Support for Any Device.** It shouldn't matter what devices your customers are using to engage with you; you need to support it through your web and mobile application. As mobile traffic grows, mobile devices become increasingly fragmented. With a huge variety of screen sizes, operating systems and capabilities, it is essential for your website, mobile apps and systems to detect and react to the specific device your customers are using.
- 16 Bandwidth Consumption.** When it comes to dynamic content distribution, regardless of geographic location or user device, the data transfer challenge is significant. The aim of the game is to minimize the volume of data you need to serve your customers and lessen the strain on the network, while ensuring you're able to respond efficiently to volatility in demand. That means addressing the challenges of the network – bandwidth and network availability – head on. Failure to do so means delivery can become a quality of service nightmare, especially when today's user intensive social, mobile, media and business applications command unprecedented data volumes. That's before we consider the spikes and peaks in demand during popular viewing and second screen experiences – any failure in service responsiveness risks losing revenue and brand reputation.
- 17 Hardware and Infrastructure Costs.** Until now, managing the demands of dynamic data distribution has depended on additional computer hardware with more powerful features and the constant evaluation and monitoring of data traffic to ensure your website or business platform performs in time with live broadcast and can meet demand in the optimal manner. But by delivering the right data intelligently and in real-time, organizations can eliminate unwanted and unneeded cost. Look for data distribution technology that enables you to optimize your infrastructure and achieve as much as 90% plus reduction in bandwidth and an 80% plus reduction in hardware.
- 18 Device Agnostic.** Whether your customers are using a tablet, smartphone, laptop or desktop computer, you need streaming support for all web and mobile applications. Time spent developing for mobile devices today, is competitive edge being eroded and attention diverted from your precious customers. Push Technology's Diffusion™ is the single solution you need to deliver data intelligently and in real-time to any web and mobile application, regardless of the device, in the market today and in the future.
- 19 Intelligent Data Movement.** Intelligent data movement (i.e. only sending the latest and most relevant data across the network) means a huge reduction in network bandwidth consumption and therefore less physical tin required in your datacenter. When it comes to IT infrastructure management, the simpler the better. So keep an eye on the 'how' to avoid unnecessary cost and complexity.
- 20 Personalization.** As big data offers increasingly more insight into customers, the ability to combine this information in a personalized way for a two way, instant, dialogue with customers, becomes another essential tool for second screen. Distribute the insight gained from big data to the customer as and when they are interacting with your brand to deliver a personalized experience.
- 21 Proven.** When thinking about your second screen technologies and infrastructure, mitigate your risk by working with partners and suppliers that have a proven track record in the field.

## An Ingredient Technology to Ease Second Screen Pain

Regardless of whether you work on the business side or the development side, the above points should resonate. Organizations require a way to ease the pain of meeting consumer demand on the second screen. This includes the technology to supply an efficient, scalable, instant and high performing data distribution strategy to resolve the limitations of second screen.

Push Technology's Diffusion™, is the ingredient required to resolve the limitations of second screen by speeding up the delivery of content, enabling rapid scale and optimizing data sent and received. With Diffusion, organizations can cope with second screen because the hard part of delivering data is solved. Developers can then focus on differentiation and innovation whereas the business can focus on identifying new revenue opportunities.

<sup>1</sup> <http://stakeholders.ofcom.org.uk/market-data-research/market-data/communications-market-reports/cmr13/uk/>

