INDEPENDENT
JOURNAL REVIEW

THE BUSINESS MODEL FOR LIVE VIDEO IN NEWS MEDIA

BRANDON PAINE
INDEPENDENT JOURNAL REVIEW

TRUST IN THE MEDIA IS AT AN **ALL TIME LOW...**

“ **9%** of millennials trust the media to do the right thing.”

- 2016 Harvard IOP

WE GET AROUND
// NATIONAL AUDIENCE

SITE WIDE

29M
monthly uniques

135M
monthly page views

53%
Ages 18-49

87%
mobile & tablet

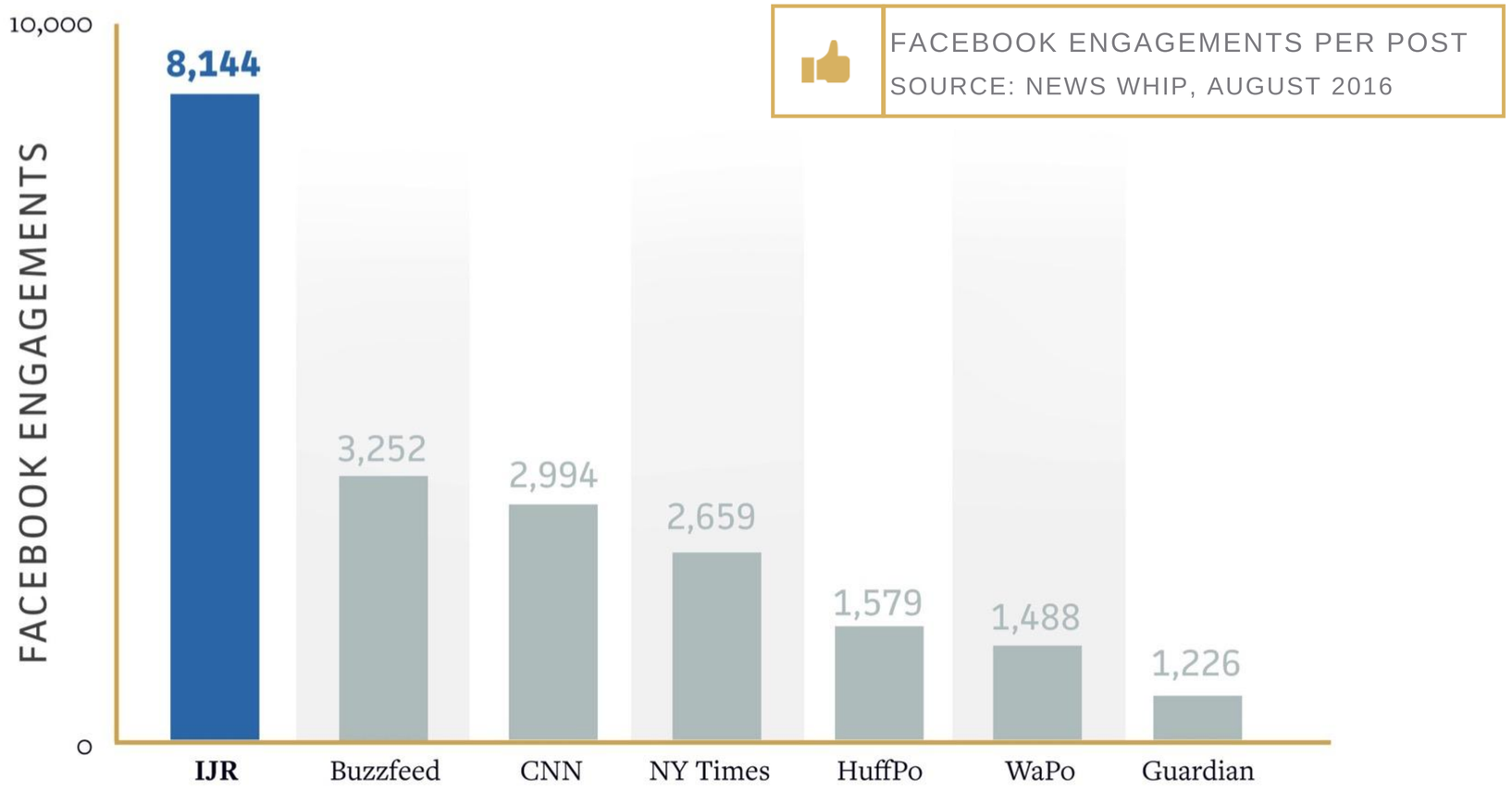
SOCIAL

20M+
Facebook fans

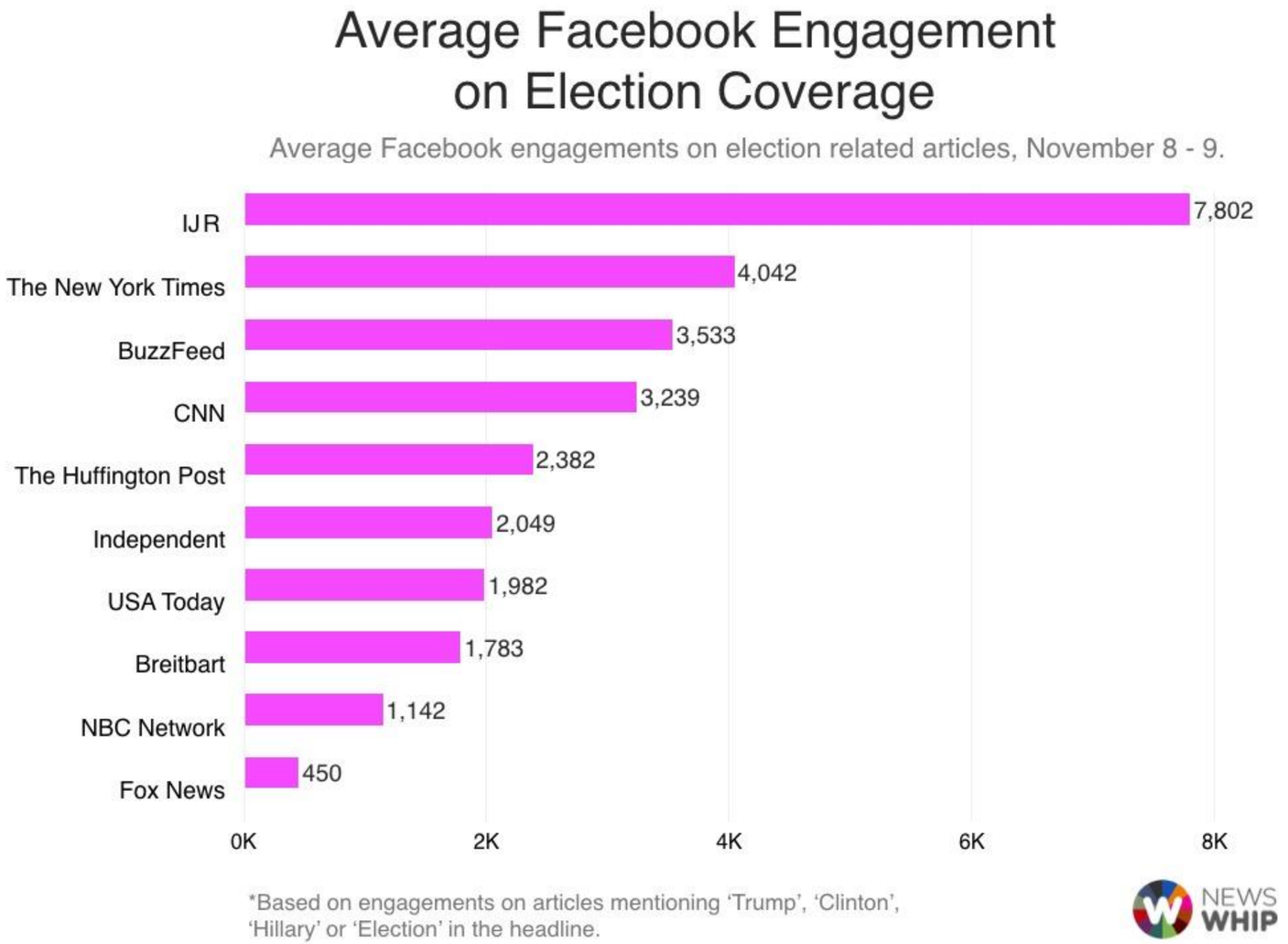
7.2M
social actions November 2016

Google Analytics - January 2017

SOCIAL EFFICIENCY



SOCIAL EFFICIENCY



IS “LIVE” NEW?

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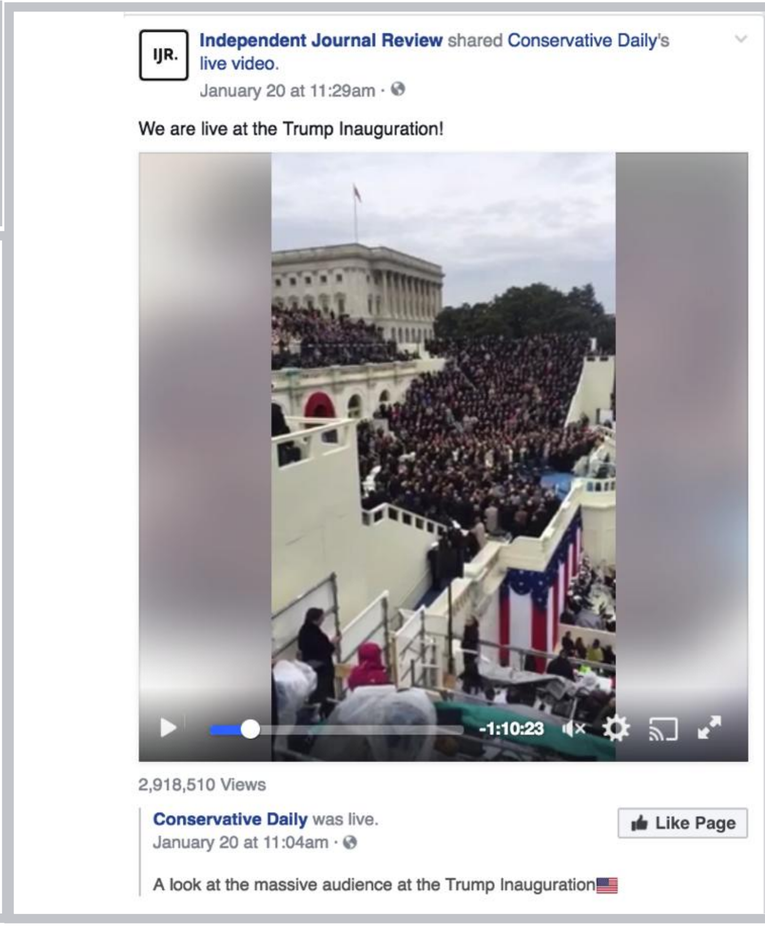
WHAT IS NEW IS FACEBOOK LIVE

INAUGURATION COVERAGE
JAN. 20 - JAN. 22 2017

TOTAL FACEBOOK PAGE VIEWS*

17,865,765

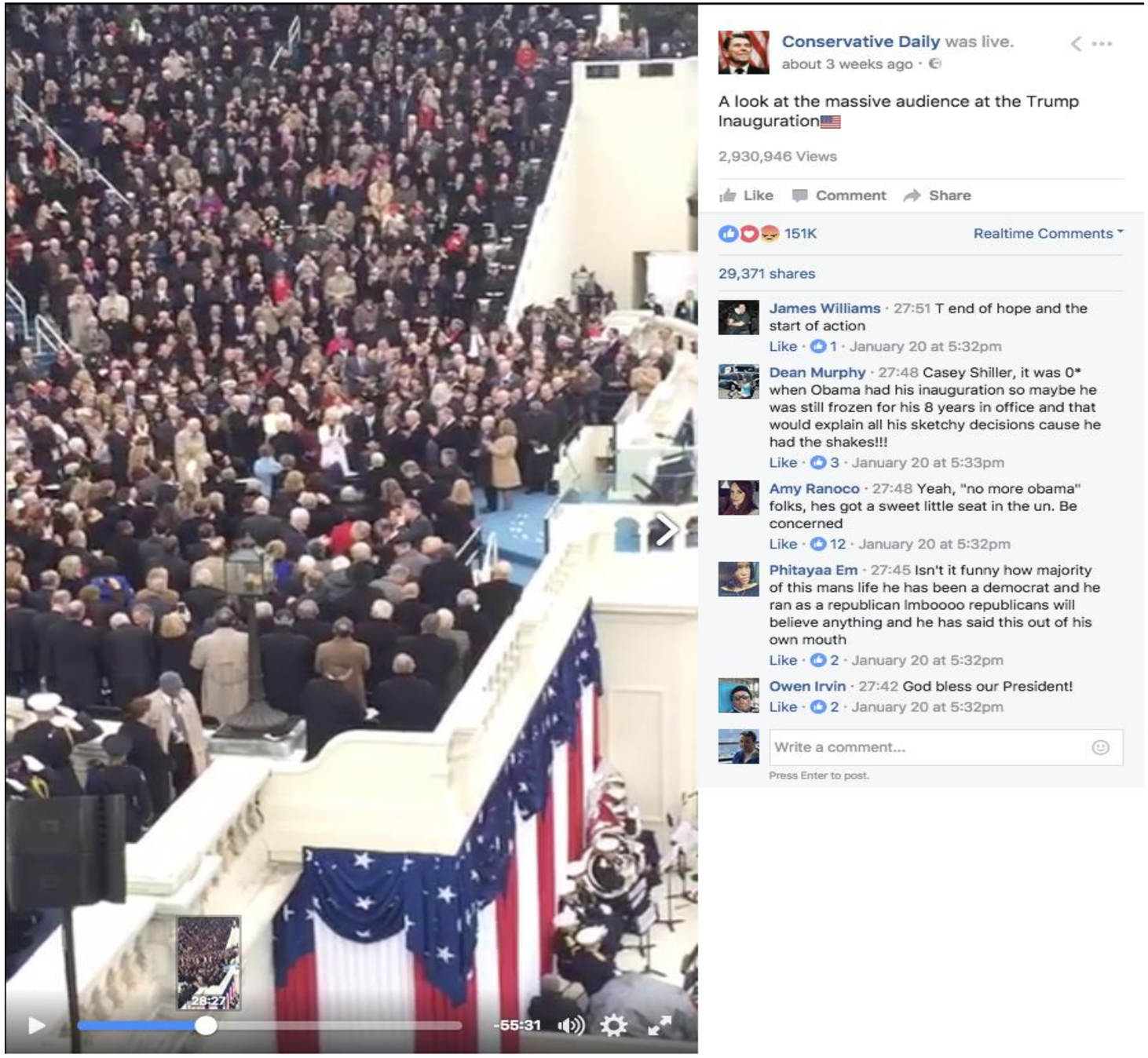


*Source: Google Analytics, 2017

3 THINGS THAT WORK...

1. TAKE PEOPLE WHERE THEY CANNOT GO

(3 MILLION VIEWS,
16 MILLION ENGAGEMENTS)



3 THINGS THAT WORK…

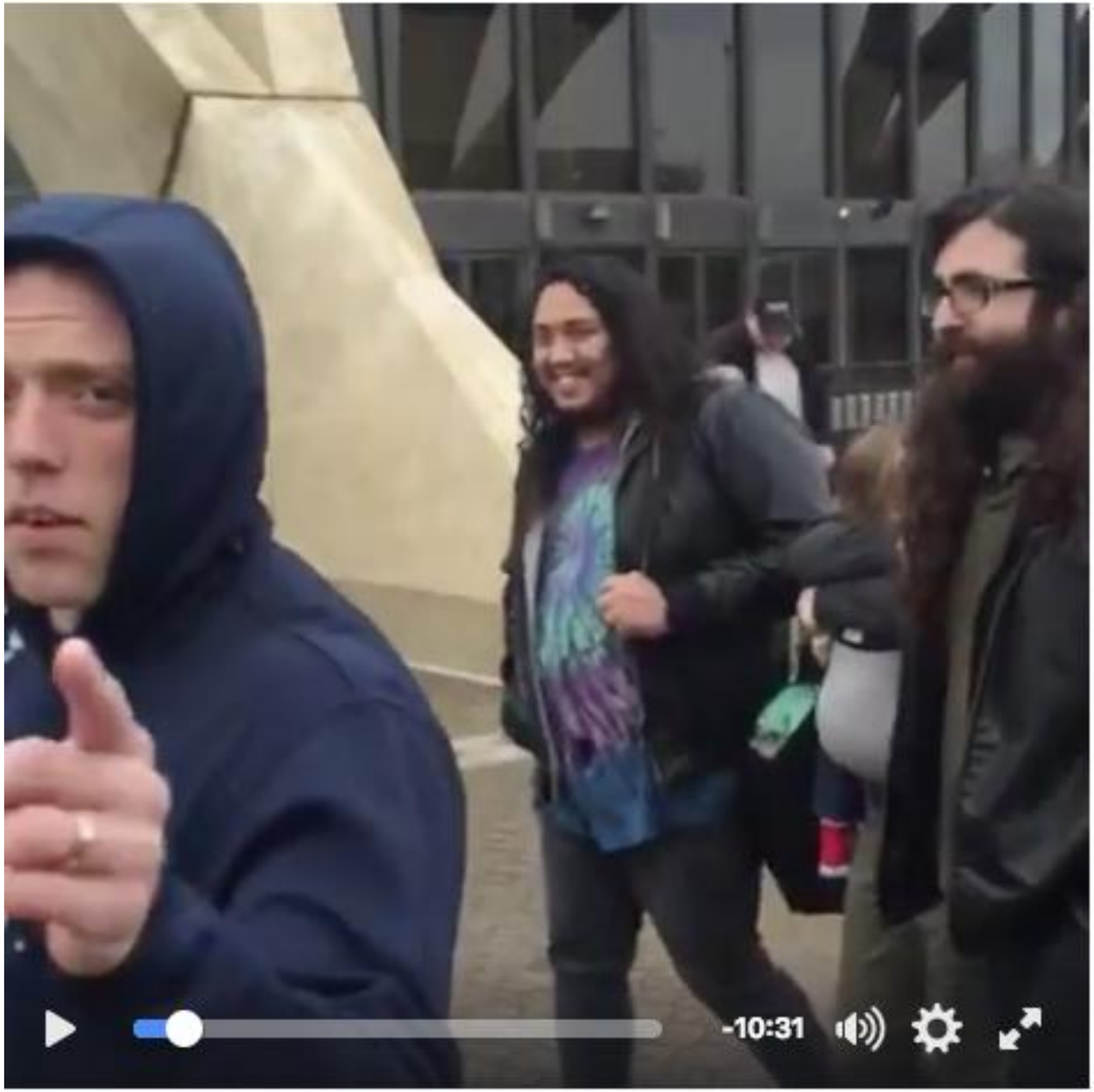
1. TAKE PEOPLE WHERE THEY CANNOT GO

(LIVE FEED FROM VP PENCE, ONLY VIDEO FEED PRESENT THAT DAY)

3 THINGS THAT WORK…

2. CREATE A CONCEPT THAT IS ENGAGING

(250K VIEWS,
1 MILLION ENGAGEMENTS)



3 THINGS THAT WORK...

2. CREATE A CONCEPT THAT IS ENGAGING

3 THINGS THAT WORK…

3. OFTEN TIMES, THE MORE RAW, THE BETTER

(2 MILLION VIEWS,
17 MILLION ENGAGEMENTS)

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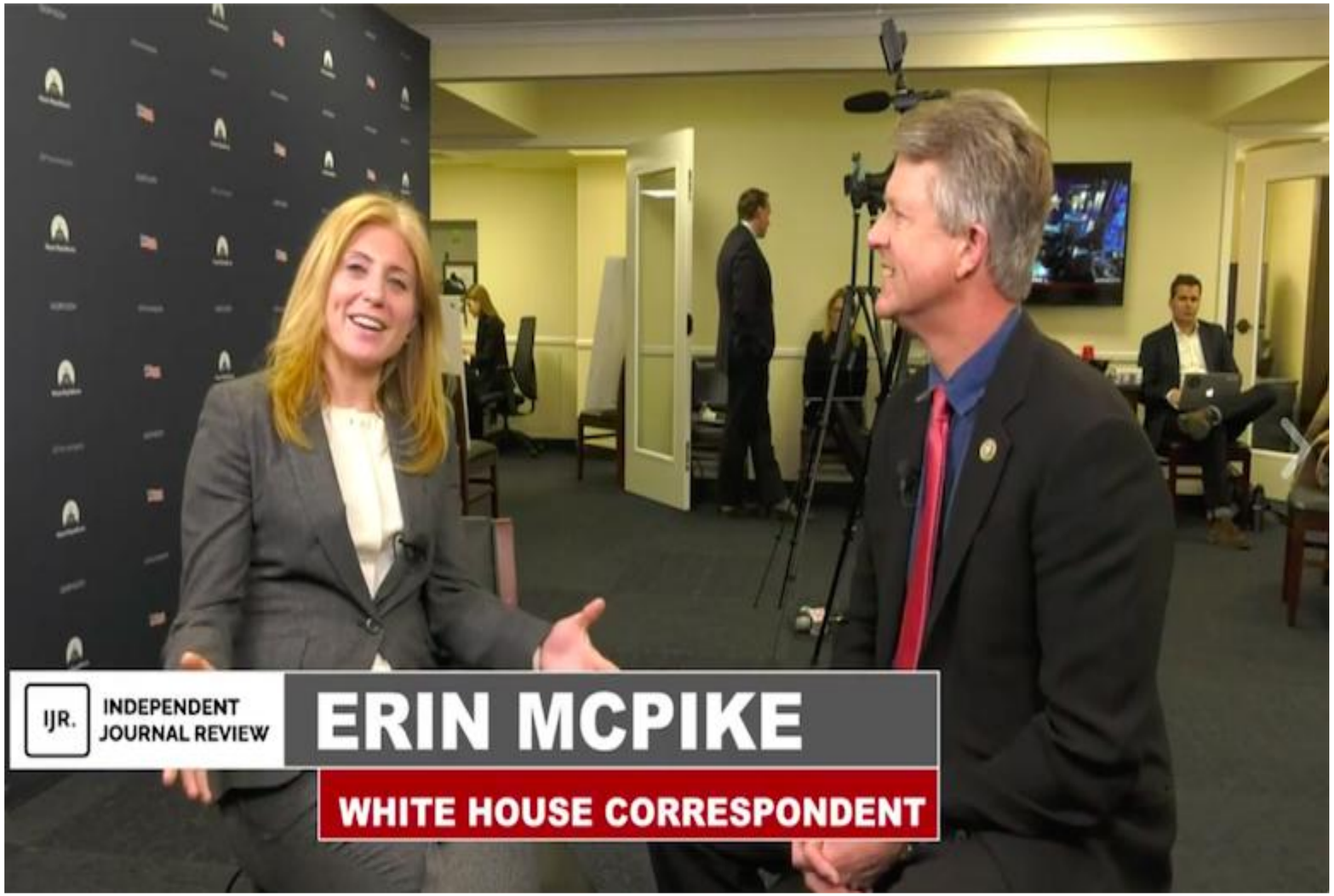
3 THINGS THAT WORK…

3. OFTEN TIMES, THE MORE RAW, THE BETTER

(WHITE HOUSE + CAPITOL)

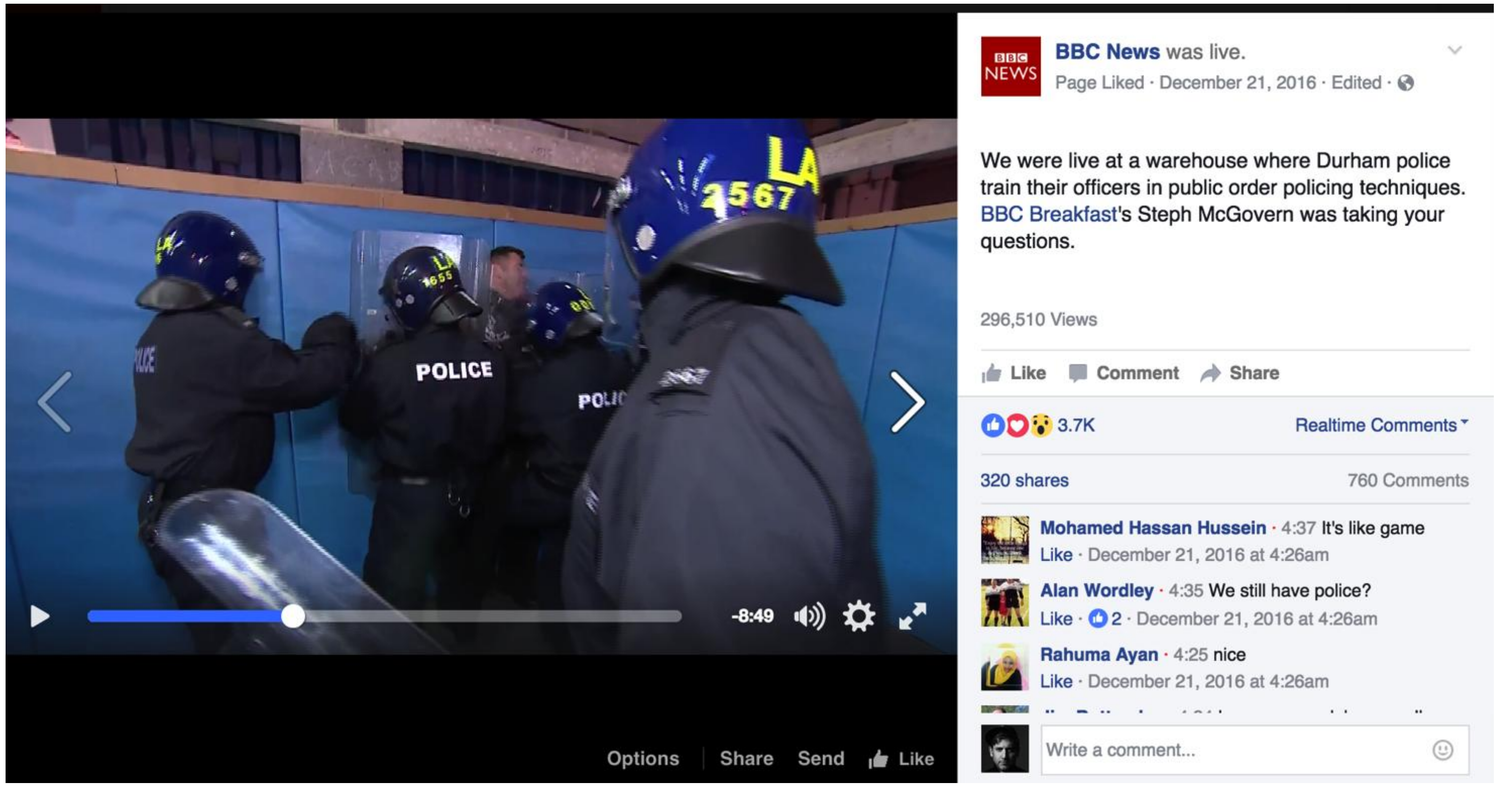


HOW DOES IT MONETIZE?

WHAT WE HAVE LEARNED

- TRY TO ANTICIPATE 1ST OR SECOND SCREEN AND HOW DOES THIS CHANGE THE EXPERIENCE?
- LIVE WAS CREATED FOR PEOPLE, NOT PROS. AUTHENTIC & GRAINY OUTPERFORMS HIGH PRODUCTION VALUE
- WE HAVE NOT PUBLICIZED OR PROMOTED LIVE COVERAGE YET, SO YOU HAVE TO ASK YOURSELF: “WILL THIS GET READ IN THE FEED? GET LIKED? SHARED?
- FB ADMITS THEY ARE STILL EXPERIMENTING AND IT’S THE WILD WEST

WHO ELSE IS DOING IT WELL?



BBC News was live.
Page Liked · December 21, 2016 · Edited ·

We were live at a warehouse where Durham police train their officers in public order policing techniques. BBC Breakfast's Steph McGovern was taking your questions.

296,510 Views

Like Comment Share

3.7K Realtime Comments

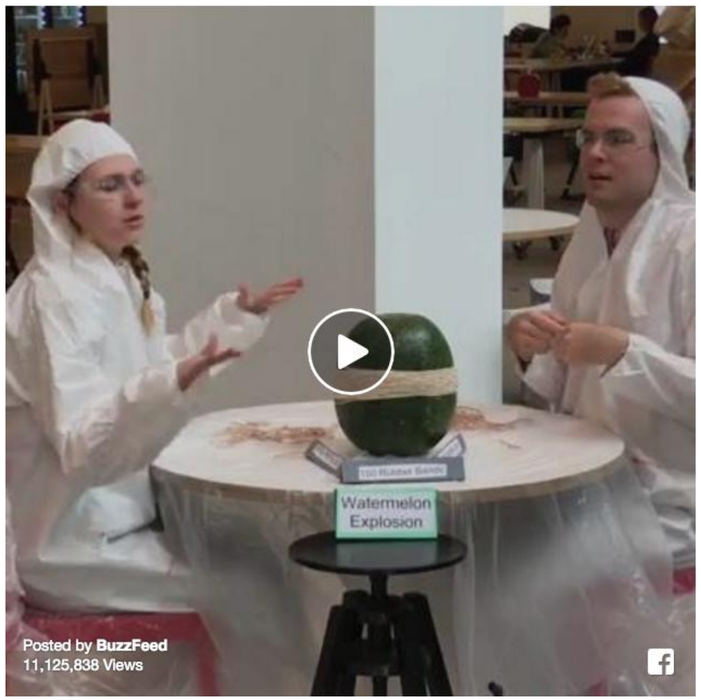
320 shares 760 Comments

Mohamed Hassan Hussein · 4:37 It's like game
Like · December 21, 2016 at 4:26am

Alan Wordley · 4:35 We still have police?
Like · 2 · December 21, 2016 at 4:26am

Rahuma Ayan · 4:25 nice
Like · December 21, 2016 at 4:26am

Write a comment...



KEY QUESTIONS TO ASK YOURSELF

- SHOULD IT BE LIVE?
- WHAT DOES LIVE BRING TO THE COVERAGE?
- PRE-TAPED MAYBE BETTER, CERTAINLY LESS EXHAUSTING
- KNOW THE TV BEST PRACTICES:

✓ PRODUCER
✓ BOOKER
✓ ACCESS TO TALENT
✓ GUESTS
✓ GOOD TALENT WITH ON-AIR SENSIBILITIES

EXPERIENCE THE NEWS ™