

# Redefining Viewer Engagement through Interactive Television

Audience Engagement & Digital Transformation

## What is a Digital Transformation?

Digital transformation is literally the process of using new emerging digital technologies to either modify or create new business processes and systems. Digital transformation can also apply to a business adapting its existing infrastructure and practices to optimize itself and address emerging cultural, market or experience trends. Digital transformation is not specific to one particular industry or vertical. It truly transcends niche, product and department, allowing for companies engaging in their own digital transformation to truly adopt a revitalized, reinvigorated and holistic view of how they choose to do business both internally and with their clients.

The process of reimagining a business can be seen in the form of an organization upgrading from physical analog infrastructure to cloud-based or hosted solutions, software upgrades, revised marketing and sales channel strategies or new revenue opportunities in emerging markets. The term digital transformation is truly unique to each company, firm or business looking to stay relevant, disrupt existing frameworks and compete against a constantly changing competitive landscape.

Regardless of whether you're an existing broadcaster that has been operating under set procedures for an extended amount of time, or a new entrepreneurial or media venture, the need to understand and engage in your own digital transformation is integral to your success as your business moves forward. Your clients and your partners are all engaging in their very own digital transformation, it's about time you do the same.

Not only has Grass Valley always acted as a provider of the most innovative solutions and equipment for our clients, but also a trusted technology partner, working with our partners and clients every step of the way throughout their own digital transformation.

Read on to see how the products and services we offer can aid and complement your larger business initiatives and digital integrations as you continue to optimize, scale and grow.

## Broadcasting in the Digital Era

Television continues to change dramatically. New technologies are shifting control of television viewership from network owners to media consumers. The future of TV focuses on Interactive TV, which falls under the umbrella of Digital Transformation as it speaks to a company's initiative to move its traditional linear audience engagement model to a two-way, interactive model, prompting interaction, feedback and engagement from their audience.

## What is Interactive Television?

- Interaction and engagement with viewers on all device types
- Increased monetization and ad revenue
- Audience retention
- Insights and analytics
- Premium and pay-to-play
- Polling, trivia, quizzes
- Two-way media audience participation

The success of the future of television relies on the industry to redefine itself as an active, not passive medium. Capturing and holding the user's attention is of utmost importance in differentiating from all types of media competitors.

“ At least 40% of all businesses will die in the next 10 years...if they don't figure out how to change their entire company to accommodate new technologies. ”

– John Chambers, Executive Chairman,  
Cisco Systems

## Digital Transformation By The Numbers

- ✓ 56% of CEOs said that digital improvements have already led to increases in revenue.<sup>1</sup>
- ✓ Executives believe that within five years, as much as 50% of their revenue will be driven by digital changes to their businesses.<sup>2</sup>
- ✓ 44% of organizations have already started implementing a digital-first approach to business processes, operations and customer engagement.<sup>3</sup>
- ✓ 85% of enterprise decision makers believe that if they don't make serious progress on digitally transforming their businesses in the next 24 months, they'll fall behind the competition and take a hit on their bottom line.<sup>4</sup>

Engagement will no longer be defined as the one-way, linear, delivery of content, where the viewer is a passive receiver and the network is an active deliverer. The historical paradigm will be re-written and engagement will take on a new meaning. What do we mean by that? Well, if we can measure the conversation and interaction between a broadcaster and its audience, these metrics can be monetized with advertisers resulting in an ecosystem where media platforms, content, products, activities and social spaces will provide audiences with a range of opportunities to engage with television content.

Broadcasting has continued to evolve in line with digital augmentation of workflows, business operations, service delivery, infrastructure and customer experience.

Not only will broadcasters have to deliver better pictures to more devices in different formats and over limited bandwidth, they will also have to deliver more services while reducing costs. That often means adopting new approaches such as the inclusion of automation and new infrastructure technologies, and improvements to traditional broadcast through leveraging social/digital mediums, tools and technologies to increase audience engagement on existing platforms. Grass Valley has solutions to help broadcasters and media organizations harness engagement and augment viewer experience in order to support increasingly demanding, hyper-engaged, hyper-connected audiences and maintain content supremacy and delivery excellence in a rapidly changing digital landscape.

## GV Gaming & Polling: Engage with Hyper-Connected Audiences

GV Gaming & Polling from Grass Valley is a cloud-based live gaming and polling platform. This innovative participatory television technology allows newscasters and audiences to interact in real time via live polling and feedback. Interactive television polling makes it possible for viewers to express their opinions and affect the program being watched through real-time voting that's shown on screen in real time.

***Here are some of the latest, groundbreaking features that enable creative talent to produce live and engaging content in GV Gaming & Polling:***

### Real-time Result Updates

The GV Gaming & Polling platform integrates with third-party graphic providers that generate graphics for on-air display, including instructions and charts tabulated in real time. All results from SMS, IVR, websites, Facebook and Twitter are aggregated, analyzed, integrated with static or dynamic graphics, and presented live as the data arrives.

### Gamification/Second Screen

The GV Gaming & Polling platform captivates users with a suite of engaging trivia games that integrate with a real-time graphics system on mobile, social and web.

“Nine out of ten Americans consider themselves to be a fan of something...Fandom is about self-identity, self-expression — these people evangelize, socialize and they advocate...That's why they have to start transitioning away from what's traditional [broadcasting] and go for reach and attention.

– Randy Freer, CEO, Hulu

1 <https://www.gartner.com/en/newsroom/press-releases/2017-04-24-gartner-survey-shows-42-percent-of-ceos-have-begun-digital-business-transformation>

2 [https://go.forrester.com/blogs/15-12-08-the\\_state\\_of\\_digital\\_business\\_2016\\_to\\_2020/](https://go.forrester.com/blogs/15-12-08-the_state_of_digital_business_2016_to_2020/)

3 [https://cdn2.hubspot.net/hubfs/1624046/Digital%20Business%20Executive%20Summary\\_FINAL.pdf?t=1534365095051](https://cdn2.hubspot.net/hubfs/1624046/Digital%20Business%20Executive%20Summary_FINAL.pdf?t=1534365095051)

4 <https://www.progress.com/blogs/the-state-of-digital-business>

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“ Audience members gain more from a discussion when they are empowered with the ability to interact. ”

– Belal Hummadi,  
Strategy & Growth at Grass Valley

### Multi-platform Aggregation

GV Gaming & Polling technology integrates polls across different platforms — HTML5 mobile web, Facebook, Twitter, telephones via SMS and IVR, news station websites and mobile applications. The software is also natively integrated with Facebook, Twitter, leading content management systems (Wordpress, Lakana, Frankly/World Now, etc.), mobile text messaging (SMS) and interactive voice response systems (IVR) using local or toll-free phone.

### Live Selection of Winners (Contests)

Promotions through contests and sweepstakes are up and running in a few simple steps with the GV Gaming & Polling drag-and-drop interface. Winners are effortlessly selected at random, or are chosen from a pool of submissions.

### Monetization Abilities

GV Gaming & Polling technology includes built-in tools for monetization that can create new sponsorship opportunities with popular content and mine user engagements' data for a better ad targeting and future re-targeting.

### API Access

The GV Gaming & Polling software is capable of integrating with any platform by way of an Application Program Interface (API) using its JSON and XML APIs.

### No Hardware Required

The entire solution is cloud-based and no hardware is required. The system is designed for high-volume applications as its architecture is implemented on a serverless architecture, which allows GV Gaming & Polling to scale from thousands of votes per minute to millions of votes per minute in no time.

### Built-in Within Major Broadcast Graphics Systems

Grass Valley has partnered with leading graphic design vendors to offer GV Gaming & Polling customers graphically appealing templates where polling data integrates seamlessly: VizRT, ChyronHego VizRT.

### User-generated Content

Participants can enter their information or user-generated content (such as videos or photos) on a website through a form powered by and customized through the GV Gaming & Polling contesting portal.

### Turnkey Package

Deployment is quick and easy. The solution is automated, enabling stations to run 360 degree campaigns in mere minutes.

### Analytics

The GV Gaming & Polling platform collects unique data points from each user engagement campaign through mobile phone information, hashtags and social media profiles.

The data collected by the GV Gaming & Polling platform is organized into easy-to-read graphs and figures that are accessible to GV Gaming & Polling customers from the same user interface used to launch polls or contests.

GV Gaming & Polling analytics can be used to better understand a viewer base, refine future marketing campaigns, build a database of leads and more.

### Simplicity

In less than one minute, a show producer or agent can launch a stimulating poll while “on-air” (live), and reach multiple digital properties such as Facebook and Twitter.



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## KEY FEATURES

### Web Enabled Voting

- Real-time voting via web. This can be done by embedding a snippet of code within a CMS or a redirect (for example: [grassvalley.com/vote](http://grassvalley.com/vote))

### SMS & IVR Voting

- Viewers have the option to text a response regarding a pre-determined pool of answers (for example, a viewer may text 1 for yes, 2 for no, or 3 for maybe)
- Viewers can call in to a phone line to vote. The GV Gaming & Polling platform provides a pre-recorded options menu, or broadcasters have the ability to record their own message

### Social Media Voting

- Facebook — Viewers can vote on the broadcaster's Facebook page through a simple click-to-vote post
- Twitter — Viewers can vote through Twitter by using a hashtag or Twitter's native poll

### Real-Time Graphic Generation (HTML5)

- Viewers are able to cast their vote via mobile web browser with HTML5 templates

### Gamification/Second Screen

- With HTML5 second screen interactivity, media companies can engage and gamify their content while collecting real-time data that helps them understand their audiences and adapt in real time

### Sentiment Voting

- GV Gaming & Polling enables broadcasters to collect viewer sentiment through an HTML5 Dial. Viewers can use the HTML5 Dial within any mobile touchscreen device and vote by simply moving the dial left or right. Results are used to register sentiment over time and can be coupled with multidimensional analytics such as gender, age, etc.
- The HTML5 Dial provides the user with the ability to submit a more detailed response than traditional buttons allow

### Contests & Sweepstakes

- GV Gaming & Polling contest portal allows customers to launch promotions through sweepstakes, contests, trivia, and games to grow a social audience, engage consumers and drive sales

### Photo & Video Upload (UGC)

- GV Gaming & Polling-powered campaigns can include sponsored contests or giveaways from top-tier brands and offer the ability to collect users' photos, videos and other user-generated content (with moderation tools)

### Analytics

- GV Gaming & Polling facilitates data collection from campaigns and allows customers to compare data between current and past campaigns

### CMS Integration

- Viewers can vote on the broadcaster's website through web-enabled smart widgets. Once added to the site's CMS, the widgets are fully controlled within GV Gaming & Polling dashboard (automated)



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[www.grassvalley.com/blog](http://www.grassvalley.com/blog)

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