

A hand holds a smartphone in the foreground, its screen displaying a grid of social media icons including Facebook, Instagram, and LinkedIn. The background is a blurred cityscape at sunset, with a bright sun low on the horizon and buildings silhouetted against the sky.

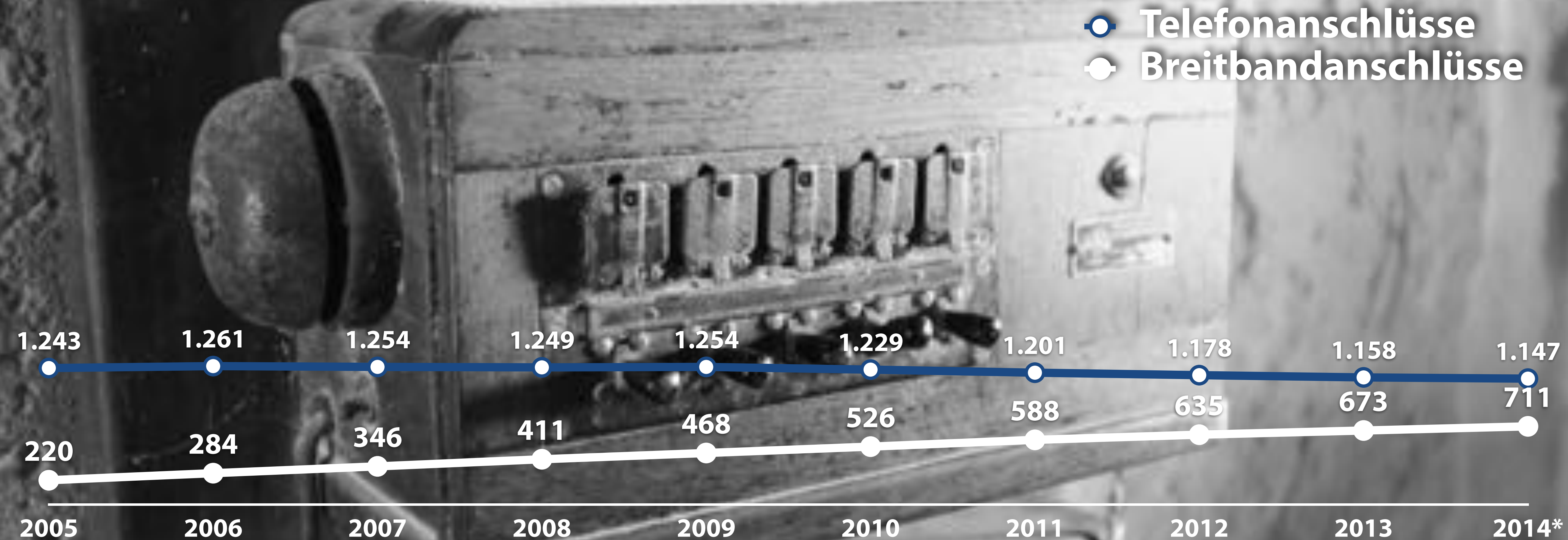
Mobile eats TV?

Wie Smartphones die TV-Landschaft beeinflussen.

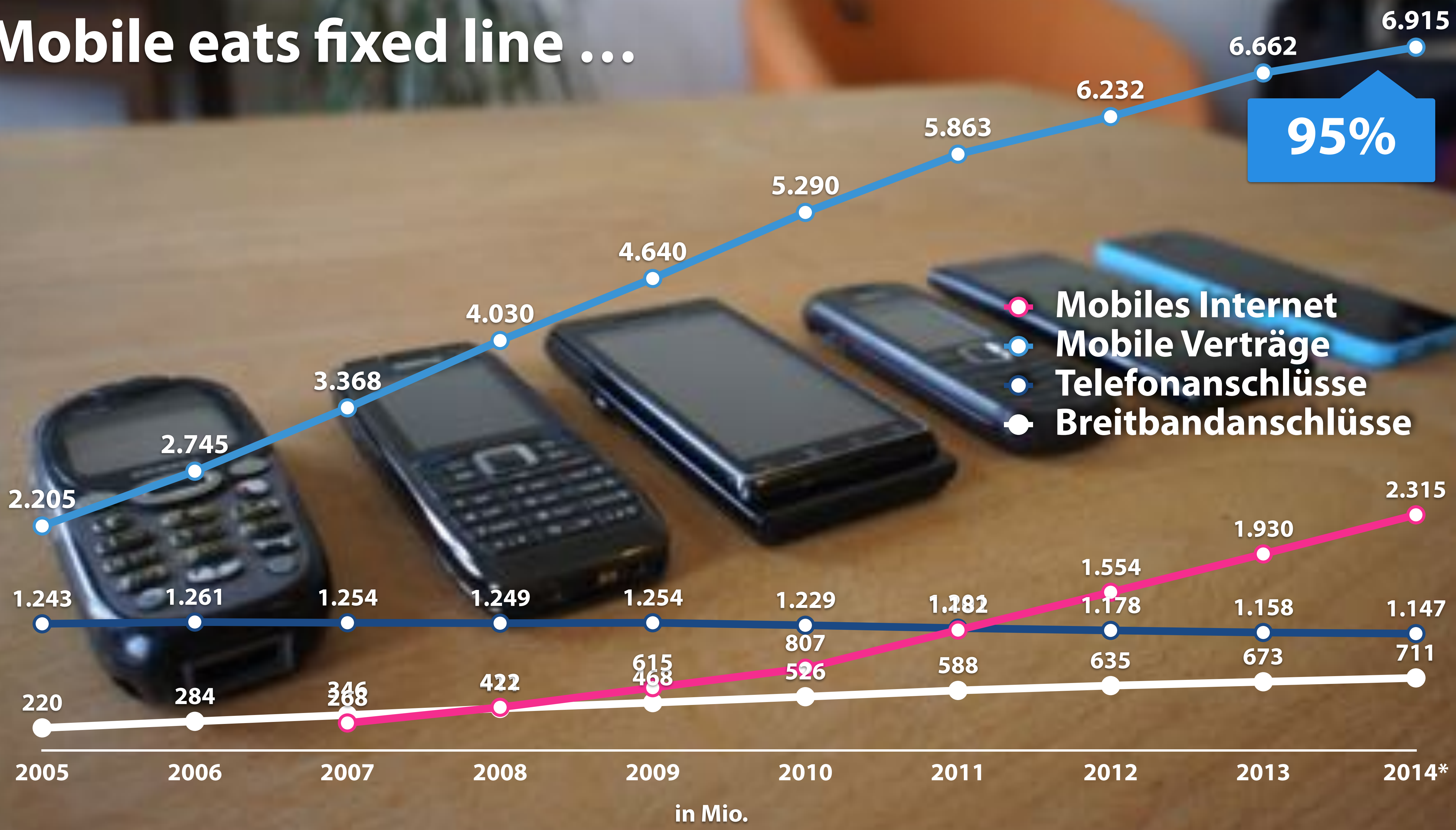
EINE PRÄSENTATION VON
BERTRAM GUGEL
@digitalerfilm



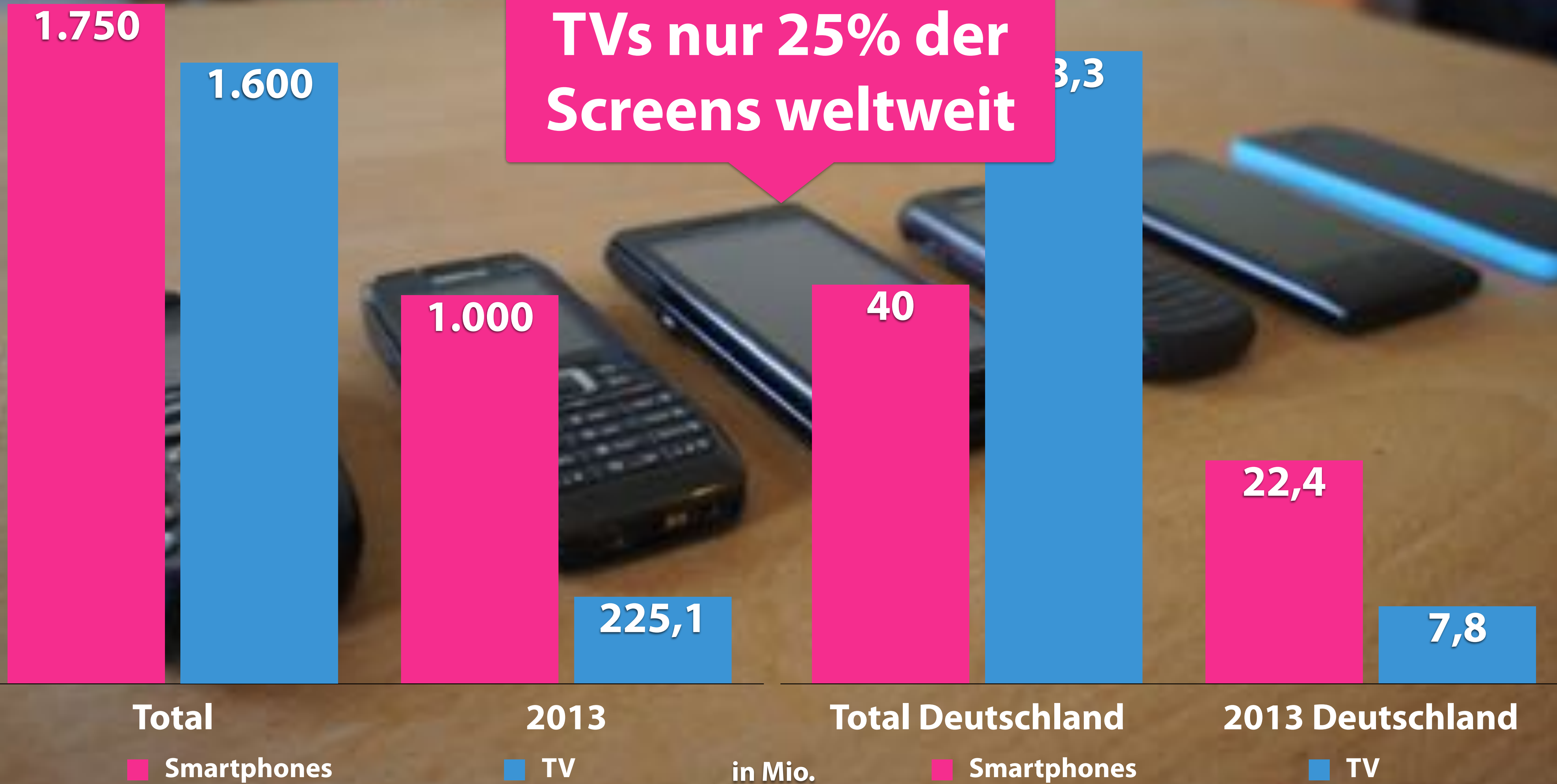
Mobile eats fixed line ...



Mobile eats fixed line ...



Mobile eats TV?



Was bedeutet das für TV?

35€



Mobile vs TV

TV	Mobile
5-7 Jahre	2 Jahre
Gemeinsam	Persönlich
Stationär	Mobil
Zuhause	Überall
Stagnation	massives Wachstum



Mobile & TV

TV jenseits des Fernsehers.



CITIES. SUBURBS.
AIRPORTS.
TARGETS.

sleeper cell
american terror

ERSON: SHOWTIME

CBS

Complete Auto Care

V & A AUTO REPAIR

RESTAURANT

ANGEL

Mobil

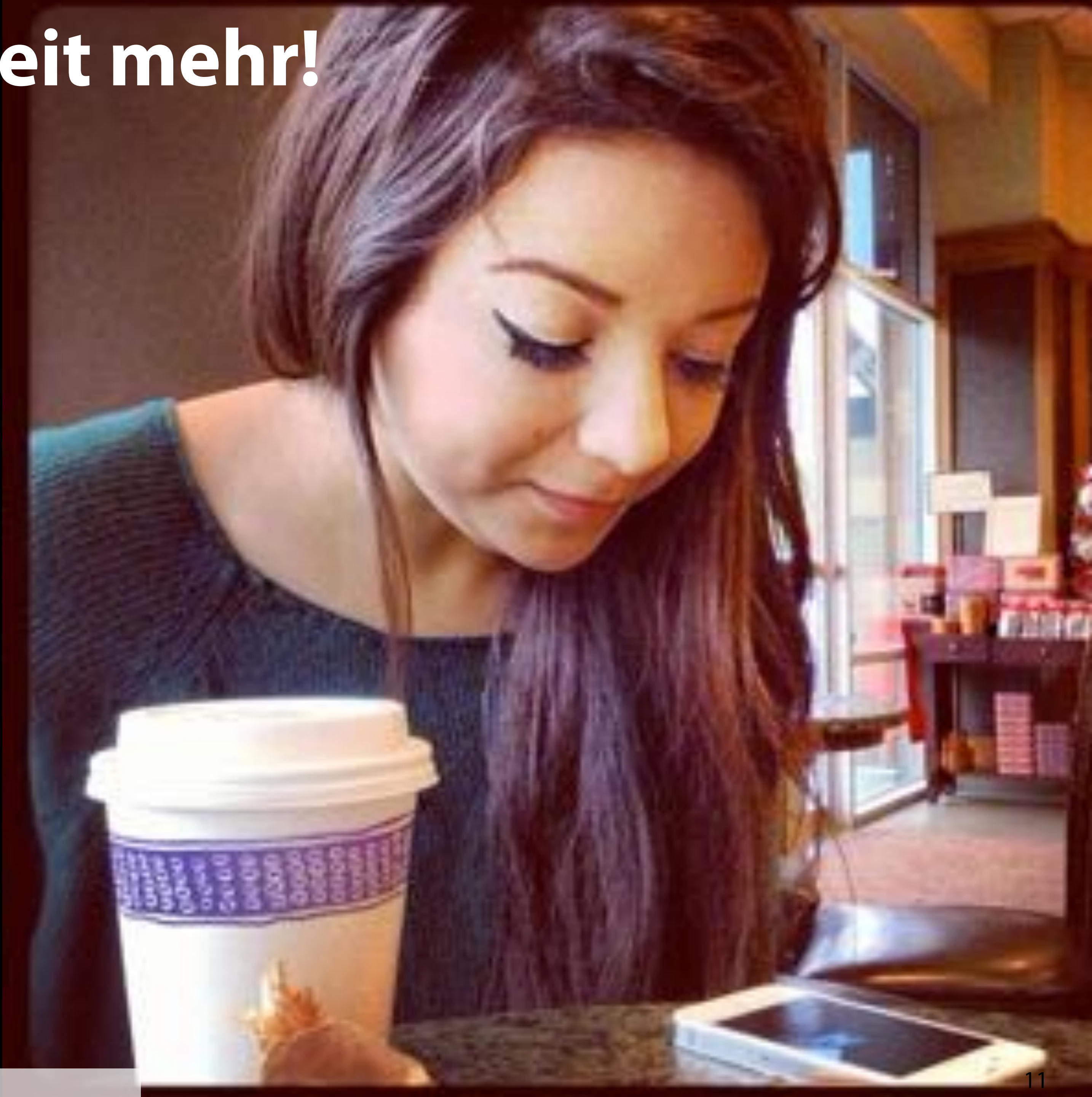
Der neue Schlafzimmer-TV

3facher
Videokonsum

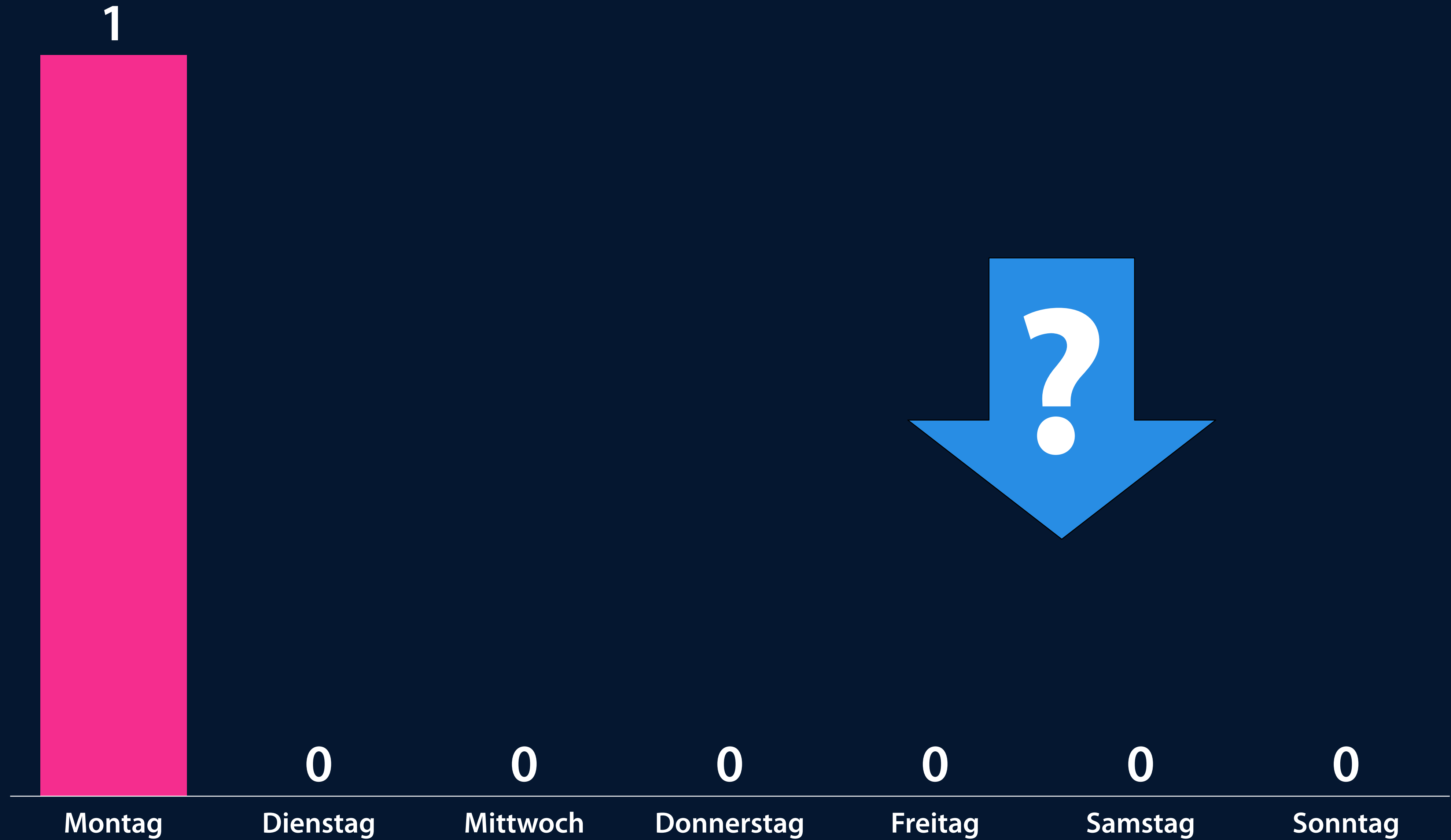
>50%
Mobile Traffic



Keine bildschirmfreie Zeit mehr!



Herausforderungen für TV-Formate!



Mobil bedeutet ...?

Schaltzentrale!

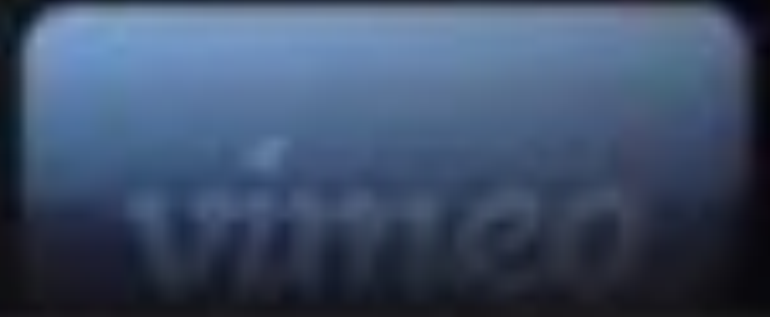
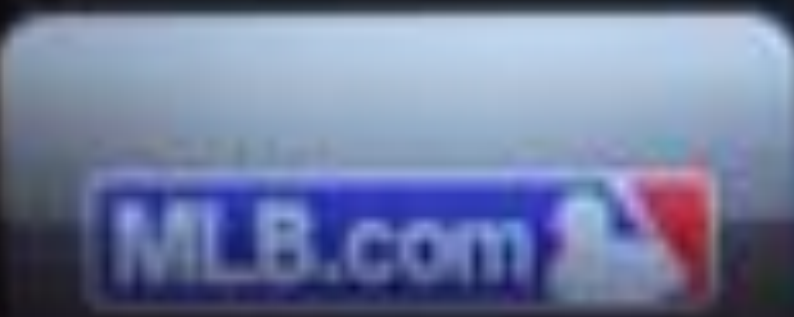
Neue Partner!



Filme



Einstellungen





Interaktiv

Brückentechnologien



Die Sender bauen „Chatrooms“ & Checkins ...



... Twitter und Facebook auch!



Startups als Enabler ...



Trendrr®



ScribbleLIVE

SnappyTV™

ipowow!





Ellen DeGeneres

@TheEllenShow

Folgen

If only Bradley's arm was longer. Best photo ever. #oscars

pic.twitter.com/C9U5NOtGap

Replies Retweets Favorites



Retweets 3,414,049

Replies 2,030,873



Retweeted - 2 MAY 2014

Medium image

Verwandte Schlagzeilen

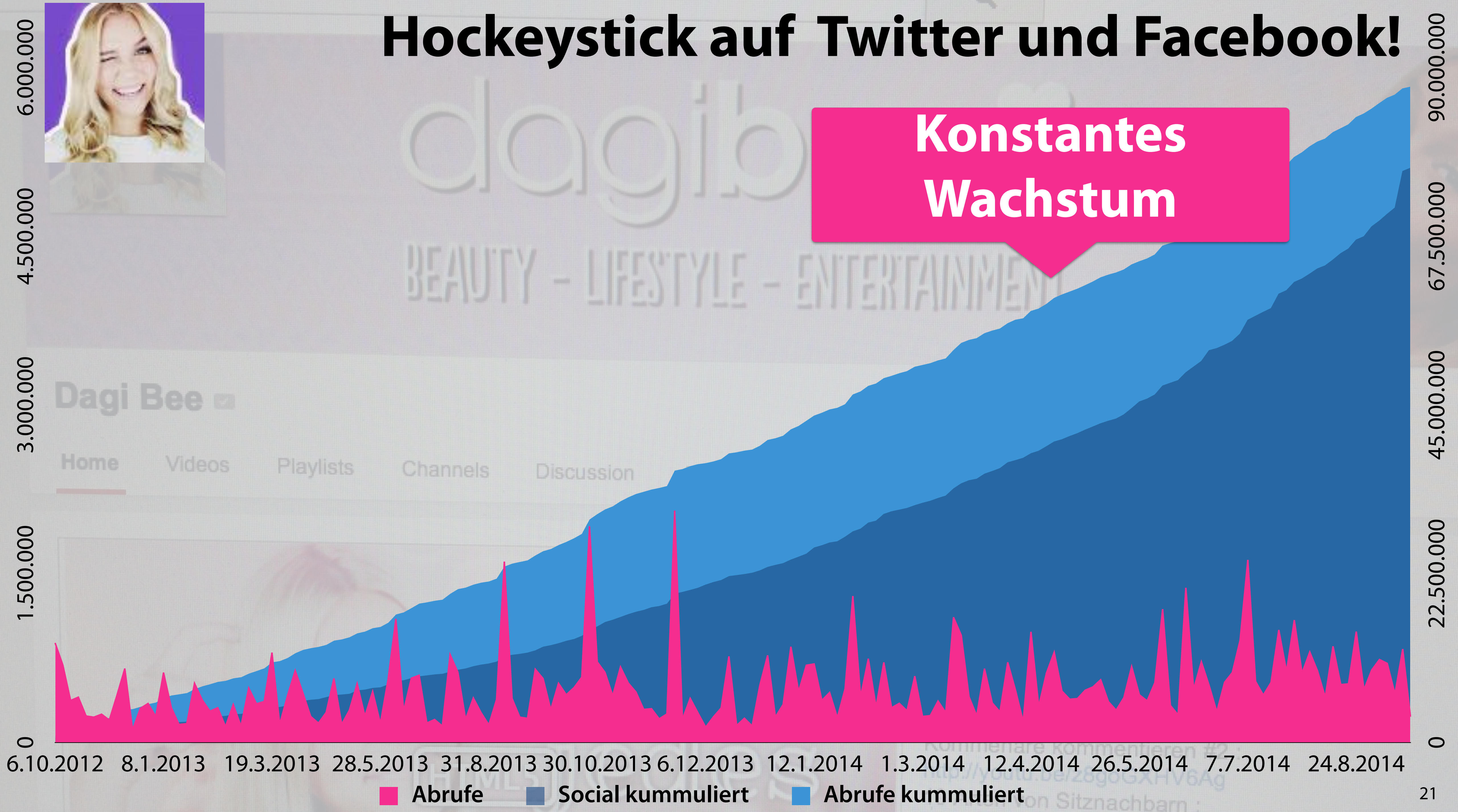
We've All Seen These Iconic Photos. Here's The Remarkable Footage That Brin...

Reddit Post by @HuffPost

Hockeystick auf Twitter und Facebook!



**Konstantes
Wachstum**





Sehr aktive Nutzer: 15% Engagement

Dagi Bee @dagibee
- NEW VID ❤️ - PLS RETWEET - PLS GIVE 👍 -
Viel Spaß beim #GIRLFRIENDTAG mit @TheRealLiont ❤️😘
youtu.be/YhCo2ZBW2K4

YouTube
GIRLFRIEND TAG mit LIONT ❤️ #5 | Dagi Bee

GIRLFRIEND TAG mit LIONT ❤️ #5 | Dagi Bee
Euch hat das Video gefallen 1 : DAUMEN HOCH | LIONT's Boyfriend TAG | <http://youtu.be/YX2VnN8v4g> letzter GIRLFRIEND TAG : <http://youtu.be/oyEHD5KoaQ> Hey...

RETWEETS 739 FAVORITEN 1.259

24.02 - 29. Jul 2014

- ▶ 675.000 Abrufe
- ▶ 80.000 YouTube Likes
- ▶ 4.000 Kommentare
- ▶ 9.104 Facebook Likes
- ▶ 2.000 Tweets
- ▶ 15% Engagement

Kommunikation

Digitaler Film. Film und Fernseh

Das YouTube Ökosystem
Von Bertram am 30. August 2012. Abgelegt unter Artikel

YouTube dominiert den deutschen Videoplattformen mit über 100 Millionen Videoabrufen, was die User als auch was die Vielfaches größer als die nächsten Konkurrenz-Videoportalen MyVideo und Clipfish sowie einen Bruchteil der Abrufe von YouTube.

Artikel/Tag

10 M



Profile summary

DF **Bertram Gugel**
@digitalerfilm

Video Expert
<http://www.gugelproductions.de/blog/>

1,683 TWEETS	409 FOLLOWING	827 FOLLOWERS
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Edit your profile

500 M

Bilder/Tag



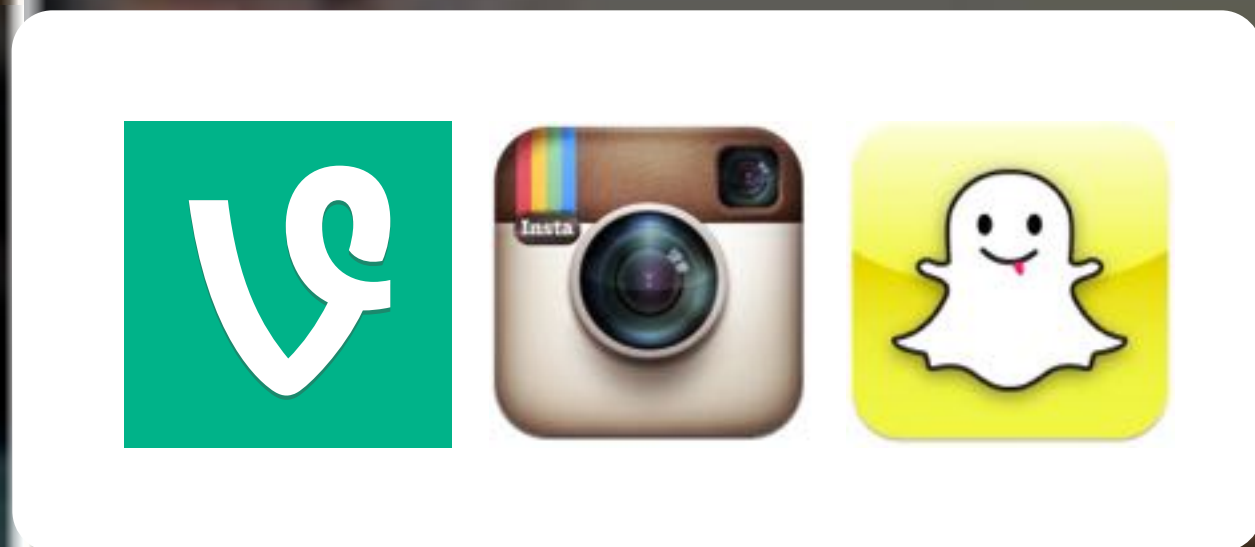
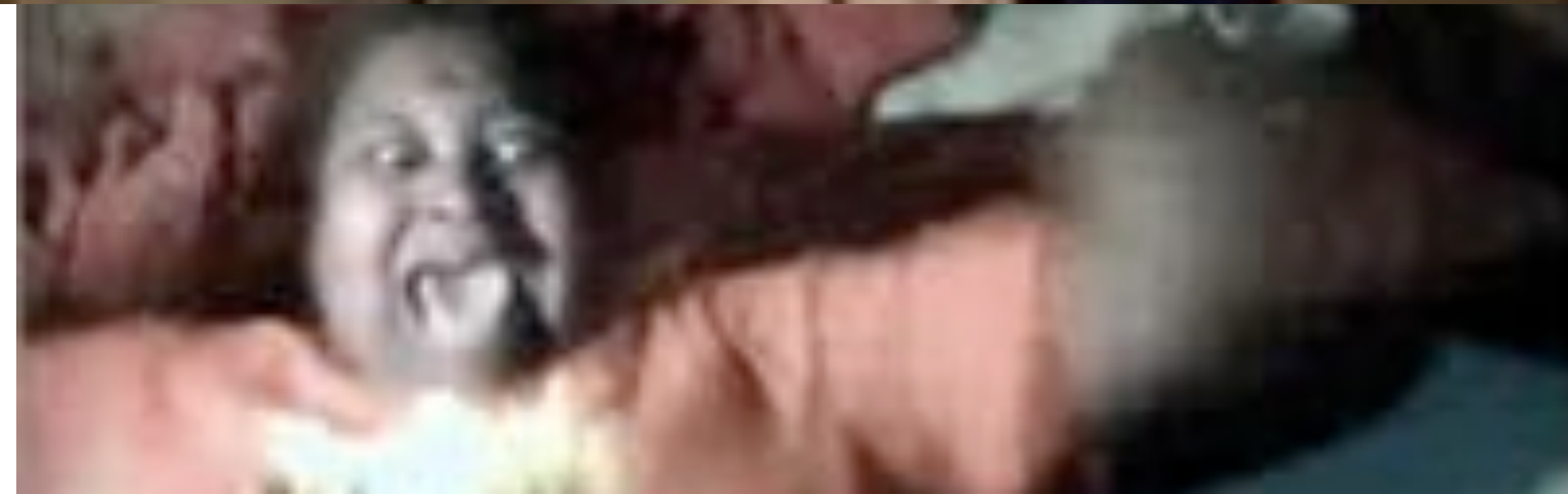
1.250 M

Bilder/Tag





Der nächste Schritt




A woman with long blonde hair, wearing a teal and black striped sweater and black pants, is sitting on a window ledge. She is looking down at an open book she is holding in her hands. The window behind her shows a view of a building with a sign that says "CIVIL ENGINEERING" and some greenery. The scene is lit with warm, natural light from the window.

Persönlich

Datamining?



A man in a light blue jacket and dark pants stands in the center of a narrow city alleyway. He is holding a white rectangular sign with a black border that has the name "JEROME JARRE" written on it in black, hand-drawn capital letters. The alleyway is flanked by brick buildings, with a black car on the left and a colorful mural on the right. In the background, there are stacks of boxes, a red traffic cone, and a building under construction.

JEROME JARRE

How can you communicate in a way that resonates with your audience? **users?**

Teddy: Direkt zum Nutzer ...

	11/2012	11/2014	% Wachstum
YouTube Abonnenten	67.149	510.590	660,4 %
YouTube Abrufe	32.551.949	84.732.802	160,3 %
Facebook Fans	54.400	821.439	1.410,0 %

Twitter und Facebook als Kickstart!



Dagis Publikum – Nicht YouTubes!

Kickstart



Arnold Schwarzenegger

Startseite

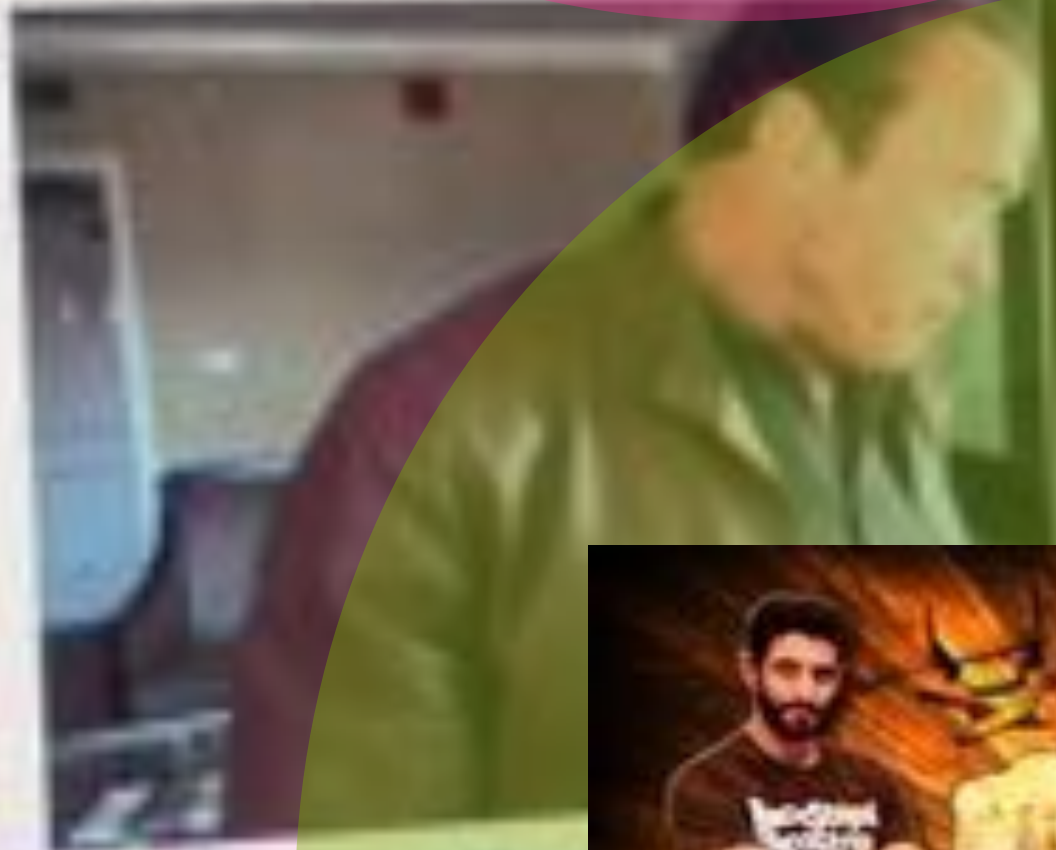
Videos

Playlists

YouTube Kanal



Empfohlene Videos



We Have a Win
von Arnold Schwarz





Immersiv



Level 22

20

325,530

32

B

#32

1.1M fans

Kim Kardashian

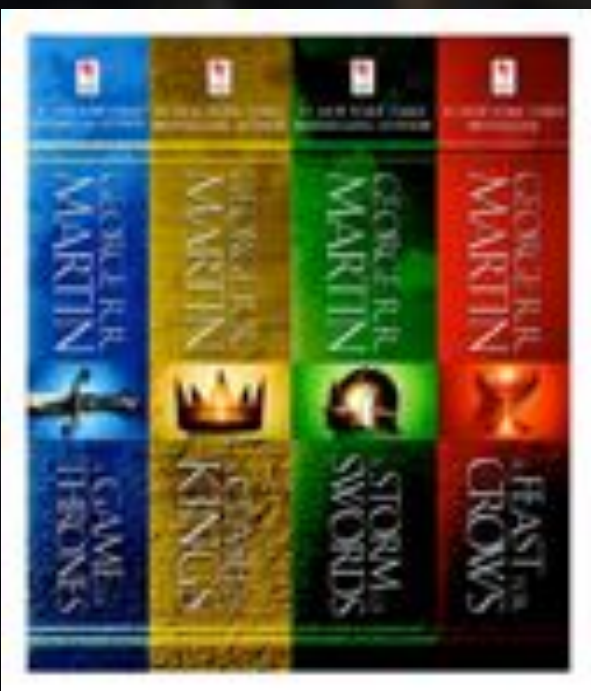
A

I LOVE what you've done with the place!

24/7 Teil der Geschichte

Fliegender Start dank Fanbase!

4000 Seiten!

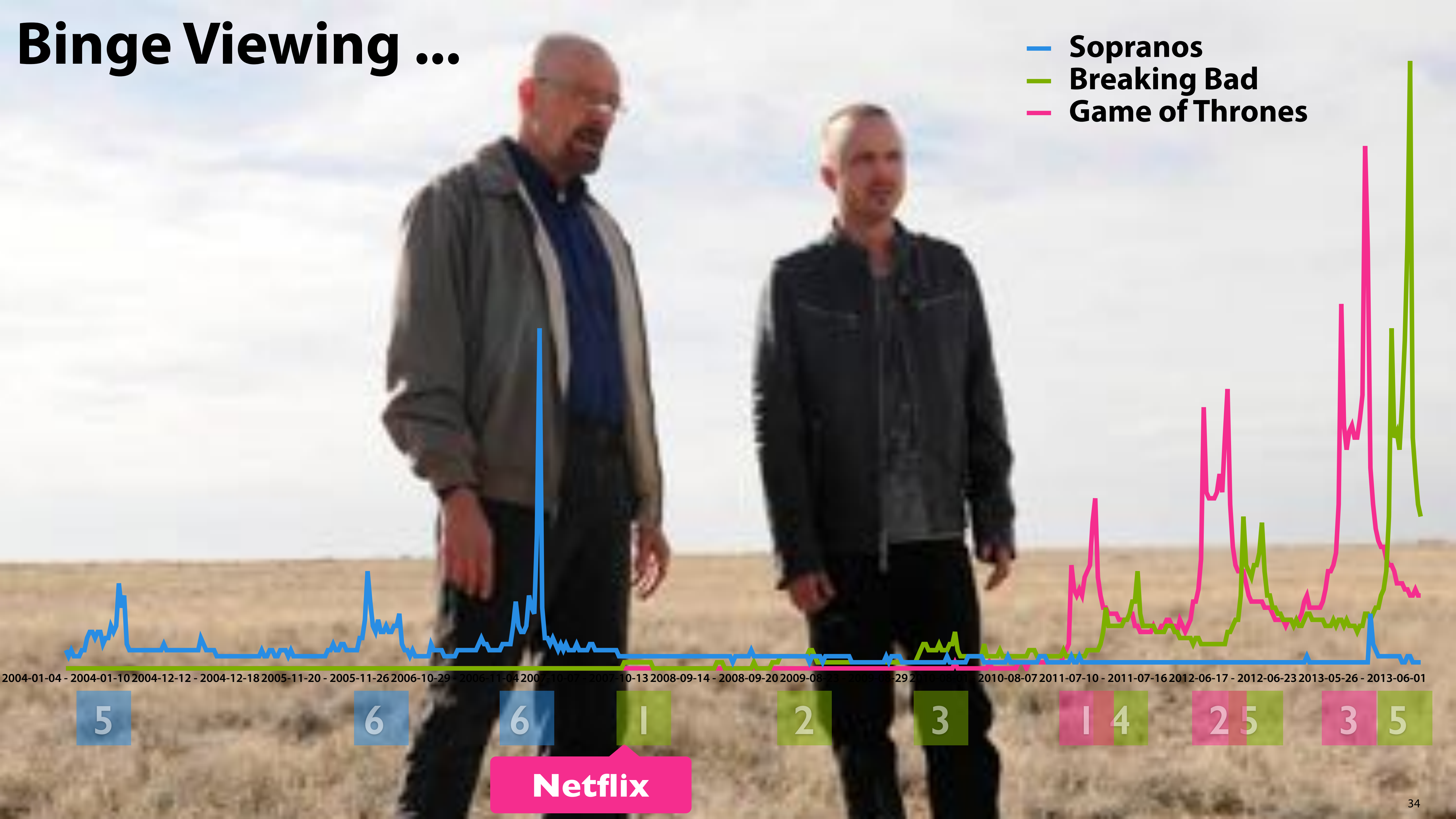


— Breaking Bad
— Game of Thrones

1	2	3
1	2	3

Binge Viewing ...

- Sopranos
- Breaking Bad
- Game of Thrones



Netflix

... und Buzz sorgen für weltweite Verbreitung!

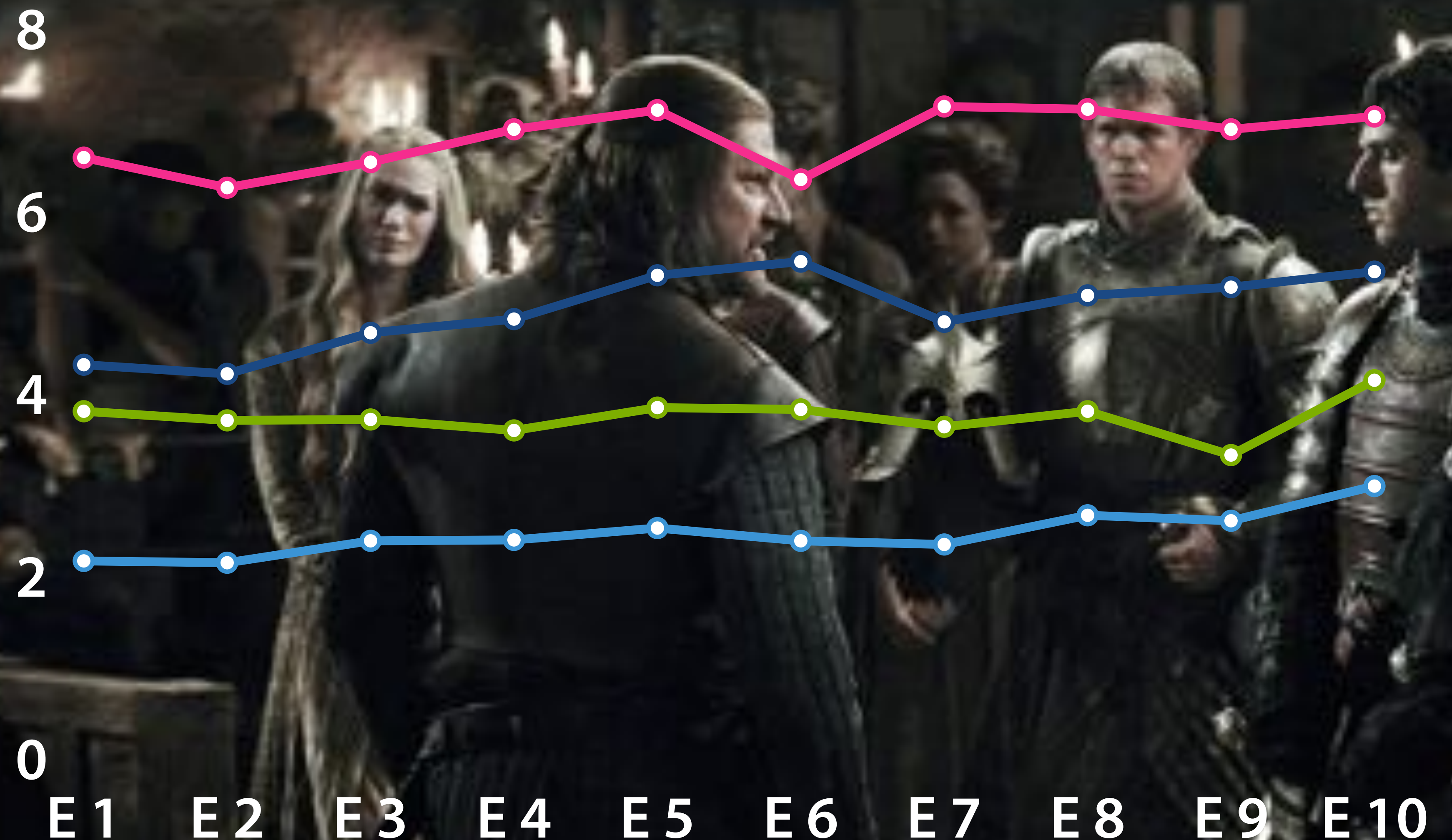


Breaking Bad



Game of Thrones

Das hilft auch den Quoten!



- Season 1
- Season 2
- Season 3
- Season 4

Fans trump audiences. An audience tunes when they're told to, a fanbase choose when and what to watch... an audience changes the channel when their show is over, a fanbase shares, comments, curates, creates.

– Alex Carloss, Head of Entertainment, YouTube



?



Vielen Dank!

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