



# People Watch

LET ME ENTERTAIN YOU

MARCH 2018

ADSHEL

# 1. MULTI-CHANNELING

One of the biggest challenges faced by media and entertainment producers today are the amount of options competing for audience attention.

Australian homes now have an average of 6.4 screens per household and consumers are increasingly on multiple devices at the same time.

**The Oscars** this year were touted as the “lowest rated Oscars in HISTORY” and while this might be technically true in TV ratings land, the Nielsen Social Content ratings tallied up 22.981 Million interactions for the **Oscars** on the week of Feb 26<sup>th</sup> (Oscars were held in the US on the 4<sup>th</sup> of March), showing that while viewers may no longer be sitting in front of the TV consuming content, they are consuming the same entertainment on other channels.

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Source: OzTam Nielsen 2017 | Nielsen Social Content Ratings, Feb 26 - Mar 4 2018



## 2. HYPER TARGETING

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Variety magazine found that in a typical year, a TV script has a 20% chance of having a pilot created and a 6% chance of being on TV. Of the shows that do make it to air, 25% will be cancelled within their first season.

However, this wasn't the case for the guys at Netflix. Prior to the launch of **House of Cards**, executives at the company already knew it was going to be a hit. How? Its data told it so.

Looking at its mass of subscriber data, Netflix found that audiences who were more likely to watch original content were also more likely to watch content directed by David Fincher, starred Kevin Spacey and dramas around political plots. Thus a hit was born.

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Source: Variety 2013 | Business Insider 2013



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# 3. TECH INNOVATION

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Picture those lazy afternoons, sitting out in the sun, flipping through a magazine, fantasizing about pulling those shoes out from the pages, dream no more.

Net-a-Porter's **Porter magazine** has released issues with shop-able pages. Using the scanner function in their app, readers are linked to online stores (including Net-A-Porter's own store) where readers can buy in real time. In its own 2015 reader survey, Net-A-Porter found that items were scanned 85,000 times - an interaction rate of 78%. A good example of fashion, entertainment and technology merging in unexpected ways.

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Source: Porter 2015



## 4. E-SPORTS

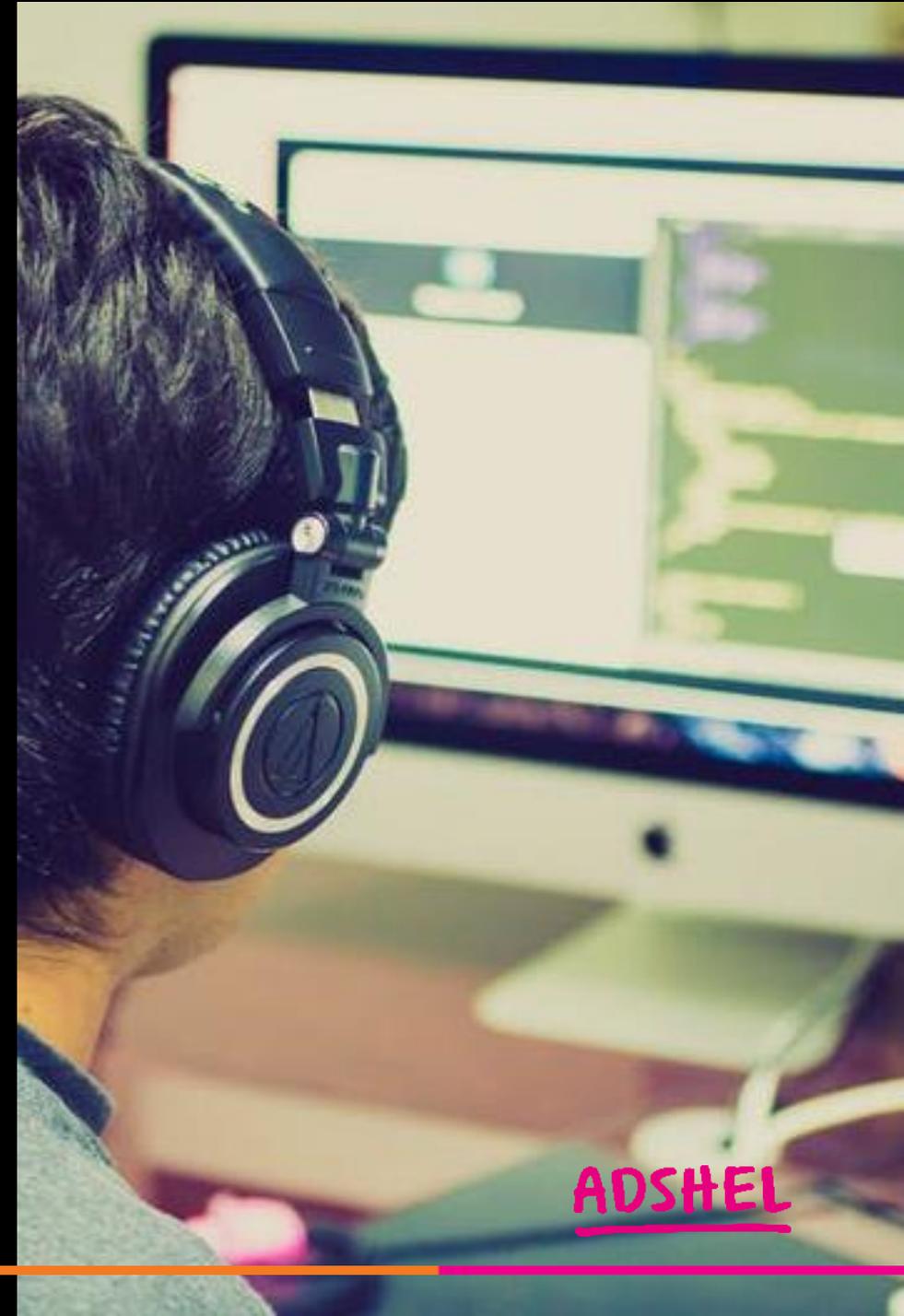
In 2017, 93% of households in Australia have gaming devices (including PCs, consoles and handhelds).

The biggest development is that 33% of Australians now consider watching others play online as entertainment in the fast-growing category of e-sports.

Amazon and Google are the biggest players in the video game market, allowing viewers to view past games as well as games being played live. Other players pushing into the market are Facebook who have partnered with global e-sports company ESL and HT&E's (owner of Adshel) partnership with Gfinity.

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Source: Bonds University Digital Australia Report 2018



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# 5. #METOO

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We can hardly write a People Watch issue on Entertainment without mentioning the biggest shake-up in the entertainment business today; the #MeToo movement .

Created to highlight the widespread prevalence of sexual assault and harassment in the workplace. It's good to know that Hollywood is not only talking the talk but walking it as well. The movie ***All the Money in the World*** was set for release with Kevin Spacey in a supporting role. In the wake of sexual allegations against Spacey, director Ridley Scott replaced Spacey with Christopher Plummer, reshooting all of Spacey's scenes in nine days.

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# TO INFINITY AND BEYOND!

Beyond what we've highlighted here, there are many other offerings in the entertainment industry such as SVOD (Netflix, Stan), AVOD (SBonDemand), Livestreaming, Augmented Reality gaming, algorithmic targeted content recommendations (Netflix's 'you might like'), 'edutainment' (entertainment designed to educate, e.g; TED Talks). There is no end to new and ever increasing options that audiences can choose from to enjoy their leisure time.

Technology is constantly changing the way consumers behave and our social and political climate will now forever impact the views and expectations of our entertainment.



*Thank you*

For more information on connecting  
with consumers contact us today.

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