Growing content experience through HbbTV

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7th Symposium and Awards
14th – 15th November 2018 | ESMT Berlin

Valle de Cocora, Quindio (Coffee region) Colombia
About our audio-visual Industry

- 85% Implemented
- 11.5% appropriation

- Production costs:
  - US$19,000 (17,000€) per episode
  - US$2,800 (2,500€) per minute

Exports

- 250 Enterprises
  - US$69.6M (61.2M€)
  - Estimated *

Public institutions

- GOBIerno DE COlombIA
- MINTIC
- other regional TV Chains

Private producers

- Señal Colombia
- ANTV
- PROCOLombIA
- Other regional TV Chains

- PROCOLOmbIA
- GEMA
- MARANAöCS
- Private producers Among others
What do we produce?

- **Juani & Gatón.** (Estudio Marañacos)
- **Guillermina y Candelario.** (Fosfenos Media)
- **Papercraft stop-motion.** (Paper.props)
- **Josefina en la cocina.** (Señal Colombia)
- **Asquerosamente Rico.** (Tribu 70)
- **Vida Pública.** (Trineo.tv)
Typical HbbTV services are EPG, VoD, Weather Forecasting.
What is the industry researching on?

- 5G Networks
- Mobile consumption
- Video in 360° - VR
- Eye Tracking
- Multi-camera broadcast
- Companion screens
- Audience-oriented advertising
- Accessibility & Optional Sign language captions
Advertising becomes exhausting and invasive!
“New” business models: viewers can decide on the story flow
Since June 20th 2017

Other interactive experiments

• *Minecraft: Story Mode*, launched on November 7th 2018.

Since July 2017

Cool but expensive!
Netflix Is Planning a Choose-Your-Own-Adventure ‘Black Mirror’

By Lucas Shaw
1 de octubre de 2018 6:00 GMT-5  Updated on 1 de octubre de 2018 11:54 GMT-5

- Sci-fi series is part of company’s push into interactive shows
- Streaming service is looking for new ways to entice viewers

A trending TV series is coming to shake up the industry and entertainment

WYSIWYG authoring tool that allows designers to create the scene they want by dragging and dropping

Paper available at ACM Digital Library:  https://dl.acm.org/citation.cfm?id=3089917
Vielen herzlichen Dank!! 😊
Let's play marimba!

Interactive marimba played using a remote control

VoD

VoD of a Traditional Folk music band
*Herencia de Timbiquí*

An African-Colombian culture-related children's TV show
Future work:
Subtitling / Analytics / Internationalization / Business Analytics & Data Mining
Current project & prototype

- Characters ask and feedback questions
- Educational questions
- Viewers can decide about the screen elements’ attributes

In collaboration with:
- fosfenos Media
- Señal Colombia

Developed with:
- Custom development
Conclusions

- Interactive contents go beyond VoD, EPG, news, forecasting, among others.
- Interactivity should be within content itself.
- Audiences expect interactive content from broadcasters, as OTT provide it.
- OTT services can be either contenders or an incentive to develop innovative content and business models.
- Flashy interactive advertising, while a good source of revenue, is counter productive when abused.
- Colombian audio-visual industry is currently growing with fresh new ideas, world-class quality, talented people and economic accessibility.

Let’s do it together! It’s easier to push forward with joined forces 😍
Contact

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