

# Growing content experience through

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7th  Symposium and Awards

14<sup>th</sup> – 15<sup>th</sup> November 2018 | ESMT Berlin



Valle de Cocora. Quindío (Coffee region) Colombia

# About our audio-visual Industry



**DVB T2**  
TERRESTRIAL

**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 \*



Other  
regional  
TV Chains

## Public institutions



## 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. \(Señal Colombia\)](#)

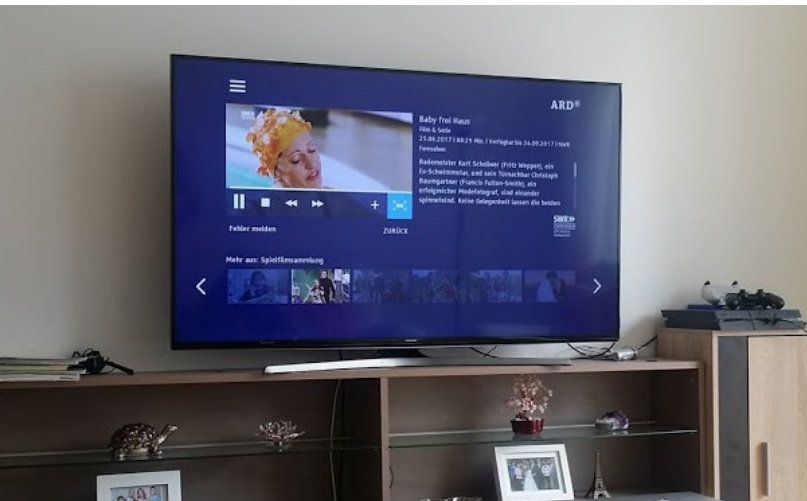


🌐 [Asquerosamente Rico. \(Tribu 70\)](#)

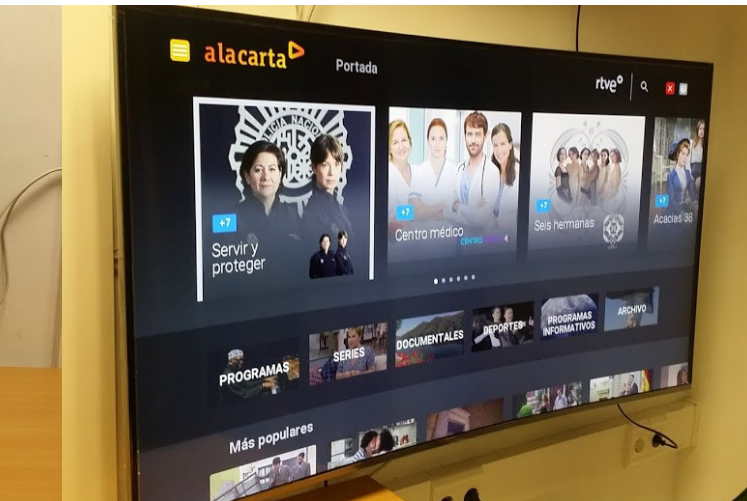
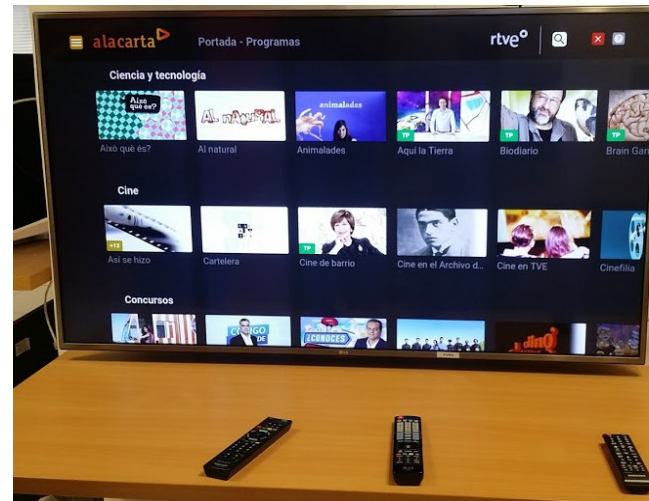


🌐 [Vida Pública \(Trineo.tv\)](#)

**A la carta** — **Botón Rojo**  
 rtve



**ARD<sup>®</sup> Mediathek**



  
 ATRESMEDIA  **MEDIASET España.** rtve

**Joining efforts**

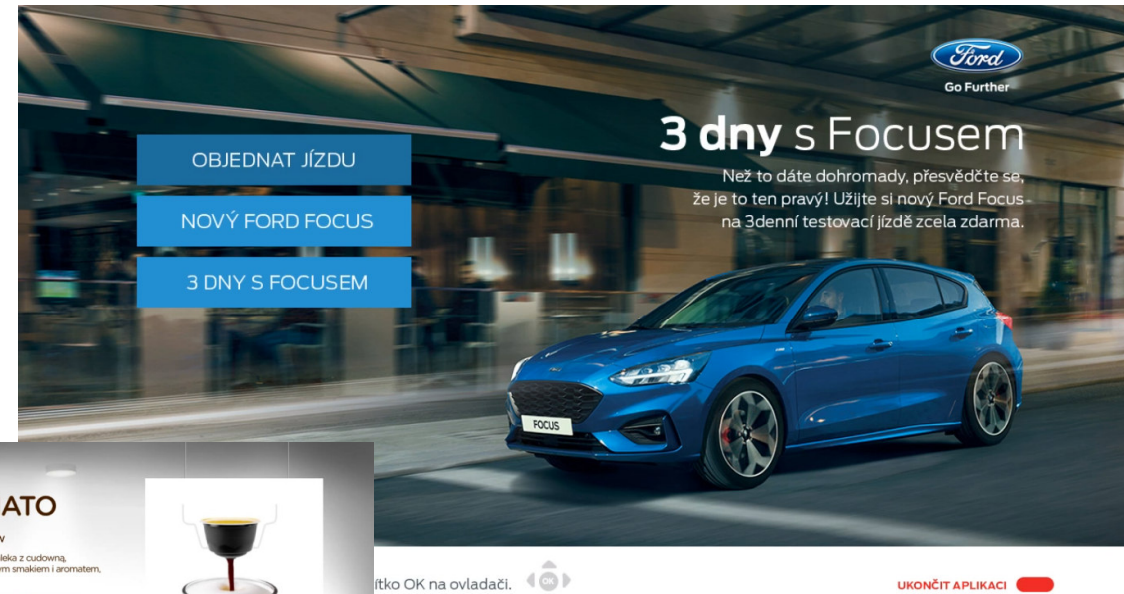
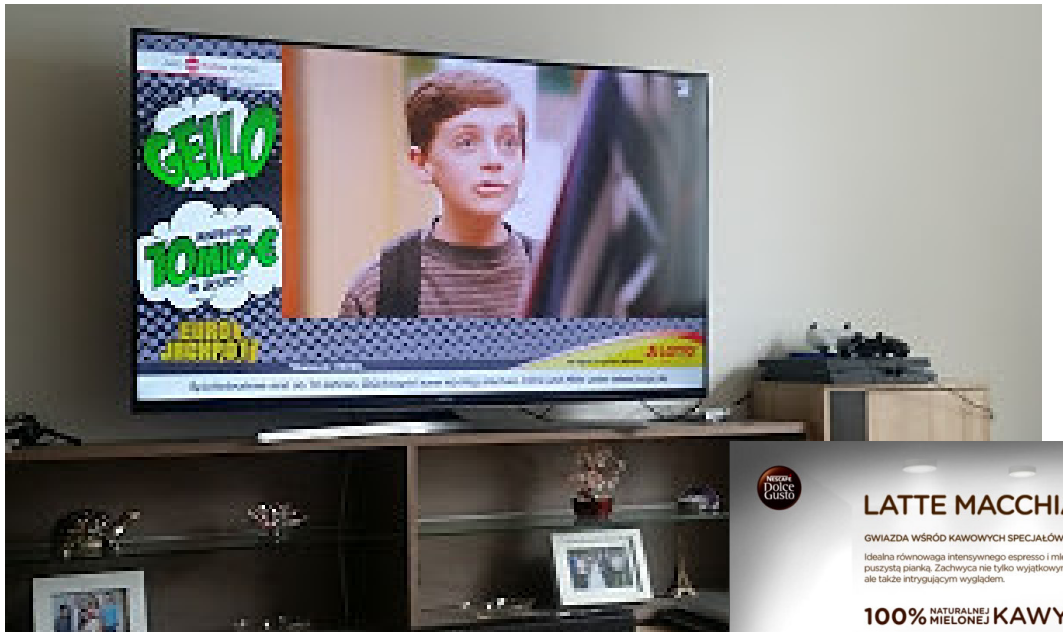
Typical HbbTV services are EPG, VoD, Weather Forecasting

## 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

# Funding through advertising



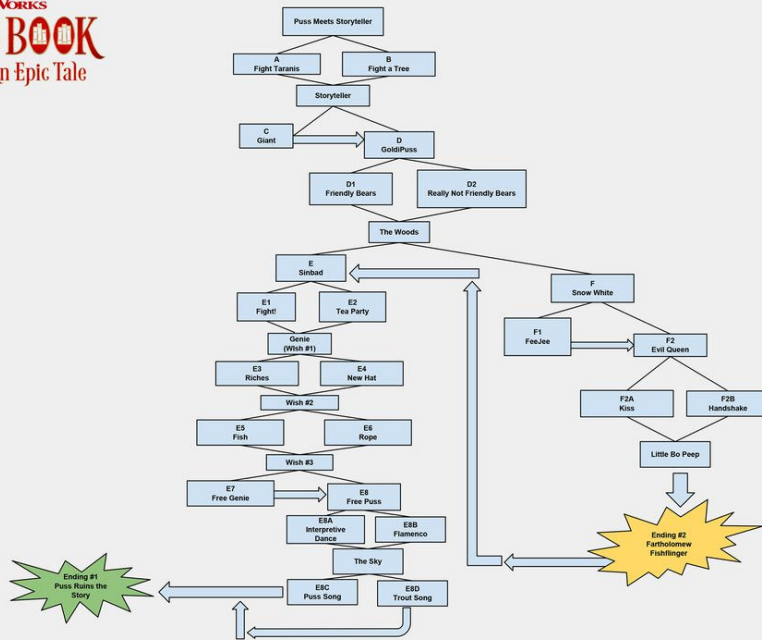
Advertising becomes exhausting and invasive!



Since June 20<sup>th</sup> 2017

“New” business models: viewers can decide on the story flow

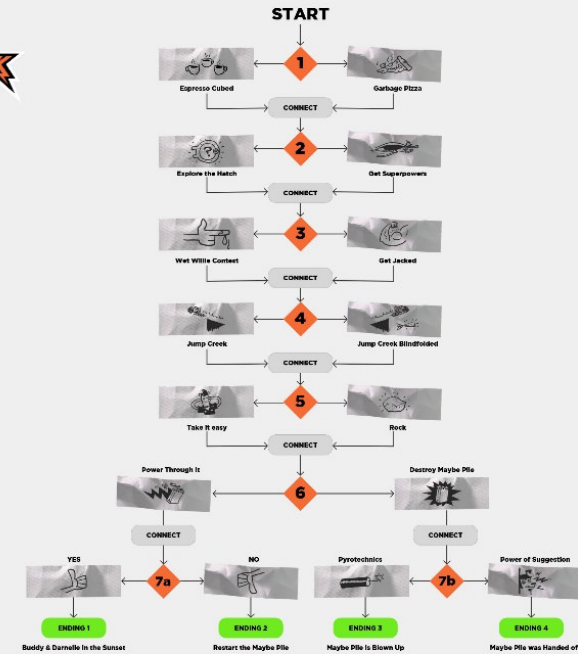
DREAMWORKS  
**PUSS IN BOOK**  
Trapped In An Epic Tale



NETFLIX

Since June 20<sup>th</sup> 2017

**BUDDY**  
**THUNDERSTRUCK**



NETFLIX

Since July 2017

Other interactive  
experiments

- *Stretch Armstrong: The Breakout*, March 2018.
- *Minecraft: Story Mode*, launched on November 7th 2018.

Cool but **expensive!**

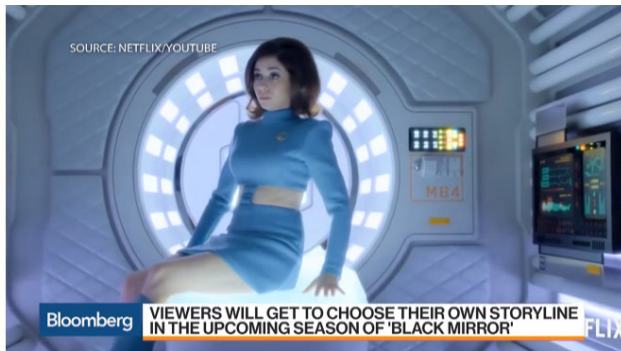
## Television

# 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



Bloomberg's Chris Palmeri reports on Netflix's plans.



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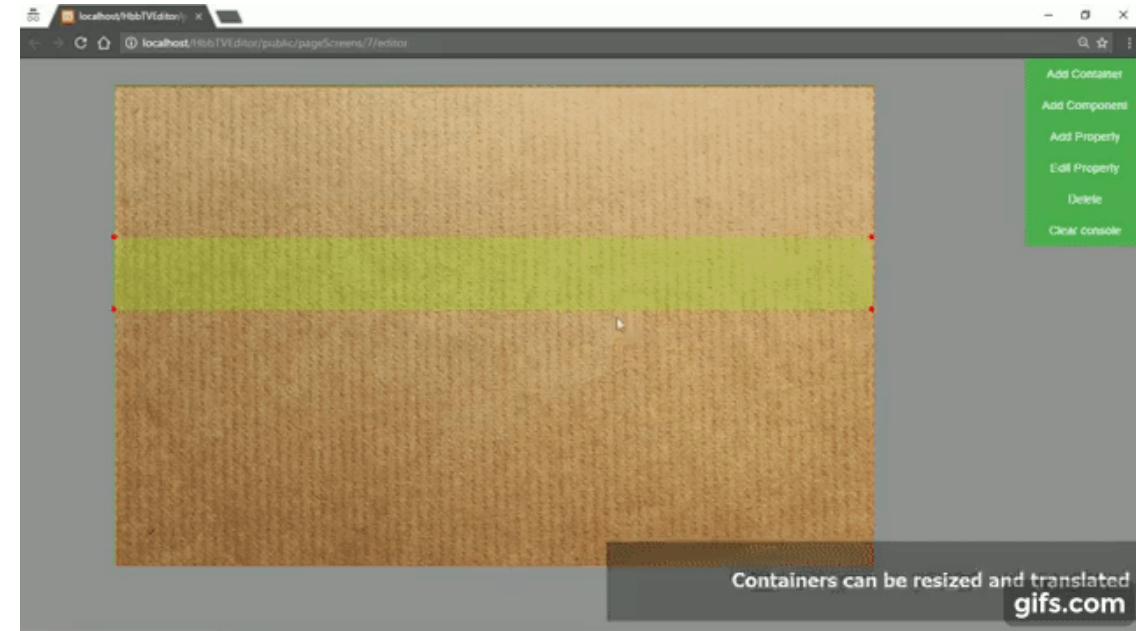


<https://www.bloomberg.com/news/articles/2018-10-01/netflix-is-said-to-plan-choose-your-own-adventure-black-mirror>

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

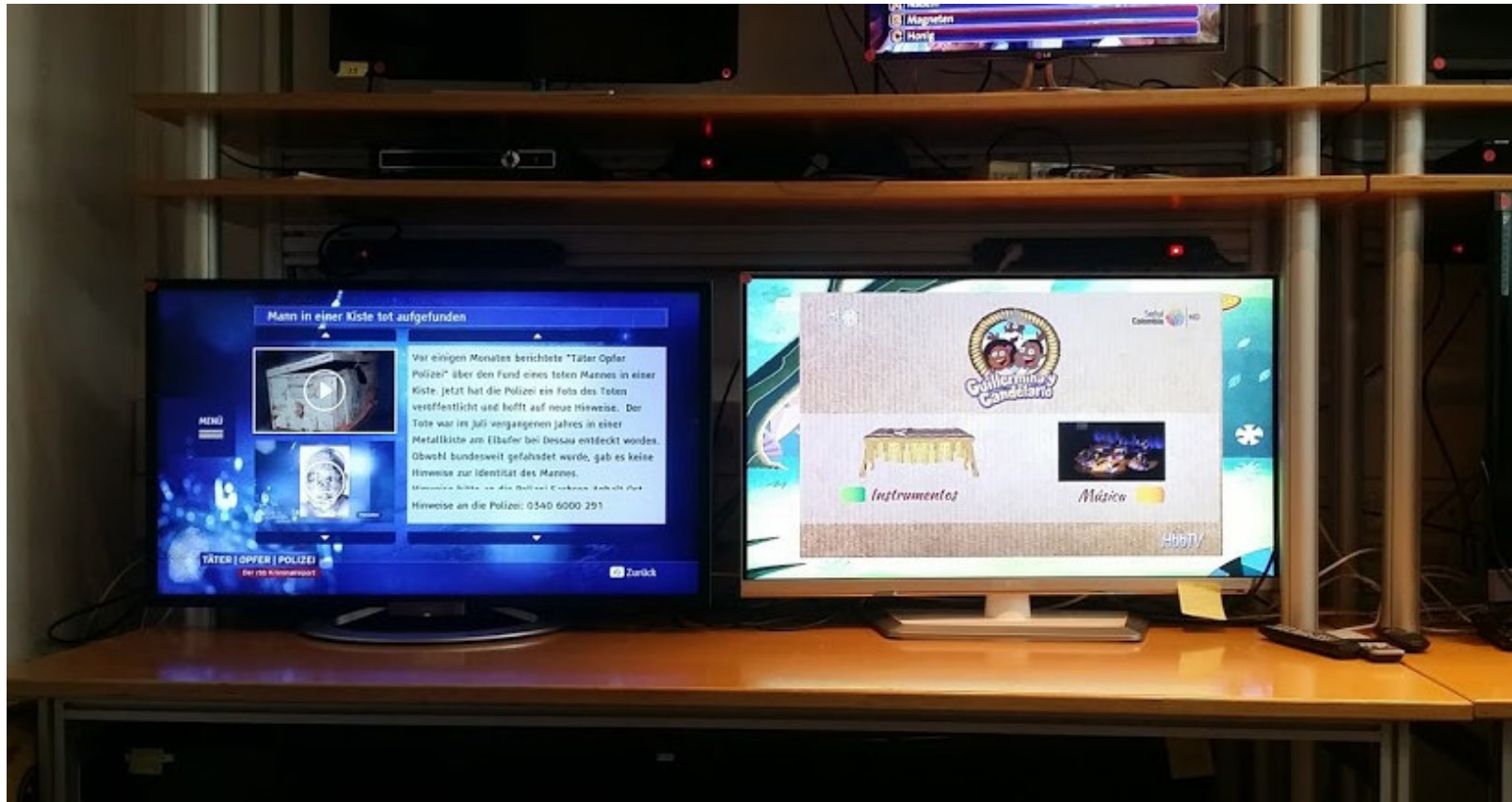
# HEd: Authoring Tool (2016/2017)

Developed as our research project



Paper available at ACM Digital Library: <https://dl.acm.org/citation.cfm?id=3089917>

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



Vielen herzlichen Dank!! 



Interactive marimba played using a remote control



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

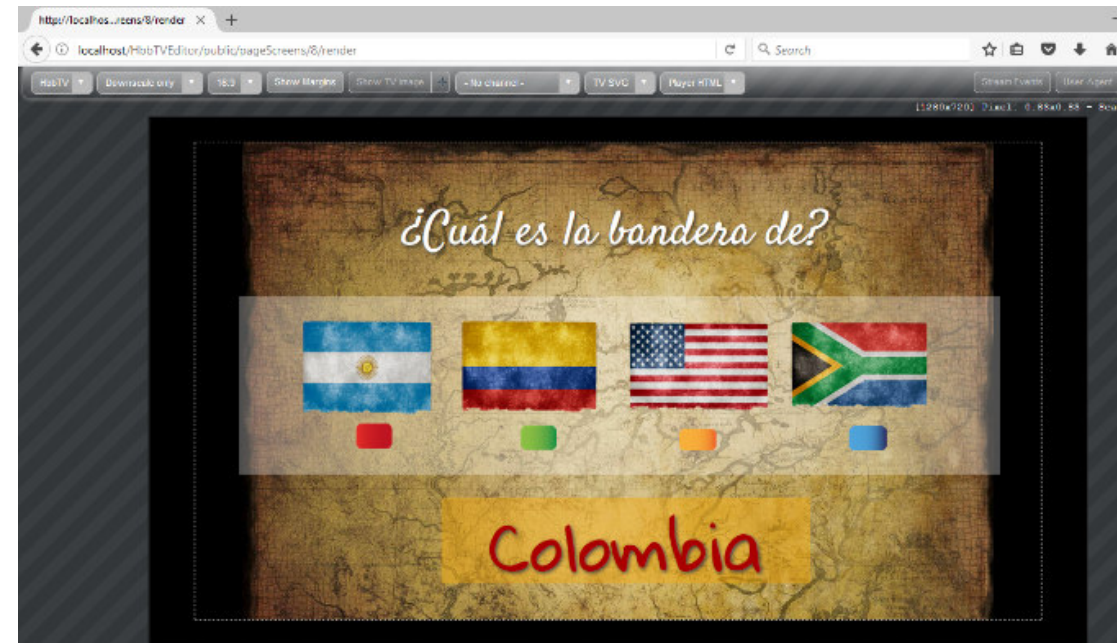


An African-Colombian culture-related children's TV show





Interaction with 3D models through mobile devices (2012)



Interactive Quizzes . HEd App (2017)

## Future work:

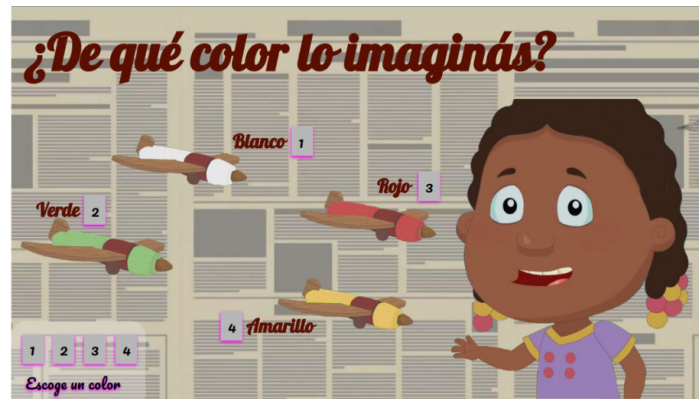
Subtitling / Analytics / Internationalization / Business Analytics & Data Mining



Characters ask and feedback questions



Educational questions



Viewers can decide about the screen elements' attributes

In collaboration with



developed with



- 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**



**Carlos Antonio Navarrete-Puentes**

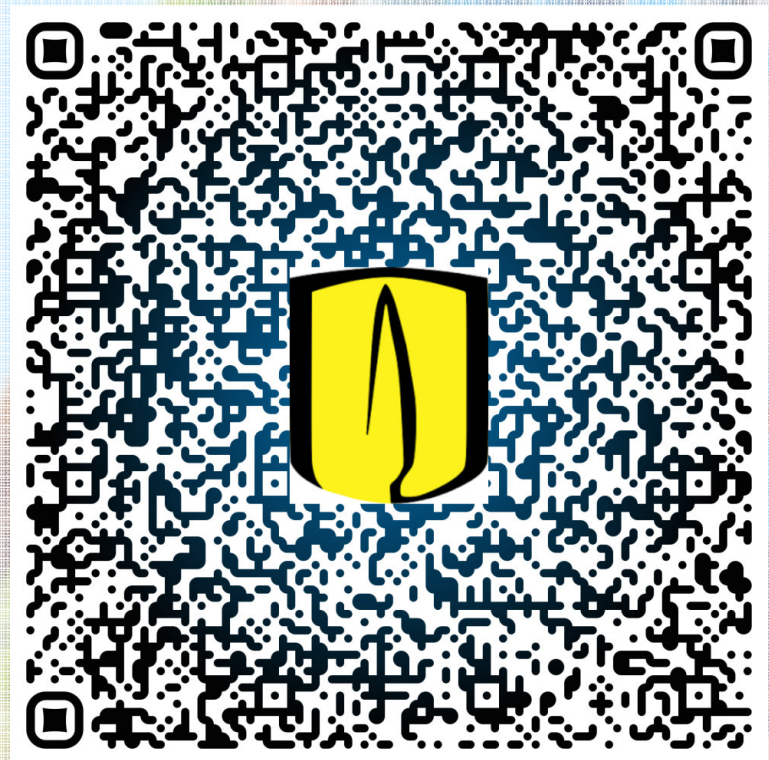
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