OUR VISION

Making content accessible, searchable and more valuable
6. Annual studies
TV & Media

Over 40 countries

100,000 participants
CHANGE IN CONSUMER BEHAVIOUR

90%
“Binge Viewing”

100%
Increase of smart phone usage for media content (since 2012)

210%
Increase of time spent using VoD services (since 2011)

BASE: Population aged 16-59 with broadband at home who watch any type of TV/Video at least weekly in Germany
Source: Ericsson ConsumerLab TV & Media 2015 Study
What are we watching?

500%

Increase of “YouTube – Heavy Users” (more than 3h/d) since 2011

Source: Ericsson ConsumerLab TV & Media 2015 Study
Value of personalisation

Source: Ericsson ConsumerLab TV & Media 2015 Study

[Social Media scanning, Twitter.com]

Advertisement partners
- Segmentation
- Increased relevance/tolerance
- Increased CPMs

Clients
- Content Discovery
- Personalised programme offering
- Programme control
- Reduced termination rate
100,000 HOURS
live programming per annum

1.6 MILLION
assets handled per annum

8 MILLION
Editorial Metadata Assets

>500 CHANNELS
delivered – linear and streamed

2,500
Broadcast & Media professionals

>200,000 HOURS
of captioning generated per annum

ERICSSON IS A BROADCAST OPERATOR!
OUR SERVICE PORTFOLIO

CONTENT PRODUCTION

CONTENT ENRICHMENT, PREPARATION & LOGISTICS

CONTENT PUBLISHING & DISTRIBUTION

CREATIVE
- Brand strategy
- Brand identity
- Marketing campaigns
- UI & UX
- Content for brands

ACCESS SERVICES
- Captioning
- Audio description
- Sign language translation
- Localization

CONTENT DISCOVERY
- Broadcaster editorial services
- TV platform metadata
- Search and recommendation

MEDIA MANAGEMENT
- Linear workflow preparation
- File to VoD preparation
- Live to VoD preparation
- Digital library management

SPORTS GRAPHICS
- Piero

LINEAR PLAYOUT
- Barker channel
- Managed Thematic Playout
- Managed Dynamic Playout

ONLINE VIDEO
- Ericsson Managed Player
ACCESS SERVICES

CAPTIONING
(LIVE AND PRE-RECORDED)

AUDIO DESCRIPTION

SIGN LANGUAGE TRANSLATION
(LIVE AND PRE-RECORDED)

LOCALIZATION
(DUBBING, LIVE AND PRE-RECORDED TRANSLATION SUBTITLING)

230,000 HOURS OF CAPTIONING CREATED GLOBALLY

100,000 HOURS OF LIVE CAPTIONING EACH YEAR
ACCESS SERVICES PRESENCE

600 EXPERT STAFF
7 COUNTRIES WITH HUBS
230,000 HOURS OF CAPTIONING (100,000 HOURS REAL-TIME)
5 LANGUAGES (EN, FR, NL, DE, ES)

UK
› London, Belfast, Cardiff, Newcastle, Glasgow

Netherlands
› Hilversum

France
› Paris

Germany
› Berlin

Spain
› Seville, Barcelona

North America
› Atlanta, Georgia,
› Montreal (2016)

Australia
› Sydney, Melbourne
OUR CLIENTS

GLOBAL PRESENCE
What your team does has transformed my life.”

Audience, Deaf lobby group, 2015
INNOVATION OBJECTIVES

- Increase caption quality
- Optimize production efficiency
- Extend re-use of caption data
- Create new value out of caption data

FOCUS TOPICS

- Improving the quality of Automatic Speech Recognition
- Introducing Natural Language Processing services
- Caption-enriched discovery and targeted advertising
CAPTION LATENCY REDUCTION

WHAT DOES IT INVOLVE?
› Modify Subito to flag Live Originated or Live Cued output to Caption Encoding hardware
› Modify Encoding hardware configuration to remove delay on signal from Subito
› Both Live Originated and Live Cued output appear on screen near-synchronously with speech

USING CODING & MUX TIME TO IMPROVE THE LATENCY OF LIVE CAPTIONS
**NEWS TRANSCRIPTION SERVICE**

**WHAT DOES IT INVOLVE?**
- Subito captures all transmitted captions on all channels
- NTS provides a browser-based application for journalists, production and library staff to review & download caption data
- Presented securely on the broadcaster’s network, directly from the Captioning platform

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**ENABLE PRODUCTION TEAMS TO USE CAPTION DATA IN REAL TIME ON-AIR & ONLINE**
Regulations for the captioning of online content have been introduced in some markets.

Creating online captions for previously transmitted material can be a manual, time consuming process.

ASR and alignment technologies can be used to identify clips from stored caption data.

Automatic exports and transcodes can provide easy, quick, cost effective captions.

Captions make these clips searchable online.
AUTOMATIC SPEECH RECOGNITION

Alignment tools match accurate text to spoken words with word-level timings

Enables highly-efficient captioning process

Accurate speech recognition developed against specific genres

Delivers near broadcast-ready transcripts

Accurate and fast speaker-independent Automatic Speech Recognition
Natural Language Processing

WHAT DOES IT INVOLVE?
› Generates keywords to optimize search
› Identifies people, places, speakers, topics and genres
› Can be applied to live or pre-recorded content

Creating new metadata for enriched search
LIVE EVENT METADATA

STEP 1
› Captioner logs key events

› 'Interesting' moments
› Goal, red card, ad break
› Start half, end half

STEP 2
› Captioning metadata delivered

› EBU-TT XML files, created and forwarded during broadcast and post broadcast
› EVS Log real-time feed of data

STEP 3
› Content discovered

› Online clips generated based on key event recommendations
› Archive data enriched with structured, curated metadata
CAPTION ENRICHED DISCOVERY

FIND
› SEARCH BY EPISODE/SCENE, THEN BY MOOD/CHARACTER

ENGAGE
› BROWSE THROUGH RECOMMENDED CLIPS

CONNECT
› MAKE A ‘CONTENT-RELATED’ PURCHASE THROUGH THE ‘EVENTS’ TAB

Image source: Channel 4