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Survey Finds Improved Quality Would Increase Viewership on Current, Emerging Broadcast Platforms

AmberFin has announced the results of a research survey conducted at the 2008 IBC conference in Amsterdam. The company spoke to industry experts in attendance to measure their opinion on the issues that most influence the industry in the coming year.

According to this survey, the use of multiple platforms such as broadband, IPTV and mobile handsets as key drivers for the industry moving forward. Although 60 percent believe the industry has improved its knowledge and use of multiple deliver platforms in the last year, 70 percent agreed that content owners could still be distributing their content more effectively across multiple platforms.

A key factor identified as affecting take up of these newer delivery platforms was quality of content. When respondents were asked which platforms they believed were being used effectively by the industry, 27 percent named broadband content viewed on a PC, while 15 percent of respondents named IPTV.

Content consumed over broadband generated one of the most mixed responses from all participants. There were two thirds that reported the content they viewed over the Internet offered quality that varied widely between individual experiences. Experts who had experienced poor or average quality was 52 percent, while those who had experienced good quality was 48 percent.

There was agreement among respondents that there is potential for better use of specific platforms. In fact, 52 percent felt that mobile phones and handheld devices could be used more effectively. In addition, the potential of using multiple platforms was widely recognized and the experts themselves claimed that they would watch more content if the quality was better.

The examples given to support increased viewing with better options included 57 percent would watch more IPTV; 59 percent who would watch more content on their PC via broadband; 44 percent who would watch more content on their mobile phone; and 34 percent who would watch more content on their iPod touch or other small screen device.

This research indicated overall that the broadcast industry should be looking to improve the quality of video content on current and emerging media platforms while still lowering the cost per deliverable.

Scott Allen, Vice President, Marketing of AmberFin, commented: "The move to a digital workflow is enabling broadcasters to deliver their content to different screens and devices, creating valuable new revenue streams."

"The results of our research at IBC show that the industry is very aware of the potential that lies in multiple platform delivery. Over the next year we will be continuing our work with leading broadcast companies globally to help them manage the digitization, review and quality control and repurposing of their content on new platforms," added Allen.

This research points to specific areas that platform providers should be considering for improvement if they

hope to grow viewership. Quality of deliverables is an essential element for broadcasting as consumers already have plenty of options – they will not settle for less quality just because it may be easier to access