

WEVISION

The four steps to online media success



Sample Pages from WeVision: Introduction

Social entertainment is the new opportunity for television online

WeVision – a paradigm for original online media

Mass media organisations face serious challenges in making the transition from legacy businesses to digital. Nowhere is this more evident than with the struggle to identify the future of television programming on the Internet.

This report reveals the original Web TV series – talk shows, sitcoms, reality and real-time productions – with innovative formats that are pioneering effective online business models and meeting the entertainment needs of the new global audience.

WeVision is a unique framework for a new medium that is distinct from broadcast television. It describes the business and creative principles for how online media should engage, communicate and connect with their viewers.

WeVision is a four-step process:

Match advertisers with the show and its community

Engage with an enthusiastic community

Inspire engagement via charismatic figures

Co-create the show with the community

How the model solves commercial issues for mass media on the Internet:

Copying and piracy

The entertainment value of these shows is rooted in social interactivity, amongst community members and between fans and producers. It is impossible to copy or pirate an interactive experience.

Revenue

The series address very specific communities that can be matched with brands and engaged via product integration. Advertising becomes relevant again.

A model based on success

The paradigm is derived from Futurescape's research into more than 50 original Internet TV productions for our pioneering reports *The Birth Of Online TV* and *UK Web Shows Now*. These American and British series come from major broadcasters, international production companies and Web TV studios, and are based on familiar television genres: factual, reality, scripted comedy and drama.

We identified series we consider to be successful according to two criteria.

- They attracted major sponsors *or*
- They have been produced for more than one season

We then made an in-depth analysis of successful productions to find their common features. These are detailed in the case studies of *Diggnation*, *The Guild*, *Sofia's Diary* and *The Gap Year*. Two more series demonstrate the potential of the Internet-native real-time format: *Orange Unlit* and *Frankmusik*.

Diggnation has now run into 200 episodes since 2005. *The Guild* has completed two seasons, with sponsorship from Sprint and Microsoft, including an innovative distribution deal across Microsoft platforms.

Sofia's Diary is an internationally popular format that is continually being licensed for new versions, from Chile to China. The premiere season of *The Gap Year* attracted no fewer than 14 major sponsors.

The real-time formats, *Orange Unlit* and *Frankmusik*, were chosen to illustrate the interactive potential of Internet shows. Even though they are arguably "experimental," each gained a major sponsor: Orange for *Unlit*, Blackberry for *Frankmusik*.

Case studies

The case studies include:

- Commercial models for media on the Internet
- Advertising effectiveness
- A history of the production process
- Key innovative features unique to Internet media
- Social interactivity and online community engagement

Diggnation

- US tech and pop culture talk show based on the popular news recommendation Web site Digg.com and its community, produced by start-up Web TV studio Revision3

The Guild

- Independently-produced US sitcom about online games players, created by actor Felicia Day of *Buffy the Vampire Slayer*, distributed on Microsoft platforms

Sofia's Diary

- Breakthrough multiplatform drama format about a teen girl facing the challenges of life in a new city, licensed around the world by Sony Pictures Television International

The Gap Year

- Global reality travel show following backpackers on a six-month world trip, made by super-indie Endemol for international social networking site Bebo

Real-time shows: *Orange Unlit* and *Frankmusik*

- *Orange Unlit* – concert series following singer-songwriter Jont on tour, performing gigs in people's homes
- *Frankmusik* – reality-gig format challenging rising pop star Frankmusik to play gigs at venues suggested by fans, relying on them for transport and accommodation

Sample WeVision Screenshots Page: Sofia's Diary

The screenshot shows a WeVision profile for Sofia Taylor, with the handle <sofiadiary>. The page features a navigation menu with 'All', 'Fans', 'Photos', 'Blog', and 'Polls'. A quote reads, "You think your life sucks? Watch mine...". The main content is a video player for "Sofia's Diary Ep 130", which is a sponsored production. Below the video, there are links for "Copy to Profile", "Send It", "Popcorn", "View Detail", and "Report Abuse". A "More Video Info" section states: "This is a sponsored page and is an advertising feature." A button prompts users to "Want to see more? Become a Fan >". On the right side, there is a vertical list of video thumbnails, with the top one labeled "Sofia's Diary Ep 130" and a "< Showing" button. The left sidebar includes a profile picture and a list of actions: "Be a Fan", "Favorite Videos", "Use this Skin", and "Send It".

Bebo home page – clearly described as sponsored production

The screenshot shows the Bebo home page with a prominent banner for "Sofia's Diary" that says "BOOK ON SALE NOW!". Below the banner, a message states: "Bebo is a social media network where friends share their lives and explore great entertainment. Get started by signing up." The page includes a "Video" section with a featured video for "lucky voice home karaoke bebo bedroom diva competition sing your heart out and win!". To the right, there is a login form with fields for "Email or Username" and "Password", a "LOGIN" button, and a "SIGN UP" link. Below the login form, there is a "Meet Tinker Bell" section with a small image of Tinker Bell and a link to "Click here to find out more". The page also features a "Video" sidebar with options like "Stereo phonics", "Warner Home Video UK", "Lucky Voice", "Guitar Hero Club Events", and "Top Photos".

Merchandise as key revenue source – book promoted on Bebo home page

ABOUT WEVISION

“Great, very insightful and very useful.”

Jim Louderback, CEO, Revision3 Web TV studio

The production company behind Dignation

Discover how top Web TV shows and transmedia productions create compelling audience engagement that increases advertising effectiveness by implementing social media principles.

The four-step WeVision model is based on detailed analysis and case studies of successful, innovative Web TV productions and it:

- Explains how successful shows mitigate risk by:
 - Targeting niche online communities with engagement that works
 - Covering costs before production begins by matching the show and its community with sponsors
- Provides a combined creative and business development strategy: ensure both sides of a show's development process are always in sync
- Reveals the future of interactive Web series with examples of the real-time format now being pioneered

Key questions answered

- What are the four essential steps in building an effective interactive Web TV production?
- What are the benefits of community interactivity for producers, commissioners and advertisers?
- How do leading Web series significantly differ from broadcast TV shows in their content, viewer experience, technology and funding?
- What are their business models - funding, distribution and revenue?
- How can building interactivity into a Web show make content piracy irrelevant?
- What are the key interactive techniques for engaging online audiences?
- What is the role of charismatic talent in motivating Internet communities?

37 pages / 14,000 words, 12 colour Web site screenshots, 6 in-depth case studies. Published May 2009.

Fast digital delivery as a PDF.

For studios, broadcasters, social networks and advertisers

- Build a digital strategy for effective interactive projects
- Understand content, interactivity and engagement architecture for Web TV
- Access examples of successful Web show sponsorship

Apply the WeVision model as a reality check when commissioning or sponsoring new shows. Does the production company pitching to you genuinely understand its prospective online audience and how to interact with them to maximise the show's chances of success? Rapidly identify and correct a concept's shortcomings and old-fashioned TV-centric thinking before you commit funding and resources.

In the report

- **4-step paradigm** for Web TV show creative and business success
- **Predicting the future of online TV:** the highly interactive real-time format
- **6 highly detailed, multi-page case studies** of successful and innovative American and British Web show productions, made by major production companies and start-ups
- **Shows include multiple genres:** comedy, drama, talk, reality, real-time format
- All with their **business model fully described** and with live links to take you to the shows' Web sites
- **12 colour Web site screenshots**
- **Brand sponsors** referenced in the report include Adagio Teas, Blackberry, Clinique, Herbal Essences, Microsoft's Xbox Live, Orange and more
- **Diagram:** effectiveness of product integration in teen drama Sofia's Diary
- **Methodology:** The paradigm is derived from Futurescape's research into over 50 original Internet TV productions for our reports The Birth Of Online TV and UK Web Shows Now.

For producers

While you are conceptualising an online series, the model offers insights into how you can most effectively identify the prospective online audience, together with strategies for engaging them. This then enables you to build a solid business case to justify your show's value to potential sponsors and commissioners. During production, use it to make sure the whole production team keeps sharply focused on both the creative and commercial opportunities in interacting with Web viewers.

Who should read this?

- Business development executives, digital executives and commissioners in studios, broadcasters, and Web video and social networking sites
- Branded entertainment specialists in advertising and media buying agencies
- Innovative brand managers seeking new opportunities for their brand portfolio in the online video space
- CEOs, senior executives and producers in television and new media production companies

WeVision is an essential business tool for Web show conceptualisation, commissioning, sponsorship and production.

Our buyers include global advertising agencies, broadcasters, Hollywood studios and producers: AT&T, BBC Worldwide, Digitas, Disney, Eutelsat, Fox, HBO, ITV, MediaCom, Ogilvy, Publicis, RTE, Warner Bros.

Futurescape's research is regularly quoted in media and marketing publications such as Variety's Video Business, Broadcast, Televisual, TV Week, MediaPost and Campaign.

To order your copy online visit: www.futurescape.tv

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Web TV and Social TV Research and Reports**

WeVision in Variety's Video Business magazine

The WeVision paradigm - that top Web shows succeed by creating interactive relationships with online viewers – was covered in this in-depth article from Variety's Video Business magazine.

The image shows a section of the website titled "TOP STORIES" with the date "MAY 7, 2009". On the left is a photo of a white dog's head looking out a window. To the right of the photo are three article teasers:

- Study: Interactive Web series more successful**
MAY 6 | DIGITAL: Social media used to attract viewers, advertisers
- Film a bright spot in flat News Corp. quarter**
MAY 6 | PHYSICAL: Murdoch 'encouraged' by Fox's summer movie slate
- 3D Blu-ray discs to go on sale in 2011**

Study: Interactive Web series more successful

DIGITAL: Social media used to attract viewers, advertisers

MAY 6 | DIGITAL: What do top Internet video series The Guild, Diggation, The Gap Year and Sofia's Diary all have in common? They use social media to engage their audiences, making the viewing experience more interactive and luring in viewers and advertisers, according to a new case study, "WeVision: The Four Steps to Online Media Success," from digital media research company Futurescape.

Click to [read the full article](#).

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