

NRB 2017 - "Cutting the Cord of Traditional Media: Plugging into Your Audience"

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Cutting the Cord of Traditional Media – Session Objectives

- Change How You Think about Online Engagement by creating a dynamic online presence and an exceptional user experience
- Change How You Speak to a Global community, understand them and help them grow
- Change How You Engage Online with the Gospel
- Build your Brick and Mortar attendance through a comprehensive online strategy locally and globally

VIEWER HABITS

DVR, VOD, SVOD and IPTV have broken the traditional TV model where you must be in front of the TV at a specific time to watch your favorite content. TV Anywhere has changed peoples habits and now provides the viewer with more options than ever to watch content when and where they want to.

HOW TO

- **Produce**
- **Plan**
- **Distribute**
- **Publish**
- **Engage**
- **Track**

PRODUCTION

• Quality

1. We are sharing the most important message of our time; everything should be done with excellence. Using the latest software and hardware will help you deliver the viewing experience the general public has come to expect.
2. We will assume you have good video production equipment in place. Cameras, Switchers etc... Be sure to use the best you can afford. The old adage "Garbage in – Garbage Out" certainly applies when it comes to video quality on the web.
3. Bandwidth – When looking at costs we often see ministry try to cut corners and contract for a small amount of bandwidth. The total cost compared to the expected experience is minimal so think twice and contract for more than you need. Bandwidth is coming down in cost and you are only going to need more going forward.
4. Baseband Encoding - Go ahead and invest in a high quality baseband encoder that can stream multi-bit rates to your web and mobile audience. The flexibility will pay huge dividends in the long run.
5. Content Delivery Network – Make sure to use a reputable Content Delivery Network CDN with global coverage. One with primary and back up capabilities along with the ability to stream HLS and MPEG DASH

• Content

1. We have heard folks in ministry say that their pastor doesn't want to Live Stream or offer their content online because the people will no longer come to church. Nothing could be further from the truth. The Two fastest growing churches in the US have a very dynamic online strategy with media distribution playing a key role in their brick and mortar growth. Much like a concert or sporting event, watching worship and a message online will never replace the experience of being there.
2. Executive pastors, Communications, media and web teams should all be on the same page around the online worship experience, messaging and ministry "brand" harmony.
3. Consider using online statistical reporting to aggregate sermon theme trends and audience behavior to report back to Sr. Pastors. Many a church plant have been started after identifying a pocket of people in the same geographical area.
4. Being Online is Dialogue - Think about how you are connecting with the online audience and how you can pull them in and engage them with your brick and mortar experience and attendees. Pre-Roll, Live or VOD greetings and Post Roll closings are excellent options.
5. Use call-to-actions and follow ups to keep the online audience engaged.

• Considerations

1. No need to go crazy with resolution output (4K etc...) 720p or 1080i/p is more than sufficient. Consider the Audience's screen sizes and the fact that over 50% of your viewers are on some sort of mobile device.
2. Steer clear of Time specific greetings and references – particularly if you are recording the content for VOD or Sim-Live rebroadcasting.
3. MIC the house for audience response audio to the stream.
4. Do you stream a clean feed of the speaker only or a dirty feed with lower thirds and a camera shot?
5. Consider a separate Broadcast Mix board to ensure your online audience is getting excellent audio.
6. Act Locally - think Globally - List Time Zones on your site. List your location(s).
7. Do you require Multi-Lingual or Closed Captioning in - <https://www.fcc.gov/consumers/guides/captioning-internet-video-programming>

PLAN

• Resources

1. A successful online campus starts with a commitment to resources from the top. Sr. and Executive Pastors must be committed to the ministry. We often hear someone say we want to do what Ministry X is doing. If you want that experience, be prepared to spend the money. Most large ministries have numerous staff in their media ministry including their own web developers, app developers and content producers.
2. Consider an Online Campus Pastor – This person is responsible for the online campus and viewer engagement. Often times, depending on the overall size of the ministry, the OCP can also be responsible for Social media postings, web content and online engagement. This role is part minister, part digital specialist and part writer or marketer if you will excuse the expression.
3. Physical Space – The Online Campus ministry should have a dedicated space for staff and volunteers to work. Decorate the area with global Maps that are updated showing who is being reached and where. Broadcast from this space and share the details with the online audience.

• Broadcast

1. You are now a broadcaster and should think like one – now and into the future. Broadcasters are conscious of timing and execution. Ministry may not allow for a TV Time scenario but media personnel should always be thinking about timing and how it impacts distribution of the content.
2. Consider how to handle the online viewers prior to, in between and after the live services? What content should they see? How will you speak to them?
3. Speak directly to the online attendees – make them feel a part of the service and the church. They need to feel like a part of your church.
4. Pre-production meetings are a great way to make sure your Live and VOD content is of exceptional quality. This allows for drafting details around pre-determined shot calls and the insertion of Scripture and other media designed to support points during the message delivery.
5. Primary & Backup - Consider redundant workflows for Live and VOD distribution. This includes dual encoders and hardware as well as players and perhaps even online campus pages or players.

• Execution

1. Think ahead– don't wait for the weekend to configure a workflow. We provide 24/7 support and can't count on one hand how many times a ministry calls us on a Sunday morning an hour prior to going live needing some major engineering or heaving technical lifting. Services times are prime time – Configure and test everything prior to production service times.
2. Volunteer Scheduling – Planning Center Online and other tools are great resources for managing volunteers and executing an excellent and well timed online service.
3. Volunteer Training certification programs – A well thought out volunteer training program which requires a volunteer to sign a commitment to participate and agree to support the media ministry works well.
4. Goals – Your Online ministry should have specific goals for online attendance and converting online guests to on premise visitors.

If you want to reach the world with the Gospel - you must be committed to an online presence. People are receiving the Gospel and engaging with churches half a world away from your physical building. Change How You Speak to a Global community - They must feel a part of the church

Publish

When we say publish we mean syndicate or send your content via a feed other means out to a variety of online portals. (Websites, Apps etc.)

• Quality

When you think about quality you must think about several things can affect quality for your online audience.

1. Are you offering the best bit rates for the audience as they relate to your video resolution and the expected experience?
2. Do you have missionaries trying to consume the content in third world countries with weak internet that require audio only bit rates?
3. Do your players load fast on your Sites and APPS?
4. Messaging Harmony – are your video thumbnails consistent with on premise print media. Do your site's sermon media have the same thumbnails as the iTunes Podcast thumbnails?

• Efficiency

OVP's today offer the ability to automatically Upload content then - Ingest > Manage > Publish > Syndicate the content to a variety of portals. Ministry can greatly benefit through this automation using scripts in the cloud.

1. Seek out a solution that automates as much of your workflows as possible.

Many ministries use video to review a worship set, sermon or service to fine-tune their message immediately after that service. There are cloud based and behind the firewall solutions that offer instant review of content.

2. Online Church can be very handy when struck by inclement weather. Helps maintain attendance & tithing.

• Metadata

Humans are inundated with Information Overload daily. With all of the content online these days a ministry moving to online distribution must have a Metadata Policy in place.

1. Metadata is required as more and more devices are able to play back content. Your content will need to be found, displayed and offered up using Metadata, descriptions, airdates and other info. Think about your Cable TV program guide and the descriptive information and data required to locate and provide content.

• SEO – Search Engine Optimization

Suffice it to say you should have a Keyword and Metadata strategy as they relate to SEO – Your content needs to be found amongst all this content online.

1. Is your content being found through common ministry Key Words such as bible, church or scripture?
2. Are you engaging with key words to attract the lost – IE: pornography, cocaine, heroin etc.?

Most popular search engine is Google - the second most popular is YouTube. As a 501C3 you can use Google Grants – to curb the costs of Google Ad words.

3. Consider using Search Engines on your websites or in VOD Players

DISTRIBUTE

When thinking about digital distribution you will need to consider the portals you want to send content to and how you can best manage that distribution. Using an Online Video Platform or OVP is a great way to efficiently manage your content from one source to many portals.

• Web Site

1. A Web site is a living breathing representation and must be kept fresh and up to date. All other portals & Apps should point back to your site.
2. The site must be able to handle all traffic – especially high loads on weekends for streaming.
3. If you have large amounts of traffic consider DSA / DSD Services.
4. Must be Mobile Friendly - Google is penalizing sites in search results pages for not being mobile friendly.
5. HTTPS – Affects players and media across your CDN. There is more to it than just adding an “S” at the end.
6. Make sure your Video Players are embedded “Above the fold”.
7. New Styles- Layouts encourage scrolling to go through the site - more parallax scrolling.
8. QA-Check functionality of all your media elements in all browsers.
9. We talked about themed Sites - For SEO - Rock Church San Diego - <http://gospelcentral.us/>
10. Sew Seeds into other ministries and pastors with free resources – <https://open.life.church/>

- **APPS**

Apple - 2.2 Million Apps in iTunes (in 2015 it was 1.2 Million)

iTunes Podcast subscriptions are north of 1 Billion (Up from 800 Million in 2015) Podcasting has recently regained traction in distribution.

iTunes Music Service – 75 Million subscribers

Android 1.3 Million Apps in Google Play

Text to give - 30% is on mobile – 60% Of Senior adults (Over 66YO) Gave an online gift.

*Direct Donations outside of your app - Apple and Google take their cut – up to 30%

Voxer – Used for encouraging audio messages to staff or groups.

Snapchat / Cyber dust - Private Texting

You Version - Bible Mobile App has been downloaded over 200 Million times – Was 10 Million in 2010.

Ministry has already embraced mobile technology with ministry Apps for Live and VOD content.

Low Cost of Entry - As easy as signing up for Apple developer license \$99 and Google \$25

- **API**

API's - Application Programmable Interface is where you need to be thinking. Online Video Platform's efficiently manage your content from one source to many portals. Several OVP's offer an API allowing your developers the ability to embed a single player and then make an API "Call" to pull media into that player via a script and or CRON Job. API's are very powerful, getting easier to use and the way sites, apps and OTT devices will interconnect in the future.

Make sure you are aware of how API's work and if your provider offers an API.

- **OTT – Over The Top**

Set Top Box's / Gaming Consoles

OTT - Over The Top Content is defined as the Delivery of Audio, Video and other content over the Internet without the involvement of a Multiple-system operator in the control or distribution of the content. The Internet provider may be aware of the contents of the [Internet Protocol](#) packets but is not responsible for, nor able to control, the viewing abilities, copyrights, and/or other redistribution of the content.

Viewer habits have changed and OTT is the largest threat to traditional cable or satellite broadcast.

TV viewing per day has been reduced to just over 4 Hours per day. The time formerly spent on Live TV is now viewers using DVR to consume content, which is hovering around 30 minutes per day of viewing.

Nielsen's 2015 Q3 Total Audience Report estimates the number of TV households subscribing to video on-demand services like Netflix and Amazon Prime Instant Video increased from 46% to 54% confirming the OTT shift continues. Another recent report showed that nearly half the U.S. broadband households that subscribe to a video on-demand service likely subscribed to more than one service.

Digital TV Research forecasted that by the end of 2016 there would be an estimated 112 million SVOD subscribers in the US.

Pay-TV subscribers continue to decline. In 2015 there were around 100 million Pay-TV subscribers in the U.S. that number has dropped to around 89.2 million. As more SVOD offerings are established that number will continue to drop.

As Millennials leave the nest and establish their own homes, they are opting to use Broadband only as they are more accustomed to consuming media over the Internet to get what they want when they want it. Reports indicate broadband-only homes increased 27% to 4.6 million from 4.36 million.

Roku - As of 2016 Roku exceeded 10 Million subscribers \$49-\$99 – 350,000 Movies available.

Apple TV - Airplay - Apple has sold 25 Million TV Boxes \$69 - \$150

Google's Chrome Cast \$35

Amazon's Fire TV Stick \$39 (Garden Walled Android)

Sony PlayStation & Microsoft Xbox – gaming consoles use onboard browsers and apps

Netflix - Started as DVD rental - pivoted to online - currently @81 Million US subscribers 58 Million worldwide

Sling Box – NFL Deal

Hulu – Creating Content

- **Social Media**

1. You should have a clear and concise social media strategy - with an editorial calendar.
2. Messaging should be harmonized with the overall mission of your ministry and be clearly defined.
3. We are seeing more use of Hash tags during service - staff aggregating detail & feedback during.
4. Some ministries are offering anonymous texting for prayer around sensitive and personal needs.

Social Media

- **Facebook is still the goliath with over 1.6 Billion MAU - 79% of Adult Internet users**

Facebook's other brands include:

What's App - 1 Billion Active Users

Instagram - 500 Million + MAU - 32% of Adult Internet users

FB Messenger - 1 Billion + MAU

FB Other Apps and Sites - 700 Million

- **Twitter** - 317 Million MAU – that equates to 24% of Adult Internet users / 19% of entire adult population

Periscope - Twitter's live stream service -1 Million Sign-ups in first 10 Days now has Baseband encoding.

27.6 Million Tweets during the Super Bowl with #SB51

- **Snap Chat** – 301 Million + MAU - 24% of Adult Internet users (Mostly Millennial's looking for anonymity.)
- **Pinterest** - 150 Million + MAU - 31% of Adult Internet users – heavy image presence but still very popular.

Also note there are several Social Media tools that allow you to post to multiple social accounts manually and automatically using a scheduling tool. Some of these programs also allow you to track your social activity and interactions. **Hootsuite, Sprout Social, Buffer** and **Everypost** are just a few.

Facebook & YouTube

YouTube has a billion users plus — almost one-third of everyone on web. Every day people watch hundreds of millions of hours on YouTube and generate billions of views over half of which come from mobile devices.

YouTube has launched local versions in more than 88 countries in 76 languages (covering 95% of the Internet population).

The problems with streaming on these “Free” solutions are numerous.

1. Facebook and YouTube both use algorithms that scan video media for copyright violations. If you are streaming music from an album or artist, you need to have permission for public broadcast or have a valid music license for business. Facebook is already censoring Christian content and considering it “Hate Speech”.

2. If you have a problem and the stream doesn't work, neither you nor your viewer have any support or recourse – they just don't get the content.

3. T&C – They reserve the right to advertise on top of any content regardless of which type of account.

Google's core search and advertising business grows linearly with every additional person on the Web, so Google commoditizes anything that will attract more users to the Web, including formerly valuable content such as news, headlines, books, maps, video, and music. Google offers an ever-growing suite of free services and open-source software projects like Android to disable the revenue engine of their biggest rivals.

4. You have little to no control over who is harvesting your content or commenting on the messages shared.

5. Facebook has shut down live players of ministries when they consider the content “Hate Speech”.

Engage

- **Dialogue**

1. Unlike traditional TV where you place a phone number, email address or Web Site URL to connect with your ministry or Monologue, Audience engagement online is two-way dialogue. You can engage the online audience for immediate calls to action.

2. Calls to action for Online Giving is also way up - Best online giving day is Monday - 30% is on mobile

- **Chat**

1. Chat and engage – use chat solutions that allow separate rooms for prayer and a deeper connection.

2. Make the online congregation feel a part of brick and mortar.

3. As with Social postings, chat moderators will be needed, as there will be haters and troublemakers on your campus page.

4. Pre-roll or live greetings and Post rolls - Click to accept Jesus, raise your hand (traceable)

5. Other Call to actions - special events, baptisms join us at a new location.

- **Be Different**

1. The cost of entry for online video delivery has come down in recent years.
2. Viewer behavior is changing...
3. You are your own channel – offer your content often - Rebroadcasting of messages as either Sim-Live or on demand allows for sharing and witnessing.
4. People wait for an entire season and then binge watch. Sermon series could be threaded together.
5. Delta Air - safety videos - Humorous - with numerous versions people are now watching to see if they can spot variations in content.

- **Get Creative – we must engage with an ever changing world**

1. Giveaway - Bookmarks in Church / Mobile Phone or desktop Wallpapers for online viewers.
2. Mothers Day - Chocolates and single moms (\$50 for being present) Online Coupon to Starbucks etc...
3. UGC – User Generated content - <http://gospelcentral.us/>
4. Video testimonies of what your online ministry is doing in the community and the world.
5. Roku APP – Small Groups start church plants in the home's that convert to satellite churches
6. Worship Team / CD release parties
7. Staff meetings streamed to all staff and spouses (Secure)
8. Talk Shows with testimonials
9. Small group studies

Track

- **Measure**

1. Use an OVP that offers granular Metrics - If You Can't Measure It, You can't speak to it or react to it.
2. Viewer habits have shifted to 30% Laptop / Desktop, 50% Mobile 20% other, STB, gaming console.
3. Stats ensure you are building the right types of online interactions like web sites and apps to engage your online members.

- **Trends**

1. Stats are critical - Trend analysis is important.
2. Geo location stats to help locate growth areas and possible satellite locations – the “mega church” is dead.
3. The new model is one church – multiple campuses to reach as many as possible.

- **Views**

Audience Behavior

1. Windows still most popular LT/DT
2. Apple's ecosystem drives more viewers when you consider tablets and Apple devices - connecting to Apple TV with Airplay
3. Will continue to see Apps for Laptop and Desktop grow through the "Continuity" Feature
4. People are literally cutting the cord from cable and going to OTT only. Roku, Apple TV, Boxee and gaming consoles are driving this trend.

ON THE WAY / THE FUTURE

- **API's**

1. For developers the API will continue to reign supreme to be able to deliver content across a broad range of platforms from a single or multiple cloud-based source.
2. Social Apps offer API's to deliver content to sites and apps and engage specific online communities.
3. We are seeing more app development for interaction in real time through hash tags and other aggregators.
4. API's have opened up engagement between several applications for tithe collection and accounting with various CRM's like The Rock, Arena and other ministry management databases.
5. **When it comes to the TV** - We expect to see more STB growth and Apps for those environments are rapidly making their way into the family viewing experience. API's will deliver the content to the APPS from the cloud through API's.
6. Gaming consoles now offer the ability to build apps for their systems.
7. Smart TV Apps are taking off and the various manufacturers will make it easier to build an app to push your content through their service.
8. We will see more linking of devices for seamless transitions from mobile to TV using things like Apple's Airplay, Google's Chromecast, Amazon Fire Stick and others.

• METADATA

David Weinberger in his article “Metadata and Understanding” says “The solution to information overload is more information . . . so long as that more information is metadata.” Here’s how it works. The social graph cross-references one type of data with another to instantly generate a list that is relevant to a specific context. One topic becomes a lens that pulls the other information into focus. Naturally, depending upon the site the information can vary. Because of the quantity of information on the Web we need metadata to evaluate what we should spend our time evaluating.

There is already technology available to tag content with metadata within the content itself which means, if you recall a line or a phrase from a video or audio file, you will be able to recall that content to your device to play it back from that point within the content.

Google has scoured vast troves of data to amass the greatest accumulation of information on the planet, including billions of search queries on google.com & YouTube.com along with billions of interactions on Android devices. Google also controls an ever-growing index of the world’s websites and the browsing history of more than 2 billion users, three types of maps of the Earth’s surface and traffic patterns, a real-time list of trending topics, the largest archive of discussions in Usenet groups, the entire contents of 20 million books, a huge collection of photographs, the largest collection of video on the planet (YouTube), the largest online email repository, even the largest archive of DNA data.

• ALGORITHMS

Everything online is linked through Algorithms and this trend will continue. Since the online model is free content, sites will continue to sell ads or link to an ad service using algorithms to track consumer patterns to populate ads in social media and other aggregate sites.

Pastor and minister retirements in the coming years could mean the loss of over hundreds of years of experience. Knowledge transfer through video archives will help sustain and grow the church and ministry. **Capturing, spreading and retaining biblical knowledge is crucial** for the **growth** of ministry. We believe **media and content** will play a **critical** role in that.

Online Ministry Does Not:

Replace Physical Attendance in the church
Negatively Impact Tithing
Replace TV or Radio distribution

Successful online ministries have these attributes in common

They are growing inside the building
They are growing into satellite locations
They are growing globally

The World Is Changing

Uber - the world’s largest Taxi service owns no vehicles.
Facebook the world’s most popular media owner creates nor owns no content
Alibaba, the most valuable retailer has no inventory
AirBNB the world’s largest accommodation provider owns no real estate

THANK YOU!

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Resources

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Build your own app for any platform - <https://parseplatform.github.io/>

Comment Plugins / Facebook - dubsplash app - 10-million downloads in 1 month - <http://applinks.org/>

Copyright Info

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