France Télévisions

France Télévisions and AT Internet decipher how audiences use smart TV

Client
France Télévisions

francetélévisions

Industry
Médias

Seller
AT Internet

In figures
• 100 million video views per month (website, Pluzz, mobile, IPTV and on-demand TV)
• 13,7 million unique visitors on the broadcaster's sites in March 2014
• Francetvinfo is the third-largest French news site in terms of audience volume in March 2014
• Salto: the group's 1st smart TV service allowing viewers to rewind to the programme beginning

Solutions
• Analyzer III

Benefits
• An optimised range of interactive services on offer
• Improved user knowledge
• Better decision-making relating to the choice of format

"At France Télévisions, we have a hyper-distribution strategy in place to address the maximum number of platforms and provide our interactive services to as many viewers as possible."

INTRODUCTION

The leading French broadcasting group, France Télévisions is made up of 5 national channels (France 2, France 3, France 4, France 5 and France Ô, accessible in both mainland France and its overseas territories) as well as an overseas network. France Télévisions places digital media at the core of its strategy, notably through the Internet, smart TV, mobile, and social networks.

In 2011, France Télévisions launched its first smart TV service: a generic portal providing viewers with access to varied content (news, weather forecasts, programme schedules, etc.) available on all of the group's channels, as well as an application dedicated to Roland Garros. In 2013, France Télévisions launched its new smart TV service, augmented TV. When watching any of the group's channels, TV viewers can simply push the remote control's "OK" button to open an entire new world of programmes, content and services which are displayed in an on-screen menu. This menu's interface is simple, and viewers can navigate it using the intuitive buttons of their remote controls. Thanks to augmented TV, France Télévisions is revolutionising television by bringing all of the programmes, content and services that were previously reserved for the web directly to the TV screen.

For France Télévisions and AT Internet, this project presented an opportunity to adapt audience measurement to the new requirements and context of smart TV.

THE CHALLENGE

The broadcasting group's goals for this initiative were to deploy its smart TV services as widely as possible by targeting the maximum number of users on its existing platforms, and according to the standards in place (HBBTV, IPTV, interactive services provided by TV manufacturers, etc.) to offer the general public the richest TV experience possible. According to the smart TV division at France Télévisions, this hyper distribution

matches the innovations taking place, allowing the broadcasting giant to test how all of the different supports are used, and prepare them for any strong trends in the future.

In terms of digital analytics, the aim is to provide a maximum number of variables to:

• Test user behaviour on the different platforms and services related to smart TV: traffic coming from digital terrestrial TV (DTT), Internet TV boxes, game consoles and "second screen" apps.

• Optimise usability, maximise usage and renew the offer of interactive services.

SOLUTIONS

France Télévisions was already using AT Internet's web analytics solution to measure its set of digital tools (sites and mobile apps). Pleased with AT Internet's tracking services and comfortable with the Analyzer interface and its consistent, centralised measurements, France Télévisions chose AT Internet to track its smart TV services.

The Sochi 2014 Olympics portal

France Télévisions took advantage of its augmented TV tool's potential to give TV viewers instant access to several different interactive services via a special application for the Sochi 2014 Winter Olympics. The application was rolled out in HbbTV format through ISPs Free and Orange.

"The user path analysis provides us with lots of information: how viewers entered the app, how they browse through it and how they leave it."
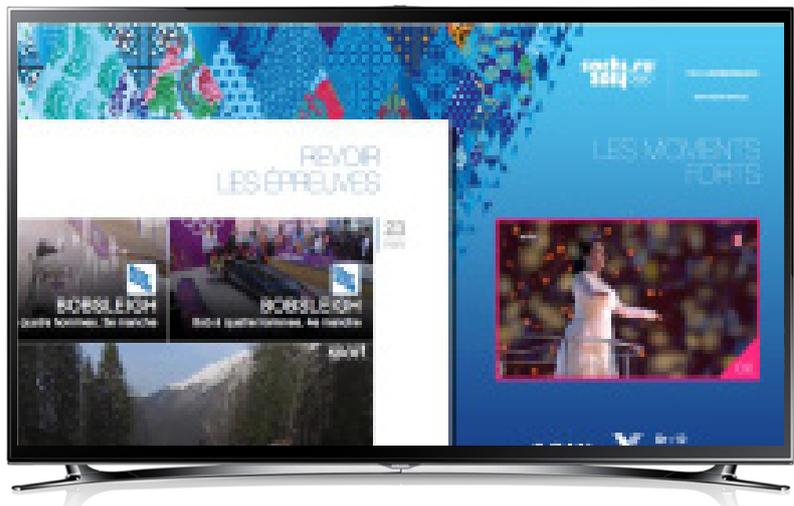
As viewers generally interacted with smart TVs in the evenings and on weekends, France Télévisions decided to focus on replay activity, offering images of all the sporting events, as well as a selection of highlights. With AT Internet's solution, the teams at France Télévisions were able to obtain key indicators on how viewers navigated and consumed this content. The digital analytics solution enabled them to answer essential questions like : How is the application opened?

- Through self-promotion ads highlighted in the homepage tiles?

- From a notification during broadcast?

- From a store accessible via an ISP?

What are common user pathways?
- And how do they access content within the application – by date, or by event category?

Claire Morlon, market research manager at France Télévisions, notes that manufacture-related information, like the year of TV set manufacture or the version of the ISP box, is extremely useful. This information helps France Télévisions plan for future launches and identify the best-performing ISPs. In total, more than 1 million videos were seen via the application.

The 2014 municipal elections application

Last March, France Télévisions offered an application permitting users to check the results of municipal elections for each city, with real-time updates to the results page.
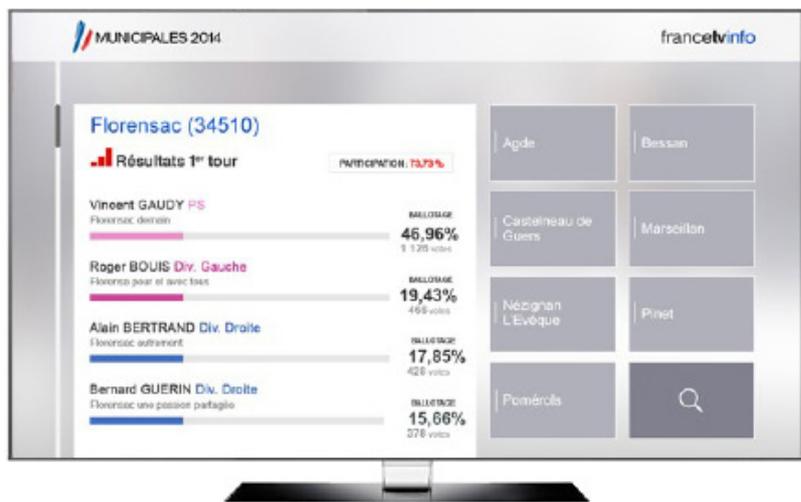
Regarding the analysis, Claire Morlon explains that AT Internet's solution allowed France Télévisions to answer questions relative to the launch of the application and user navigation: Did they click on their cities? Or did they enter their postal codes?

In other words, are TV viewers proactive? Or do they let the proposed navigation guide their experiences? Using other more typical indicators, like overall traffic and traffic by hour, France Télévisions could compare its investment in self-promotion ads with the true success of the application. On the day of the first round of elections, the application saw a record audience, with more than 100,000 visits tracked.

"Second screen" applications

France Télévisions also launched contextual applications allowing viewers to interact with a live programme directly from their mobile or tablet (via social networks for surveys, reactions, etc.). For example, the programme "C dans l'air"* makes it possible for TV viewers to respond to the question of the day in real time. For this type of programme, the enriched content is synchronised, meaning the content is visible when the programme goes live, or when the programme is replayed on catch-up TV.

In order to widen their knowledge of user behaviour, and to find out in particular if viewers watch programmes when they are aired or as a catch-up, the web analytics teams compared, for example, connection times and how viewers interacted with the programme (using data provided by AT Internet).

*C dans l'air, literally "It's in the air" is a French current affairs show which deals with the latest topics in the social/political/cultural/sporting worlds.

"AT Internet's behavioural analyses are essential in helping us evolve our interactive services towards an offer that is completely adapted to smart TV in terms of content, design and usability."

THE RESULTS

AT Internet's web analytics solution has enabled France Télévsions to test how audiences are using their different platforms by measuring viewer interactions in their entirety.

Today, the digital teams focus more on optimising and renewing services. The viewer behaviour analysis means that France Télévisions can enhance and further develop their applications to improve performance, make them easier to use and understand and identify the formats and designs which are the most suited to smart TV.

AT Internet data also greatly contributes to the decision-making process, as it allows the French broadcaster to decide on the interactive, enriched content to be aired, and on the technical format to be used.

The next big challenge for France Télévisions will be to examine viewer engagement once it knows more about the traffic coming from the user base, and once traffic volumes are more substantial.

BENEFITS

- An optimised range of interactive services on offer
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AT INTERNET

Online Intelligence Solutions

About AT Internet

AT AT Internet is one of the world's major players in Digital Analytics. Its decision-making solutions and services provide companies with an integral analysis of their performance and presence on all online digital platforms: the web, mobile and social media. The strength of AT Internet's technology and the quality of its customer relations are recognised worldwide. AT Internet has more than 3,500 clients all over the world from all sectors. The company, which has more than 170 employees, is present in 32 different countries through its clients, subsidiaries and partners.

About France Télévisions

France Télévisions is the largest French broadcaster: every day more than 4 out of 10 French people watch programmes on our different channels. As a public service broadcaster, the group also plays a role in the social and cultural life of the general public and to this end regularly ensures that the range of programmes it offers suitably meets this requirement.

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