

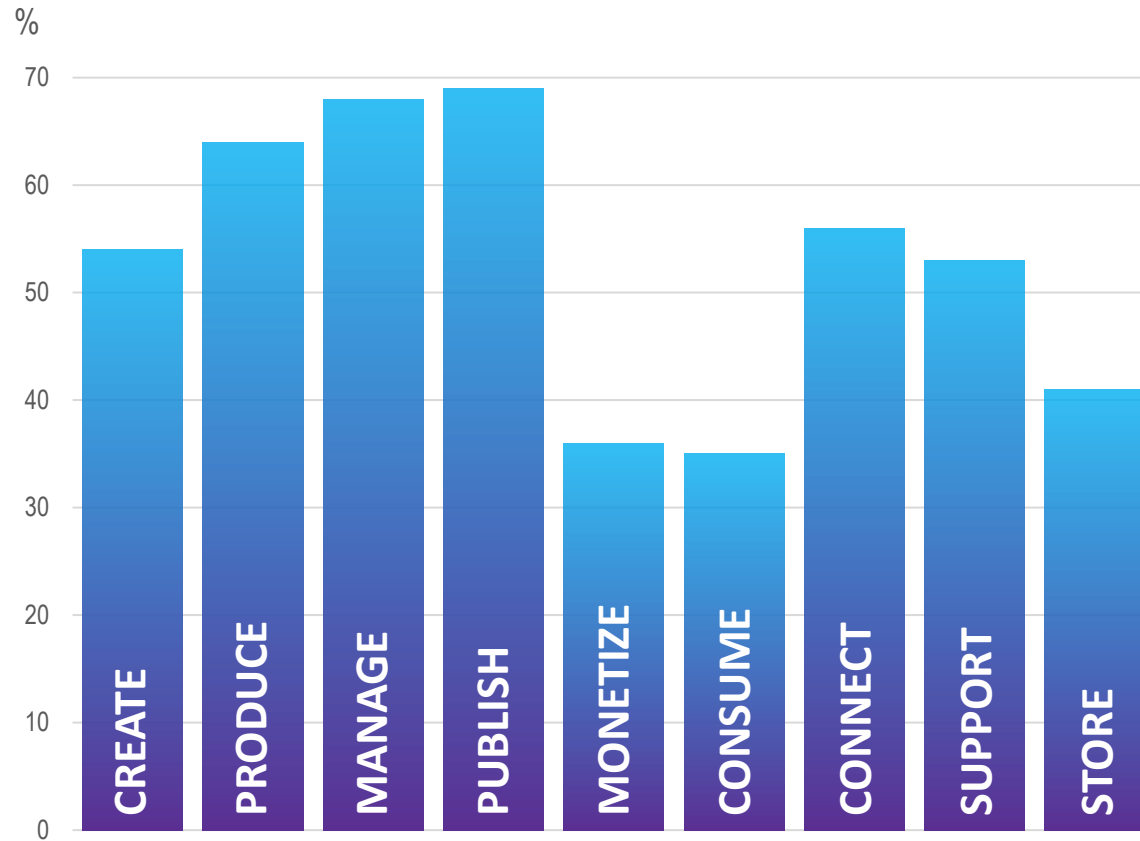
IABM Online BaM Summit A Focus on the Newsroom

Olga Nevinchana, Senior Analyst, IABM

A stylized world map in a lighter shade of purple is centered in the background. Overlaid on the map are several translucent, wavy purple lines that create a sense of motion and depth. The overall color scheme is monochromatic, using various shades of purple.

Breaking News

Live News is the BaM CONTENT CHAIN[®]

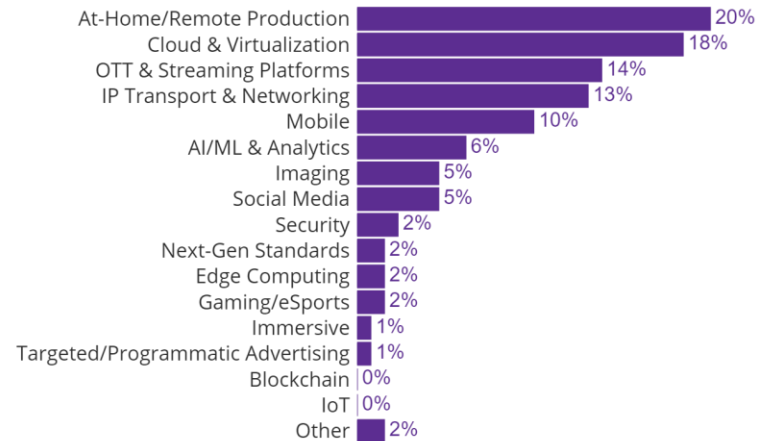


Source: IABM

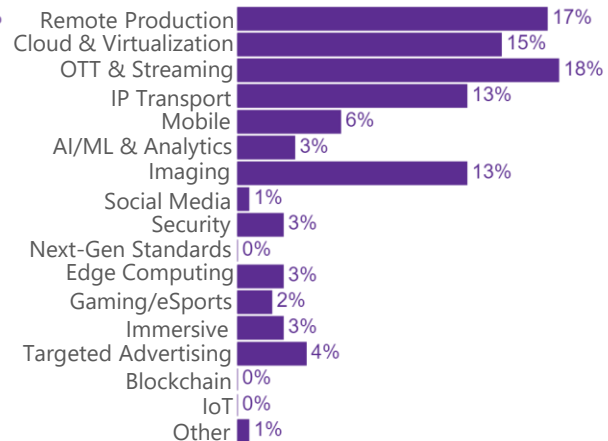


Sector Technology Drivers

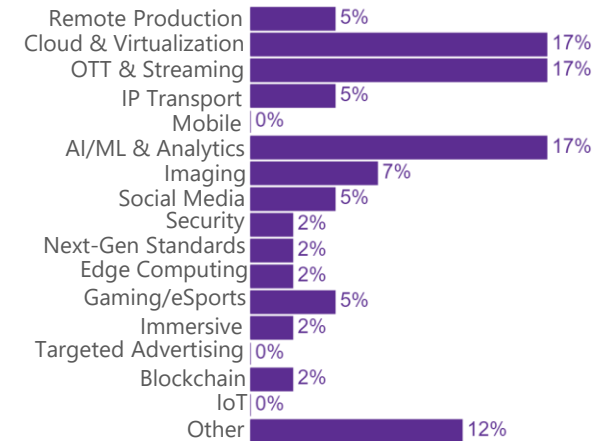
Live News



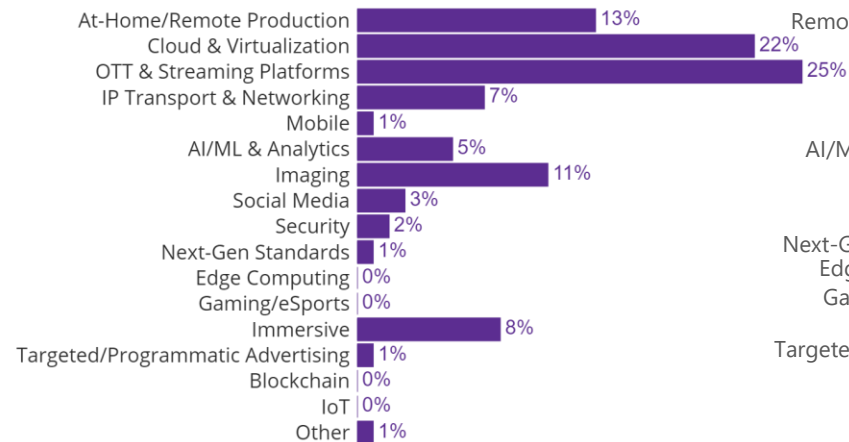
Live Sports



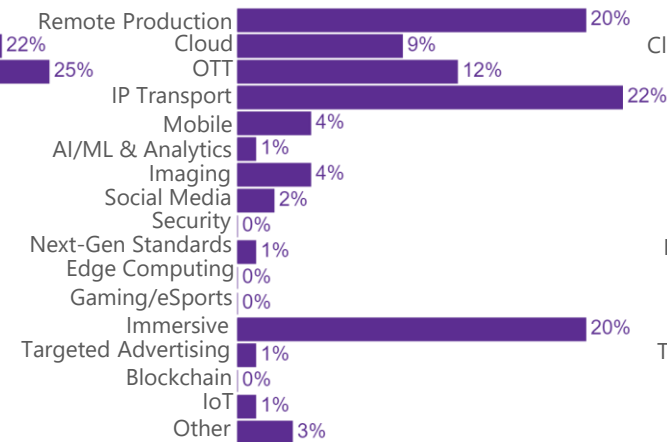
Live Studio Production



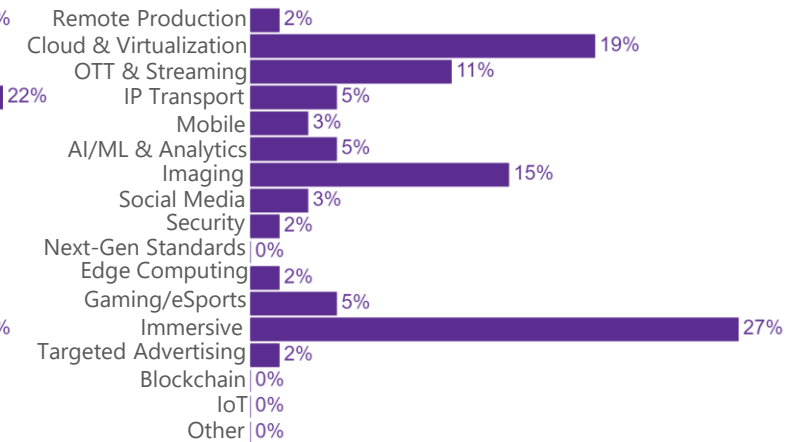
Audio



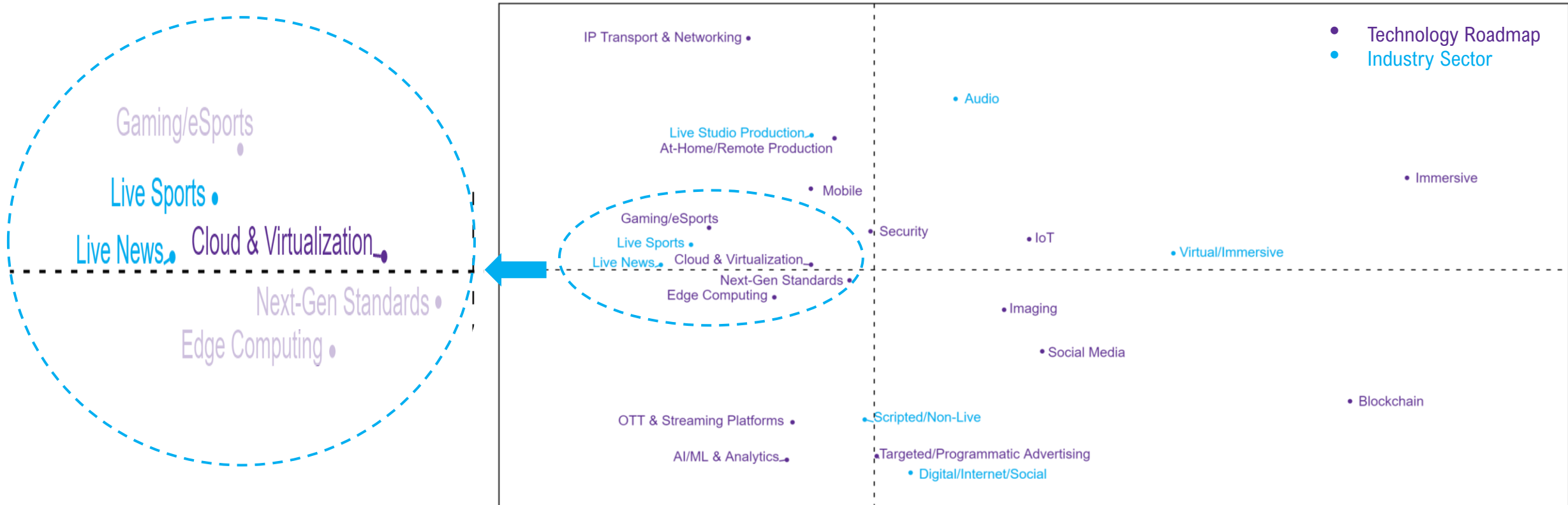
Scripted



Virtual/Immersive



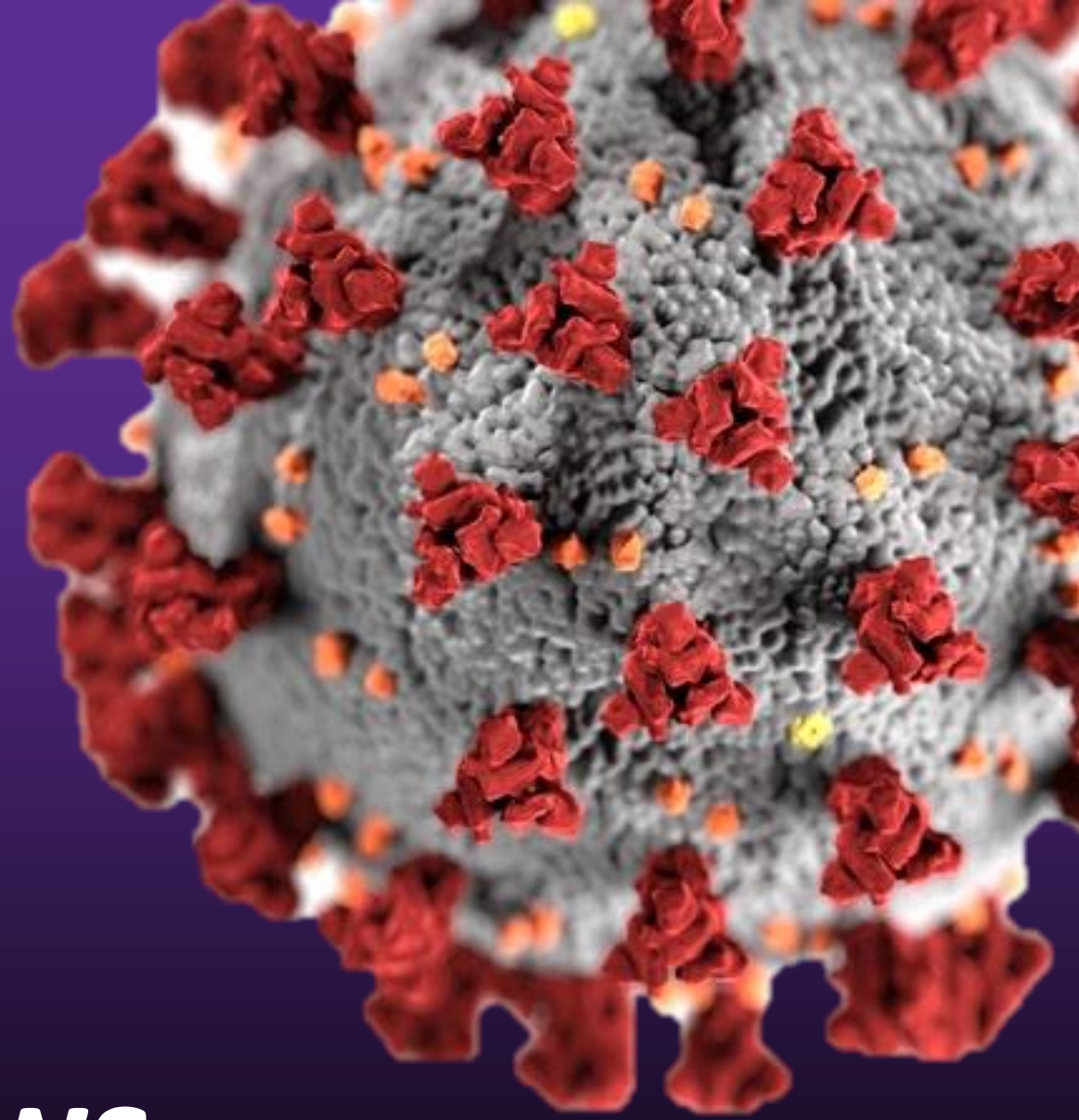
Correspondence Map Between Industry Sectors and Technology Priorities



What are the most important trends in your organization's technology roadmap?

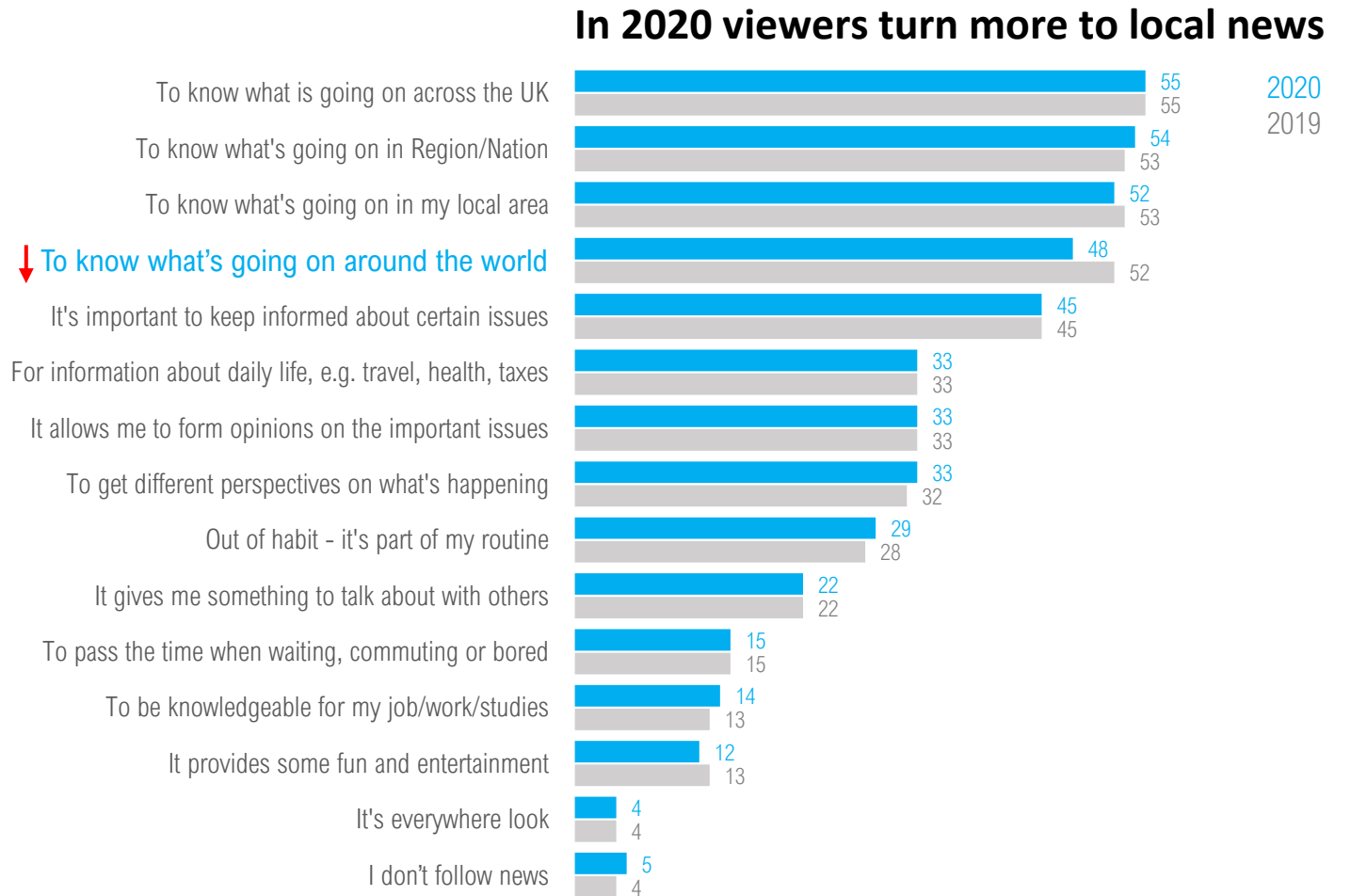
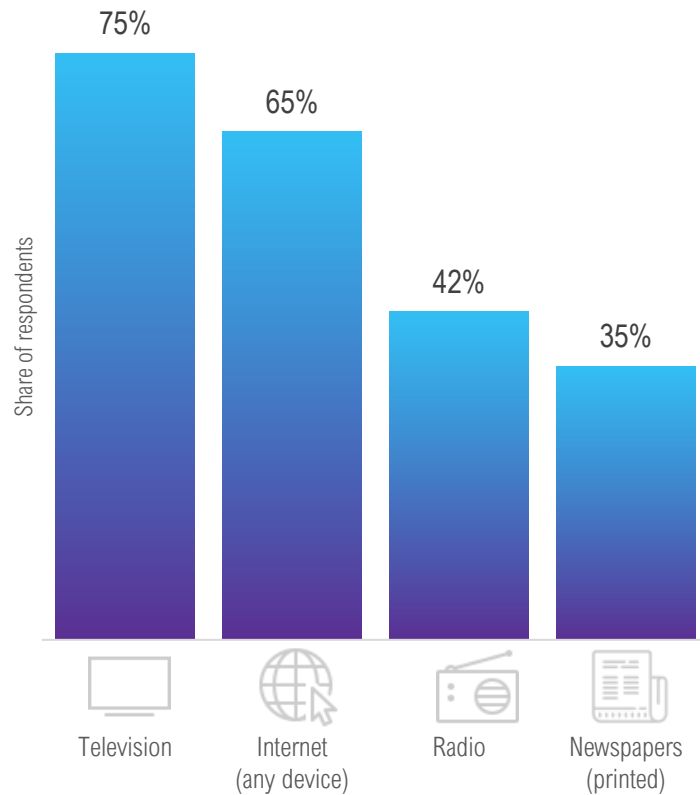
Source: IABM

Impact of the COVID-19 on News



TV News Importance to Viewers

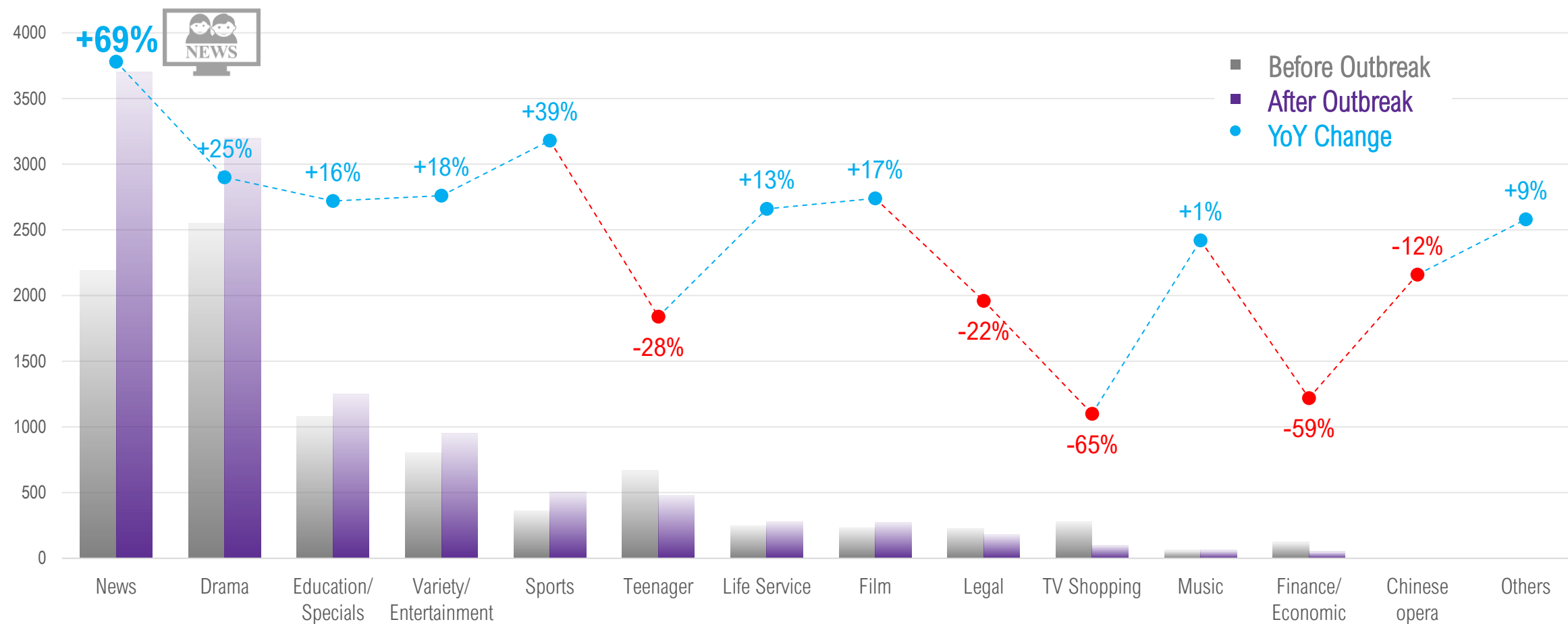
TV is the most important source of News



Source: Ofcom, Statista 2020. The UK; Feb – Apr 2020; 4,576 respondents; 16+yrs; all who use any news source nowadays.

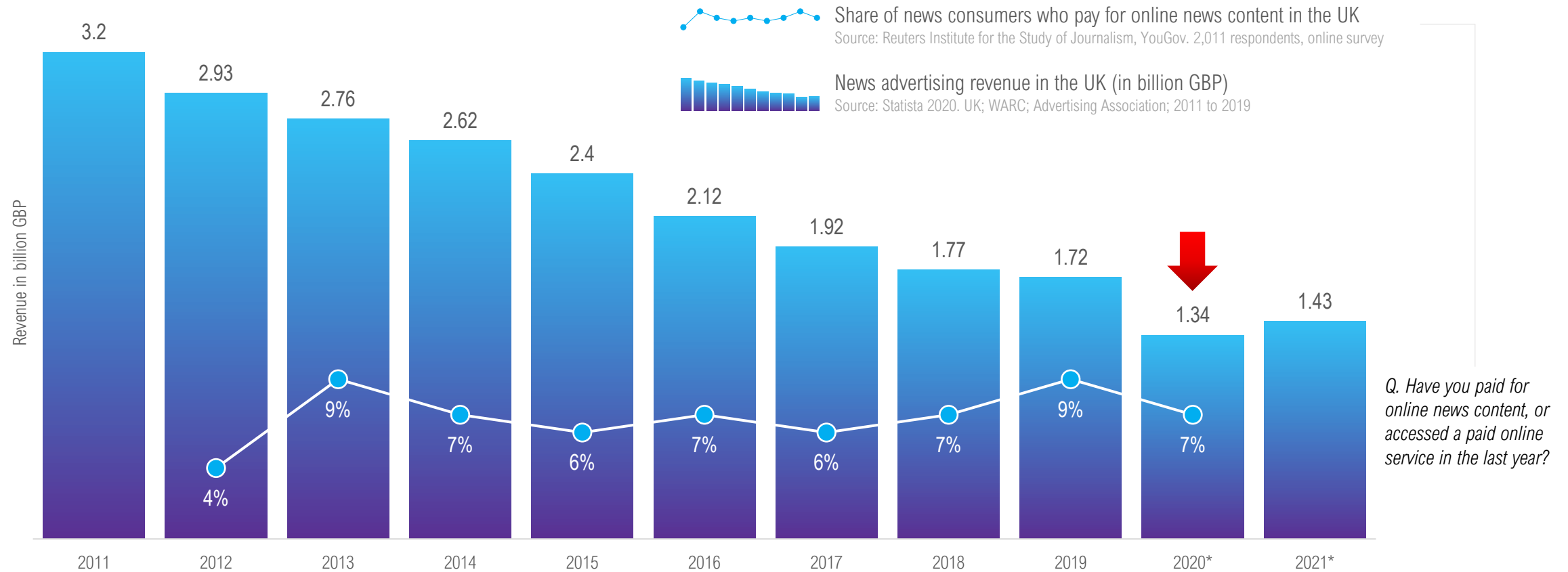
Source: Reuters Institute of the Study of Journalism, Statista 2020. The UK; Reuters Institute of the Study of Journalism; YouGov; Jan to Feb 2020; 2011 respondents; 18+ consumers, online survey.

Pre- and Post-COVID-19 Outbreak TV Viewership

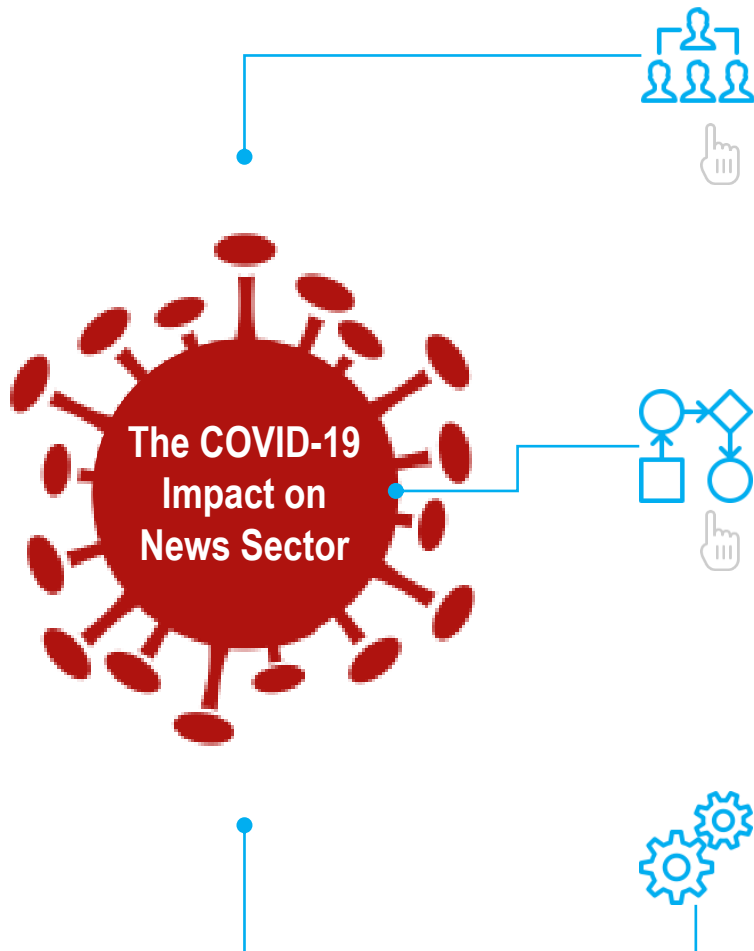


Source: The Nielsen Company (US), LCC; CCdata

Revenue Pressure

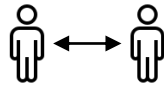


The Coronavirus Impact on News



People

Only essential staff comes to the studio. Others **go to studio in shifts** or **broadcast from home**.



Many broadcasters have **increased the distance between field crews and newsroom personnel** to limit the number of physical encounters in the studios. This also applies to the **number of guests invited in the newsrooms**, which **is now kept to a minimum**.

Staff layoffs in Newsrooms became the new normal due to financial pressure as ad revenue slumped.



Workflows

Newsrooms are trying to Minimize the number of physical encounters.

- **Meredith Local Media Group** has asked photographers and reporters to submit video and other content remotely via different tools like [Avid iNews NRCS](#), [Dropbox](#) or [IP newsgathering packs](#) instead of showing up in person at Meredith's local stations.
- **Yahoo Finance** transitioned to a 100% remote broadcast model overnight by utilizing video conferencing solutions. 150 of Yahoo Finance's editors, reporters and anchors used [Google Meet](#) to deliver live news and video streams to tens of millions of viewers across the U.S. and London.
- On Friday 15th May, **Sky News** became the first news broadcaster [to go fully remote](#).

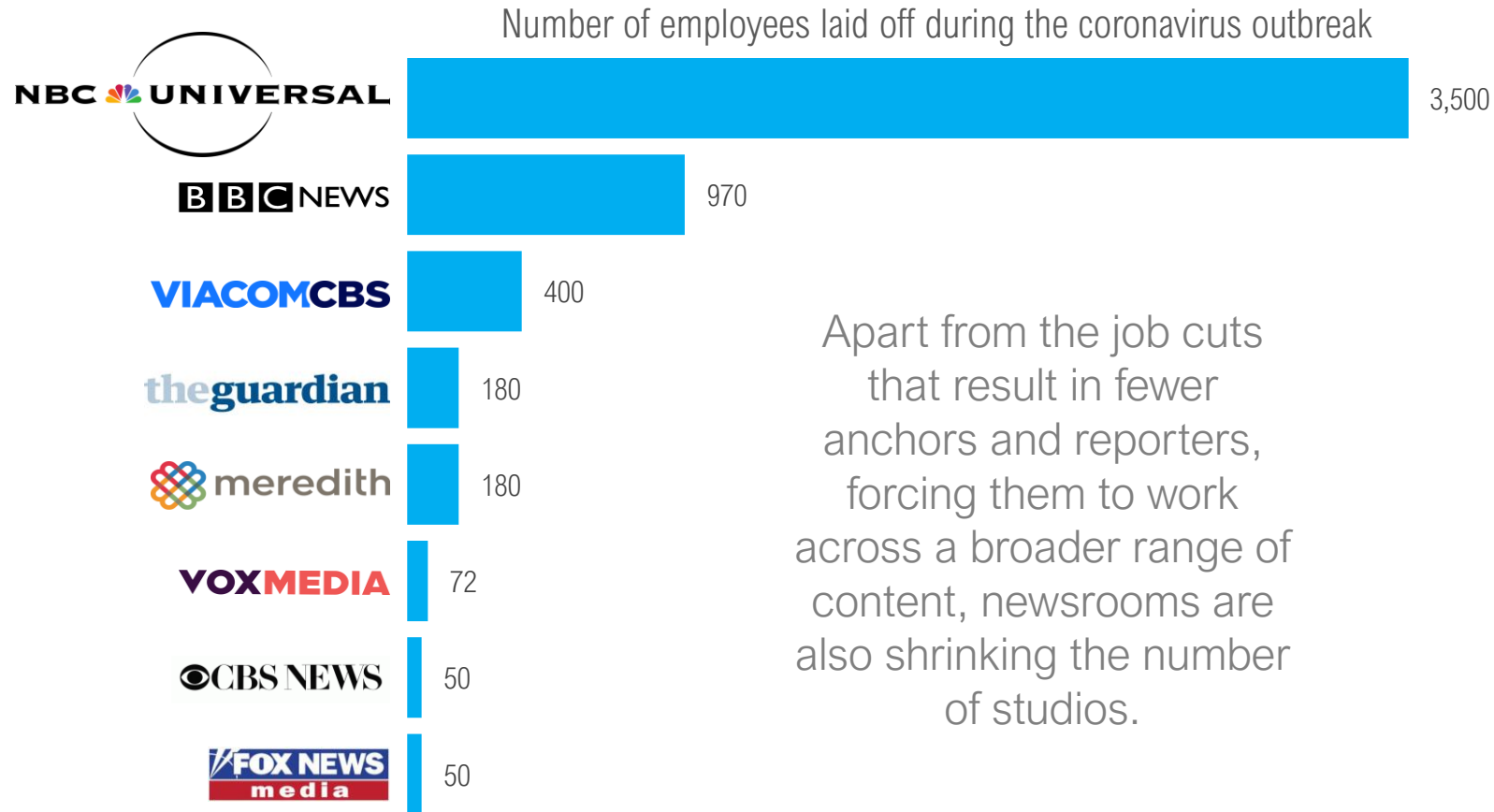
Equipment

News crews are increasingly **assigned a team or individual-specific piece of production equipment**. For example, ENG trucks and other production vehicles may now only be used by single individuals.

Some news stations have moved away from the use of lavalier microphones to stick mics to limit the number of employees touching the audio equipment.

People

Newsroom Layoffs due to financial pressure as ad revenue slump with the coronavirus outbreak



Source: IABM

Cloud as Enabler of Remote Production

Journalists are increasingly working remotely from field

Cloud technology enables journalists

- Collaborate
- Access archives
- Post stories
- Edit

directly from the field.



Image credit: Sony



Image credit: GrassValley

Some productions are delivering IP kits that include IP-enabled cameras that automatically point at the proper IP address when connected to a local internet network to make remote productions possible (from home/field).



Image credit: Panasonic

Several Sony customers use cloud technology to upload news clips and also stream directly from camcorders straight into the studio.

Cloud as Enabler of Remote Production

Flexibility & Agility


Brings the ability to scale-up and down based on business needs, or based on the demand.



Image credit: telegraph.co.uk

*Example: **Presidential debates***

Amagi saw viewership up by about 10 times on their network in terms of concurrent views during the 1.5 hours of debate event.

73.1 million viewers watched
 account for **17.8** million



***The total cost of ownership
from being able to use cloud
technology for different
business models***

High costs of storage

especially for retrieving data from cloud
(less relevant for news)

Mobile Journalism



Image source: <https://mockuphone.com/#ios>

Mobile transmission apps allow to
CREATE, SOURCE and **AGGREGATE** more content as a community

Sinclair has signed a deal with LiveU to enable every employee to have the LiveU app on their phones, which has significantly augmented the media company's ability to produce live content from the field.

Mobile transmission apps are able to
CATCH SIGNALS OF HIGH QUALITY – AND WITHOUT A DELAY

Sky News' presenters are using Dejero's LivePlus mobile app for remote video acquisition running on their iPhones, which is then sent to the studio.

Bond the home Wi-Fi with 4G to reach
the **MAXIMUM AVAILABLE CONNECTIVITY**



In June, **LiveU** and **Grabyo** have announced a new partnership for the development of a joint system for remote production and cloud-editing.

Workflows – Remote Production



*In an interview with TVNewsCheck, **Tish Graham**, the group's VP of **OTV technology**, says the crisis has ensured that bonded cellular will be “a foundational way” of getting content to stations for distribution going forward, and that the use of non-traditional cameras like iPhones for field video will proliferate.*



Source: TVNewsCheck



*In an interview for **iabm.tv**, **Eric Napper**, Head, News Operations and Projects, **Australian Broadcasting Corporation**, says “we do see [mobile phones] as another tool in the toolkit for newsgathering teams, for teams in the field. It means that we can rely less on expensive capital items when we can do things on mobile phones. Mobile phones are definitely a future for us and remote working is also definitely a future for us.”*

Data Journalism

Data and **visualisation** have become the latest techniques for telling stories in media, thanks to intersections between journalism and computation.

Automatic story writing

AI makes it easier and faster to analyse the data and synthesise it into stories

- Natural Language Understanding and Processing
- Generating imagery and videos, etc.

Data and related computational tools help to keep newsgathering economical and present fact-based news reporting, when major news publications are **struggling with budgets** to maintain strong reporting staff.

As the industry transforms, it faces the increasing need in staff with new skills, like **data journalists**.

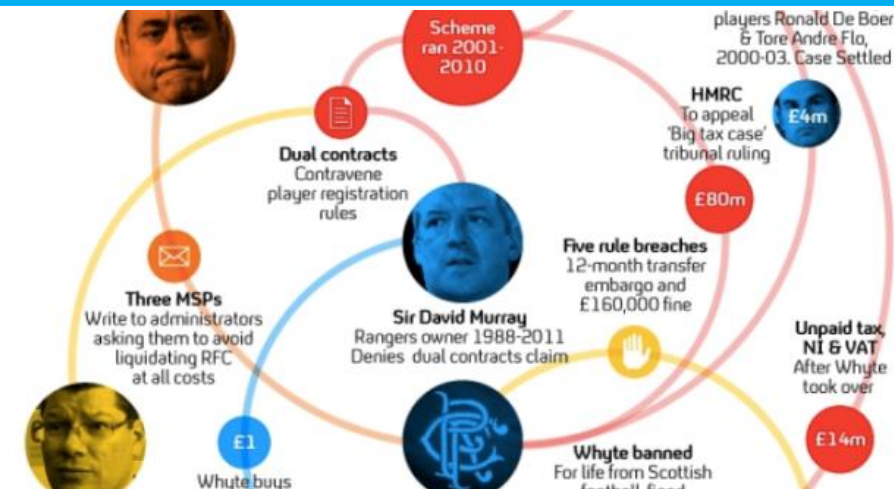


Image credit: [a Channel 4 News story](#)

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