

RE-SCHEDULING TELEVISION IN THE DIGITAL ERA



SCHOOL OF COMMUNICATION AND CULTURE

AARHUS UNIVERSITY

NETLAB FORUM
28 NOVEMBER 2018

HANNE BRUUN
ASSOCIATE PROFESSOR



THE RESEARCH PROJECT

- Researching television production culture development in the tensions between two television paradigms: the linear and the non-linear (what is television in the digitale era?)
- The empirical focus is on scheduling - is a 'child' of the linear paradigm
- The schedule is a focal point for industrial and cultural-political dimensions of television's role in a democratic society:
 - 'Home' to the dominating business model – eyeballs sold to advertisers
 - Addresses the cultural-political obligations public service television have to meet: the mixed schedules, programming quotas and/or target group obligations (e.g. children, minorities)



PROBLEM AND 3 RESEARCH QUESTIONS

The schedule as a focal point is presently breaking up:

1. From within: the companies are cross platform and multichannel production and distribution companies
2. The viewer patterns are changing towards non-linear television, growing unpredictability, linear television is still very strong
3. From outside the companies: new transnational competitors: Netflix, YouTube and Facebook

1: How does the television industry navigate the relationship between the traditional communicative characteristics of linear scheduling and the emerging non-linear curation within multiplatform portfolios?

2: How does the industry navigate the power relationship between professional editorial scheduling skills and creativity, and algorithms based on user-data?

3: How does this navigation influence broadcasters' conceptualizations of the audience?



APPROACH IN THE FEASIBILITY STUDY

A pilot study

The case: TV 2/Danmak and TV 2 Play (SVOD, the premium version)

Info: TV 2's share of viewing is 39% - TV 2 Play has around 450.000 subscribers, and 11% share of the broadcaster VOD market in DK

Sample week: 46, 12-18 November 2018 – a 'normal' week in television

Three sets of data:

1: the (meta) data on **the schedules** for the **linear channels TV 2 and Zulu** for week 46 – archived as pdfs

2: **the layout** of the (dynamic) streaming service TV 2 Play archived once a day – archived as vertical pdfs of all decks/categories and horizontal screen shots of the top deck

3: **a crawl/scrape** of the TV 2 Play catalogue and analysable – the feasibility question and challenges are very much linked to this part



AIM OF THE FEASIBILITY STUDY

The aim is to do a quantitative analysis of the content of the catalogue in a given week:

- what is available
- how much is available
- how much of what is available

Questions to be explored:

1. Is it possible to scrape a SVOD catalogue? Protected by a pass word – copyright issues – piracy prevention laws ?
2. Is it possible to make the harvested data analysable? E.g. transport of data to a spreadsheet structure?
3. Is this data collecting method useable for scraping other streaming services provided by the broadcasters – commercial and public service?



STATUS

- Two of three data sets have been harvested and archived – the quality is okay, even if the weekend of week 46 is missing - **had to be done manually**

- The catalogue data

The questions to be explored:

1. Is it possible to scrape a SVOD catalogue? **Yes, NOT easy – problems with outdated scraping software (browser) and clicking buttons — no automation done yet – needs resources to be deveopled**
2. Is it possible to make the harvested data analysable? **Not done. And needs work, but seems feasible**
3. Is this data collecting method useable for scraping other streaming services provided by the broadcasters – commercial and public service? **Perhaps.... Seems possible, but needs programming for each website and maintanance**



DATA ANALYSIS AND PUBLICATIONS

1. Doing the layout analysis is possible – but time consuming and new territory in terms of theoretical approach, analytic tools and terminology
2. Doing the analysis of the cross platform curation and scheduling is possible – but new territory too in terms of tools and terminology. Problem: the two different sample weeks
3. Doing the catalogue analysis: Needs more programming resources in order to be made possible

Publication plans involving findings from the analysis:

- Chapter in my forthcoming book (Routledge Focus series)
- Papers for NordMedia 2019 and IAMCR 2019



TAKE AWAY

1. Crawling commercial streaming services/SVODs is difficult: needs special programming and further technical development, none of the free or commercial 'ready made'-crawlers work
2. The streaming services provided by TV 2 and the commercial broadcasters are on the Danish domain, but they are not archived by neither the Danish Net Archive nor by The Internet Archive
3. A culturally and politically important and very fast growing way of using and producing public service and commercial television is not being archived
4. A Problem for media research of the present and future tensions between a linear and a non-linear television paradigm from all perspectives:
 - a media historic
 - a media industrial
 - a media political
 - a audience/user
 - a media theoretical





AARHUS
UNIVERSITY