

TO: IEEE Member and Geographic Activities Board – 19 Feb 2022

FROM: Bibin Parukoor Thomas, Chair of the IEEE.tv Advisory Committee;
Nick Lehotzky, Staff manager of IEEE.tv

SUBJECT: IEEE.tv Advisory Committee Report (1-2022)

2022 IEEE.tv Committee Members:

- Bibin Thomas (R8) - Delft, The Netherlands, 2021-22 Chair
- Prashant Nair (R10) – Coimbatore, Tamil Nadu, India, 2021-22 Committee member
- Sridev Shyam (R10) – Kochi, Kerala, India, 2022 Committee member
- Nick Lehotzky - IEEE.tv MGA Staff Manager

As 2021 ends IEEE.tv just fell short of 90,000 views in reaching a historic 4M views on the platform since its inception. The pandemic clearly steered towards a recorded/live video trend which in turn increased the video and viewership count. Since the mode of events have switched from virtual to hybrid, we've also seen a ramp up in production services.

2021 Achievements

- Ambassador Program - **17 across 6 Regions promoting 'IEEE.tv first' initiative**
- Constant Social Media Presence - **500% increase** in engagement (over 2021)
- **75+ hours** of live streaming - Over **3,200 viewers**
- Road to **4,000,000 Pageviews** (short of 90k)
- Year-on-year viewership- **17% increase**
- Live Event satisfaction survey score - **86%**
- Career Reset Series funded by NIC, sponsored by IEEE.tv (**10 videos**)
- Production Pipeline - **29 Active production projects**
- Exclusive **Podcast** Channel (**Live**)

PRODUCTION SERVICES (Q4-2021)

- **14** live streaming sessions for approx. **35** hours of live conference/event sessions.
- IEEE.tv continues to support OUs and Societies with the production of video content for:
 - The Geoscience and Remote Sensing Society (GRSS)

- IEEE Power Electronics Society (PELs)
- IEEE Student
- IEEE Young Professionals
- IEEE Membership
- IEEE Presidents
- IEEE Humanitarian Activities Committee
- IEEE Women in Engineering
- IEEE Ethics Committee

PLATFORM & NETWORK SERVICES (Q4-2021)

- Updates
 - Awaiting technical issues to be resolved (expected by Q1-2022) in order to move ahead with analytics integration.
- Q3 Site traffic update:
 - Page views are 925,601 vs 720,033, 28.55% increase (Q4 2021 vs Q4 2020).
 - User are 385,247 vs 284,920, 35.21% increase (Q4 2021 vs Q4 2020)
 - China and India seem to be the dominant source of traffic after USA

FINANCIALS (Q4-2021)

- 2021 budget was tracked according to plan.
- Production revenue in 2021 estimated at **\$225,000.**

MARKETING & SALES (Q4-2021)

- Naylor Association Solutions is IEEE.tv's 2021 agency of record for advertising/sponsorship;
 - 2021 sales are at \$43,000.
- Marketing is focused on direct with over 40% of traffic coming from this channel, followed by search and referrals.

Road to 2022

- Revival of IEEE.tv-Alert Newsletter
- Refreshed IEEE.tv feed in IEEE App
- Getting Google Tag Manager to work
 - Subsequently start work on implementing personalized experiences

- Collaboration with Spectrum Newsletter
- IEEE.tv search results in IEEE Xplore
- Pushing for Societal/OU Collaborations
- Video storage & ownership policy

All in all, 2021 was an eventful year for IEEE.tv and has paved the way for a much more brighter 2022.

N.B. Please feel free drop in your suggestions/feedback about IEEE.tv at bibinparukoor@ieee.org