

REPORT

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TO: IEEE Member and Geographic Activities Board – 23 June 2018

FROM: Rui Costa, chair of the IEEE.tv advisory committee

SUBJECT: IEEE.tv Advisory Committee Report

BRIEF PROGRAM LEVEL UPDATES

Production Services

- APEC live-stream - successful proof of concept for sponsored streaming business model
- 31 projects initiated to date
- New business: 5G World Forum; PELS Town Hall; ECEDHA
- Brooklyn 5G Summit – most successful live-stream in TV's history

Platform

- CMS replatforming project ongoing, scheduled to finish in summer
- Traffic trends reported in February continue
- Reinstated the IEEE.tv Alert monthly newsletter
- GDPR compliance – desktop app ~90% compliant; mobile apps ~50%; all will be 100% in July.

Staffing

- No changes

Financials

- Revenue may trend downward due to overall cost cutting by our IEEE partners/clients, and due to our own investment in pilot programs
- Expenses should also be down, however, keeping P&L steady

PRODUCTION SERVICES

- IEEE.tv's first sponsored live-stream from the Applied Power Electronics Conference (APEC) in March 2018 was a huge success. Working with IEEE GlobalSpec, \$40,000 in sponsorship revenue was generated. We eliminated what was traditionally a \$12,000 expense to APEC and instead shared our net profits with them. This is a new business/revenue model to pursue across IEEE.

- We are already pursuing this model with the 5G World Forum, and are talking to others who are interested (N3XT, Future Directions, ComSoc, Awards, IES, IAS).
- The Brooklyn 5G Summit (for IEEE ComSoc) in April was our most-viewed live-stream of all time. ComSoc collected 2,285 registrants and our platform counted 2,472 video plays from 1,260 unique IP addresses. The average viewing time of 2h 43m is extremely impressive engagement.

PLATFORM & NETWORK SERVICES

- Platform/CMS rebuild is ongoing, with completion expected in July/August.
- We have successfully left Akamai as a streaming provider. We now exclusively use Wowza. They provide a good streaming service, but we have found their recording feature to be prone to error. For this reason, we will continue to look for a new provider.
- Site traffic continues to trend upward ("Sessions" up 151%) but site engagement continues downward (Pages/Session down 37%). The increased use of external video "embeds" (videos embedded and viewable on other websites without sending viewers to the TV platform) explains both trends.
- We reinstated the IEEE.tv Alert monthly newsletter, after GDPR review. We hope to grow this list to become large enough to warrant sponsorship in the future.

FINANCIALS

- We are confident in ~\$180k in revenue with what is booked through the end of 2018. More business (and/or sponsorship) may still come in, but we've been made aware that some clients from 2017 and earlier are not spending money on video in 2018, which aligns with overall cost-cutting goals/requirements across IEEE (our clients). Therefore, revenue may trend downward from the projected \$250k.
- We are also investing in pilot programs that we think can result in sponsorship revenue in future years. For instance, we will charge 5G World Forum for *travel expenses only* if no sponsors are signed for this year, under the assumption that sponsors will be easier to get next year with more lead time and a year of metrics under our belt.
- That said, we are on track to maintain P&L through reduced platform expenses, since platform development focus lies mostly on the CMS project (funded as a capital project).