Evaluating different presentations of televised sport on TV, for pub-like situations

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2IMMERSE overview

The end

Enable and inspire content owners and TV service providers to create synchronised multi-screen experiences that are flexible, interactive and customisable.

Foundations

1. **Multi-screen Presentation** - Content can be seamlessly presented across multiple devices including TVs, Tablets and Smartphones.

2. **Object Based Media** - Content remains as discrete media 'objects' which can be flexibly presented across available display devices at the point of consumption.

3. **Flexible Media Curation** - Producers, Broadcasters and the Audience can control how the content is presented and consumed.

The means

- **Platform:** An extensible standards-based platform for multi-screen video experiences with a reference design.

- **Tools:** Tools supporting the authoring and delivery of customisable multi-screen experiences.

- **Inspiration:** Compelling examples based on full scale trials of live events across Theatre and Sport.
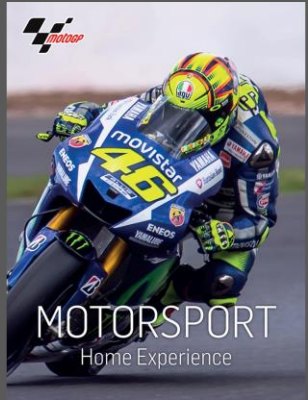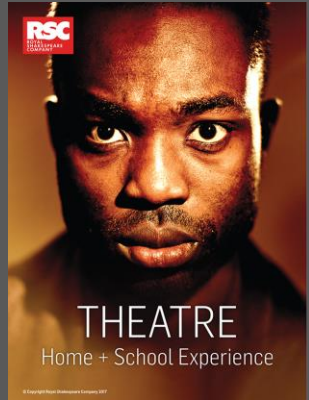
This presentation describes some work carried out, as part of 2Immerse, with schoolchildren during British Science Week in 2017. British Science week is an initiative to show children how science, technology, engineering and mathematics are used in the work place. British Science Week seeks to increase the number of children pursuing STEM subjects as it is felt more STEM trained people are required in our workforce to help address the recent stalling of UK productivity. As part of a visit by over 1000 school children to BT we chose to show the children some 'science in action' where they took part in a piece of scientific evaluation where they assessed whether one way of presenting sport is better than another.
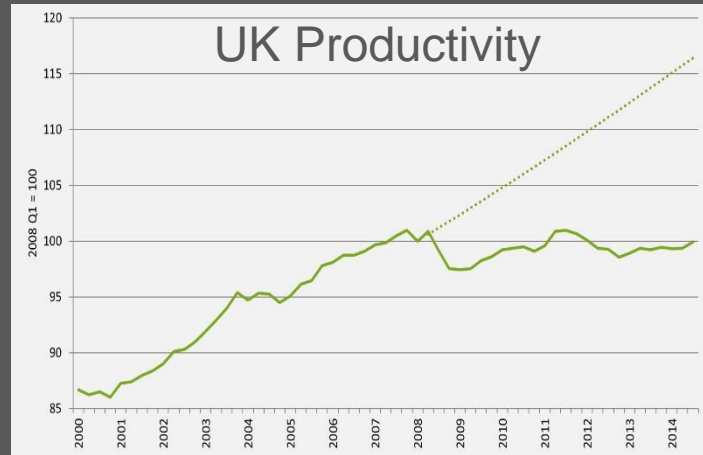
UK Productivity

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How can I improve the already excellent presentation of Sport on TV?

How will I know that I have made watching sport in a pub better?
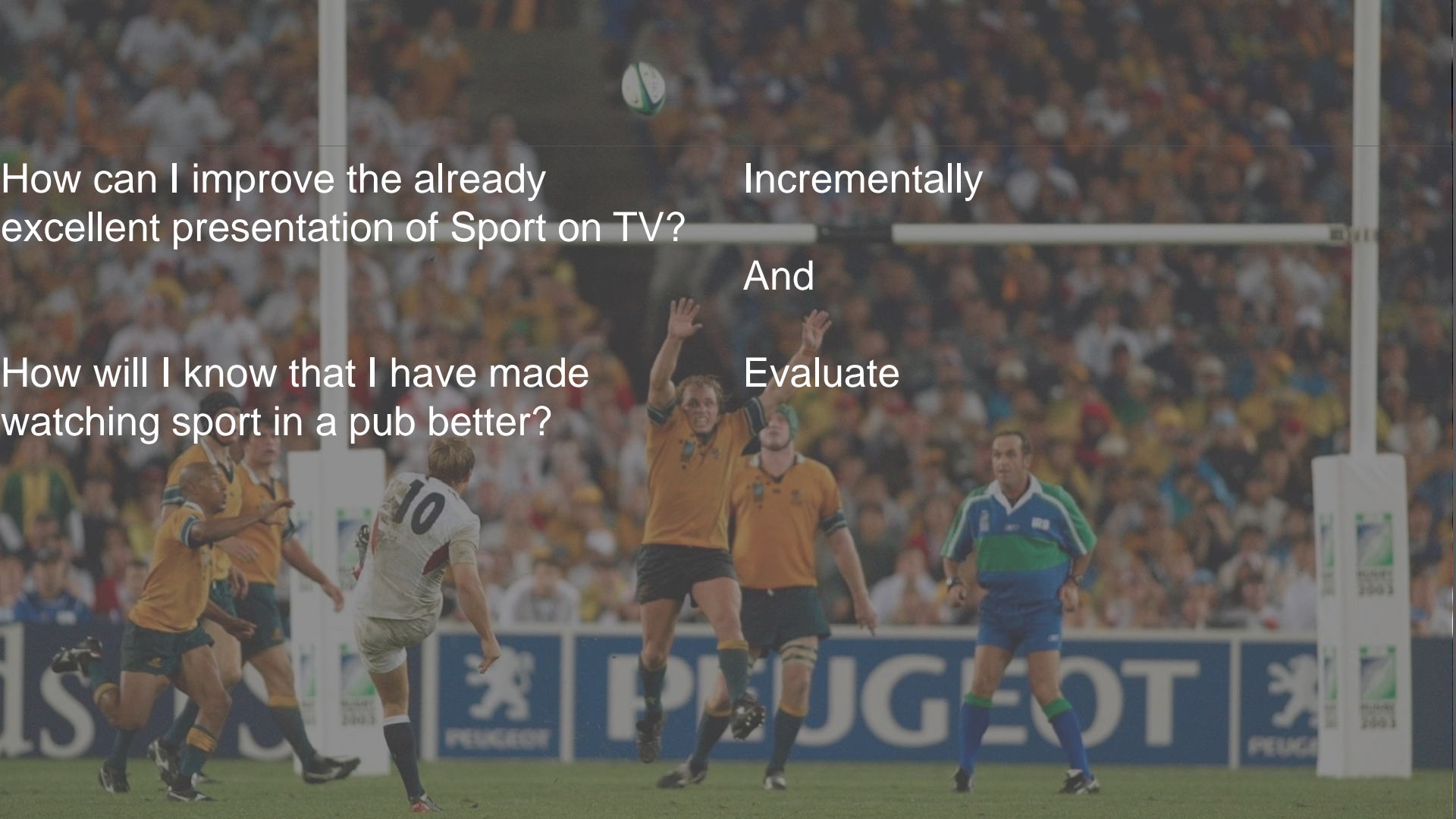
How can I improve the already excellent presentation of Sport on TV?

Incrementally

And

How will I know that I have made watching sport in a pub better?

Evaluate

The way we present sport in pubs has changed during the years:
Initially it was just the landlord's spare TV, probably black and white, positioned fairly arbitrarily behind the bar…

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The way we present sport in pubs has changed during the years:
BARCO projection TV's were part of the evolution. These seemed to only work in a very dark environment but provided a bigger screen

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The way we present sport in pubs has changed during the years.
As projection technology developed, pubs set aside walls or pull-down screens where the big game could be projected.

England 5 -1 Germany

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The way we present sport in pubs has changed during the years:
As flat panel TVs became cheaper screens proliferated allowing punters to enjoy the match wherever they may be sitting.

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Method:
The scientific method we adopt is to build a possible experience and then evaluate it through a specific trial design…

- Develop the ideas

- Capture the content and build the platform

- Develop the trial

- Conduct trial

- Evaluate

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Develop the ideas:
We analysed how pubs use sport today – different approaches are adopted depending on the role pubs want sport to play in their business.

- Develop the ideas

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Develop the ideas:
And we combined this market knowledge with our technology capability to support multi-screen experiences using object based broadcasting.

- **Develop the ideas**

- Capture the content and build the platform

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- Evaluate

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Develop the ideas:

A key observation was that keen sport pubs would often place many screens close to each other and we chose to build on this idea

- # Develop the ideas

- ## Capture the content and build the platform

- ## Develop the trial

- ## Conduct trial

- ## Evaluate

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Develop the ideas:
We developed the idea of a primary viewing area - screens that could all be seen from one position, and plumped for portrait subsidiary screens.

- ## Develop the ideas

- Capture the content and build the platform

- Develop the trial

- Conduct trial

- Evaluate

49" 9:16 Portrait   65" 16:9 Landscape   49" 9:16 Portrait

9:16   A   16:9   A   9:16

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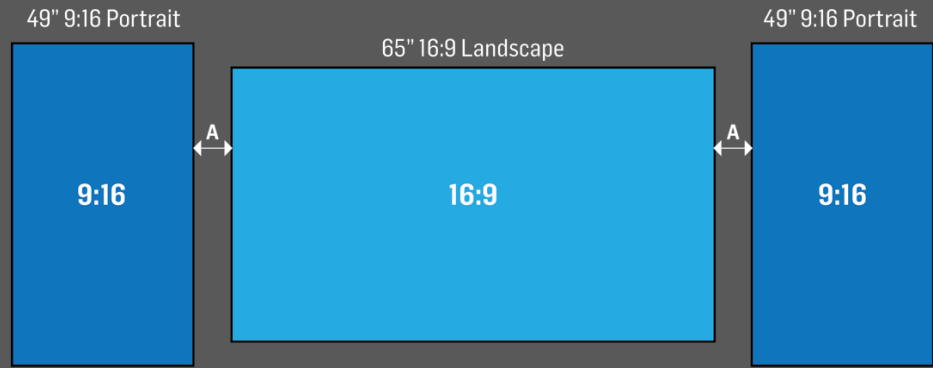
Develop the ideas:
The primary screens lent themselves to shots of people which we sought to use to reinforce the main storytelling thread of the broadcast feed.

- Develop the ideas

- Capture the content and build the platform

- Develop the trial

- Conduct trial

- Evaluate

MU Bench

Auto Centre Clipping

Broadcast Feed

Auto Centre Clipping

MU Crowd

Example Content: FA Cup 2016 - Man Utd Winner
Main Broadcast + MU Manger + MU Crowd

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Capture the content and build the platform:
The content is taken from individual camera feeds; the technical micro-service based delivery platform is described on our web site.

- Develop the ideas

- Capture the content and build the platform

- Develop the trial

- Conduct trial

- Evaluate

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See www.2immerse.eu

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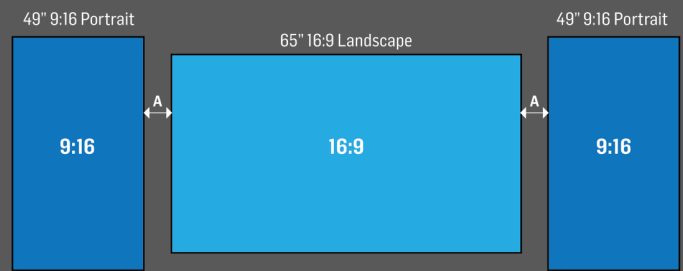
Develop the trial:
British Science Week was our starting point – we knew we needed to define a short trial suitable for children

Develop the trial:
We chose the goal sequence from the match and showed in 4 different ways varying the number of screens and the accompanying commentary

49" 9:16 Portrait

65" 16:9 Landscape

49" 9:16 Portrait

A

A

9:16

16:9

9:16

	Commentary	Left	Middle	Right
A	BT Sport	-	Broadcast feed	-
B	Radio London	-	Broadcast feed	-
C	BT Sport	Crowd	Broadcast feed	Manager
D	Radio London	Crowd	Broadcast feed	Manager

▶ Play

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Develop the trial:
This slide includes a link where you can see the difference between our single and three screen presentation of the Crystal Palace goal.

https://www.youtube.com/watch?v=V3EnXXp8pkA

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Develop the trial:
The evaluation scale, physical set-up and evaluation method are described in this slide

BRITISH SCIENCE WEEK 2017

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	Commentary	Left	Middle	Right
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C	BT Sport	Crowd	Broadcast feed	Manager
D	Radio London	Crowd	Broadcast feed	Manager

Method
- 12-14 students per trial
- Each session ~5 minutes
- All students saw the kick off single screen & the goal clip (one of A to D)
- Clips assessed using simple assessment measure

"I didn't like it at all" —————————✕———— *"I loved it"*
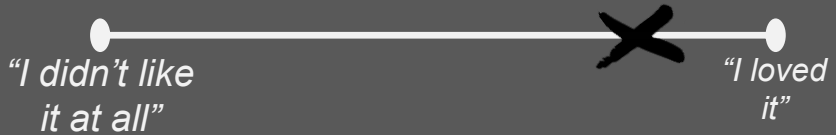
- _Difference_ between the scores individuals assigned to their clip pairs was measured
- Student 't' test used to assess confidence in any reported differences

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Achievements and conclusions:
The immediate results are shown in this slide, I hope the children understood better how STEM based education was used in the workplace.

Achievements
- 230 respondents took part over 5 days
  (83% of whom aged 14 or under)
- 230 children have seen 'science in action'

Identification of preferred Screen layouts
- No clear "winner"
- Multi-screen preferred to single screen
  (Less than 5% chance of the observed difference being by chance)

UK productivity
- Too early to say

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