Entering the World of Ubiquitous Media

Mikko Rusama, Chief Digital Officer @ Yle

February 15th, 2018

Yle milestones

- 1926 Radio
- 1958 TV

2004

iTunes Store
Yelp
Instagram
Phoster
Facebook
Twitter

2007

AT&T
9:42 AM
SMS
Text
Tuesday
9
Calendar
Photos
Camera
YouTube
Stocks
280
Maps
73°
Weather
Clock
Calculator
Notes
Settings
iTunes
Phone
Mail
Safari
iPod

STRONGER TOGETHER
STRONGER TOGETHER
STRONGER TOGETHER
STRONGER TOGETHER

Revolution of user interfaces

Over 35m smart speakers sold only in the US

User interface for News?

UUTUUS

Kopioi linkki

Tuotenumero: 67579
Valmistaja: Samsung
Valm. tuote: RB38M7998S4/EF

Hinta
1 949,90
Apurahalla 52,26/kk (60 kk)

Lisää ostoskoriin

FINNAIR

HOME | INTERNET | SHOPPING | DESTINATION | READING | CUSTOMER CARE | 0

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From mass media to a world where media is all around us

Ubiquitous - media is all around us. Personal and contextual services available on smart devices. Beyond device centric, beyond mobile.

Social – Businesses and individuals use social media platforms as interactive channels. An infinite number of content producers.

Mass media – Publishing is a one-way street:
A small number of large media companies, who control channels.

Barriers to entry have been removed. New barries.

Ubiquitous - Winners are natural part of peoples' everyday lives providing the best user experience across different platforms and ecosystems.

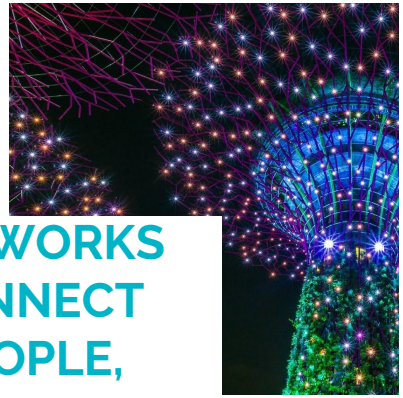
Social – anybody can become media, global scaling without any cost. Global platforms dominate, enhanced by the network effect. "Winner takes it all"

Mass media – regulated and licence-based, huge infrastructure costs

From scarcity to abundance

Challenges in the era of ubiquitous media

Strong differentiation in the use of media



A revolution in user interfaces

NETWORKS CONNECT PEOPLE, THINGS AND CONTENTS SEAMLESSLY

A majority of people are constantly online, but not everybody.

Increasingly unequal society and polarized opinions

Company lifespan

67 > 15

75% of the S&P 500 firms replaced by new firms by 2027

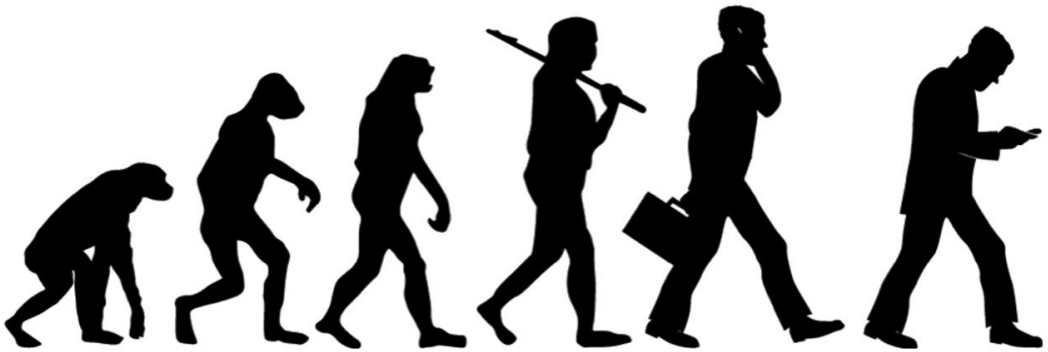
Richard Foster, Yale University

During the past 100 years, 95% of job titles have vanished in Finland

The Future of Work Google Seminar 27.10.2017

How to survive?

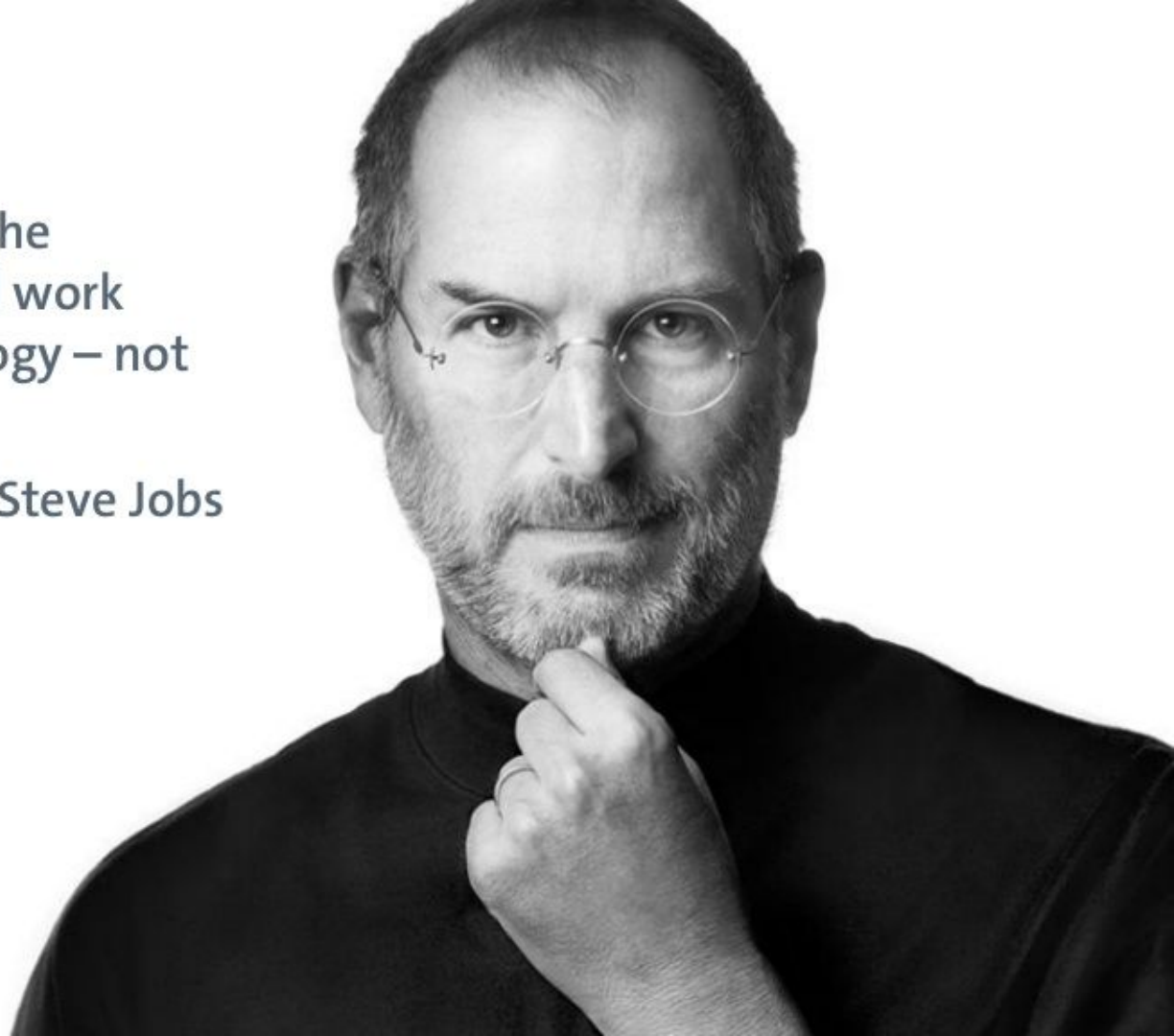
Even if technology is developing fast...



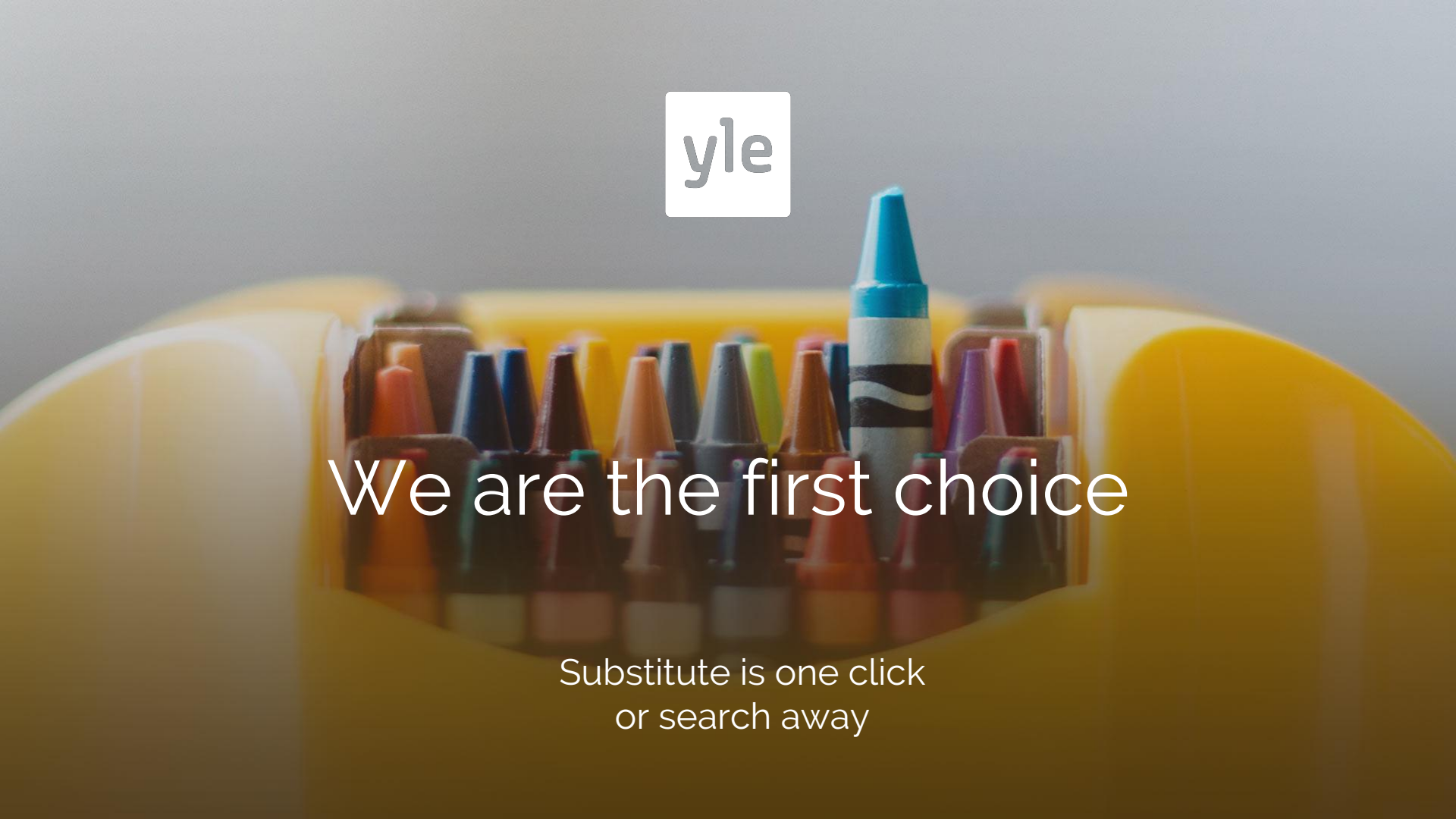
Source: http://www.pocketapp.co.uk/

You've got to start with the customer experience and work back toward the technology – not the other way around.

- Steve Jobs



How to be a natural part of peoples' lives?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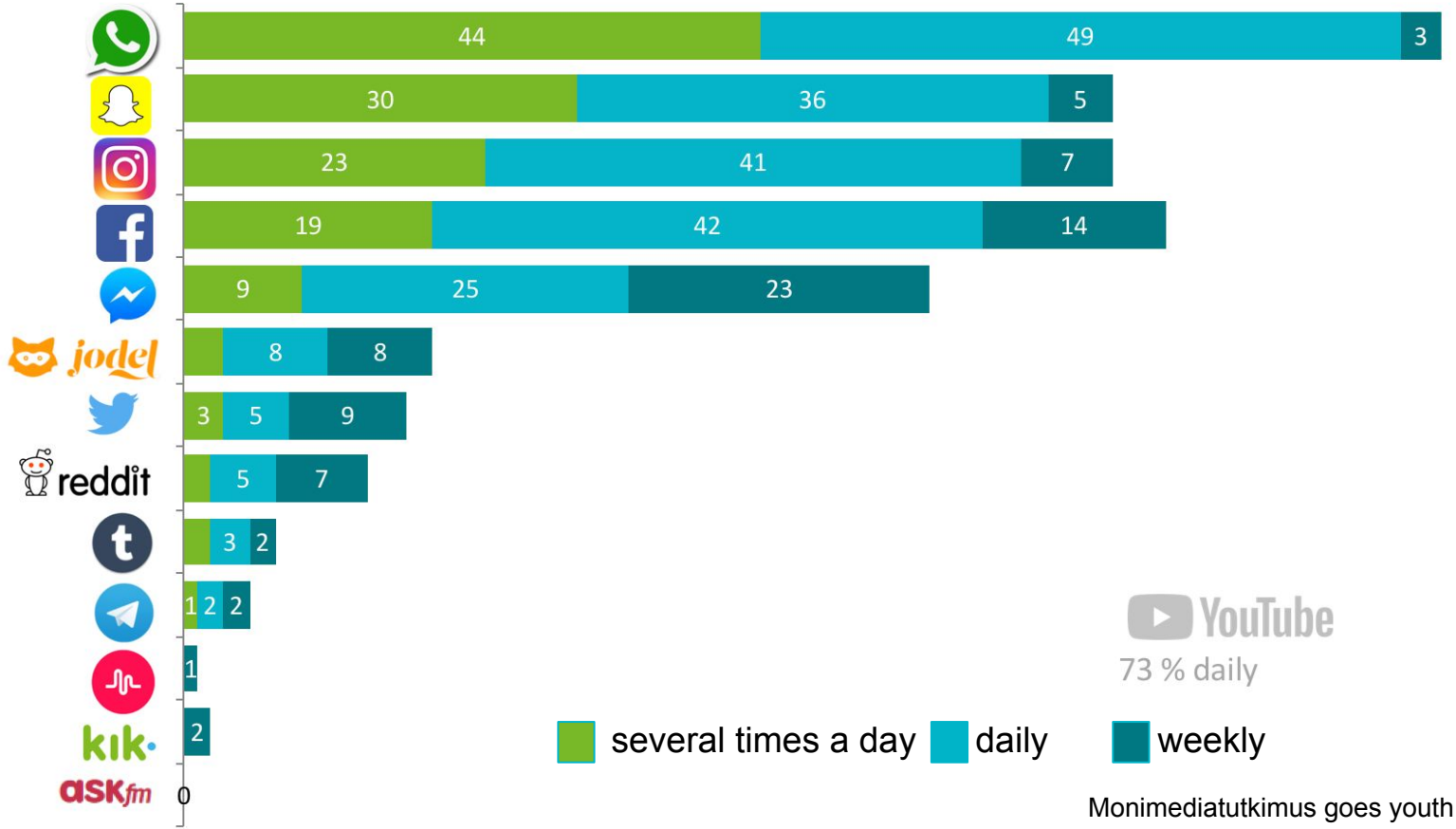
We are the first choice
Substitute is one click
or search away

Logistics nightmare: over 18 petabytes of digital media to serve, and increasing

Yle is to serve 5,5 million people in Finland on equal terms

Fragmentation: Use of social media and messaging services 15-24y



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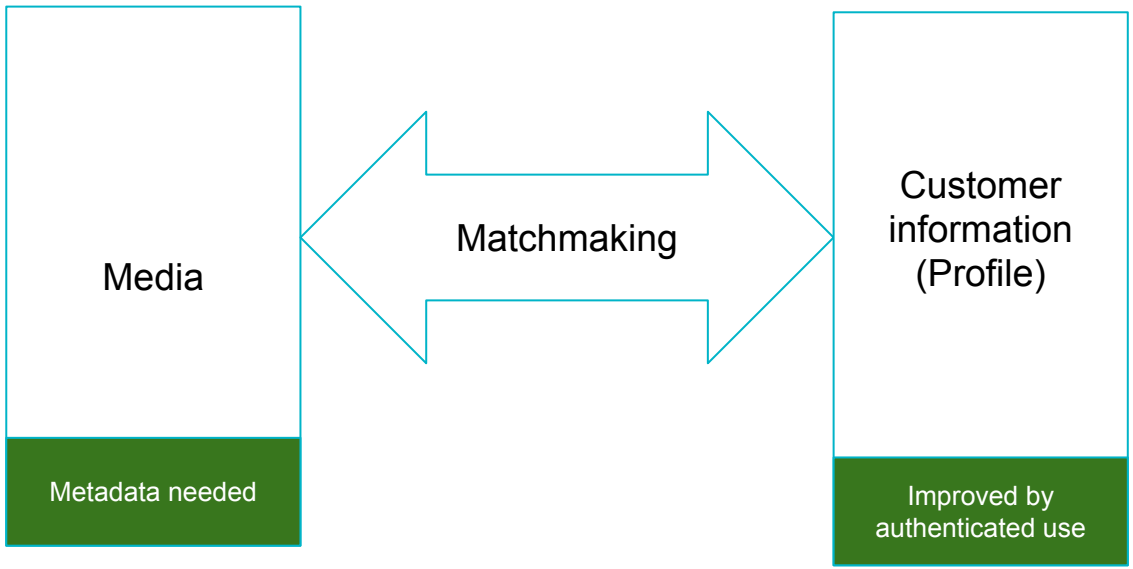
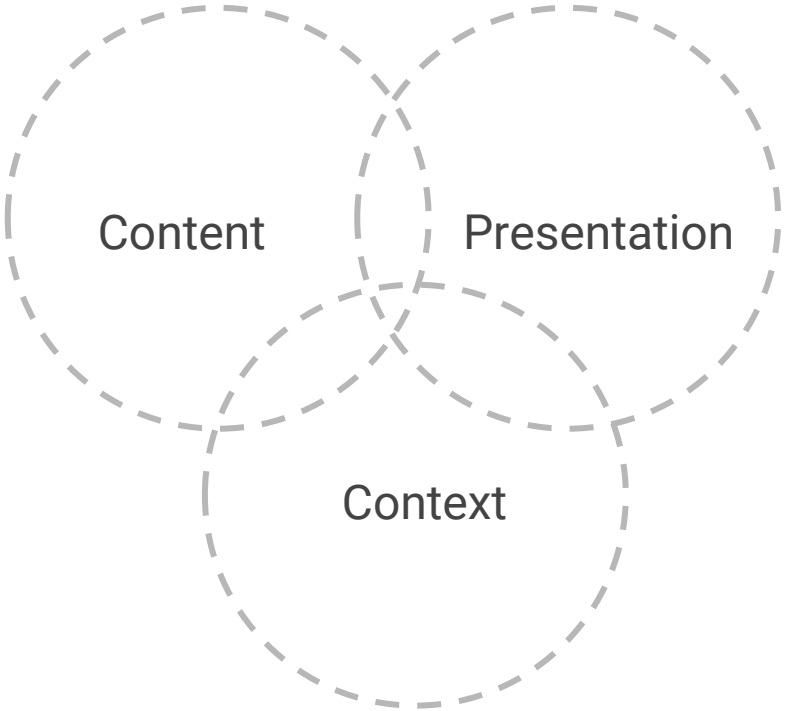
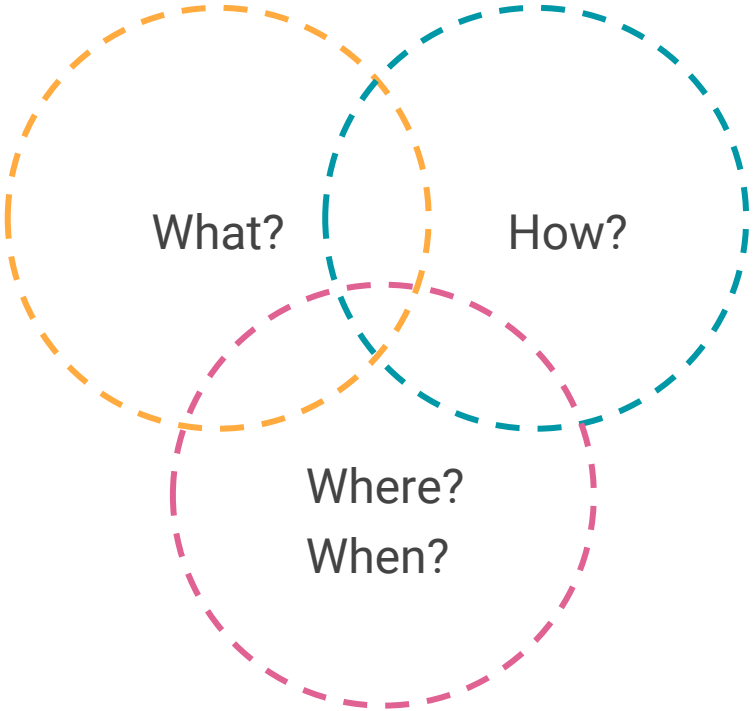
Monimediatutkimus goes youth 2017, Yle OR

Yle is in a matchmaking business



Elements for Personal User Experience





Content
(What?)

Presentation
(How)

Context
(Where?)

Yle - From Broadcaster to AI Company

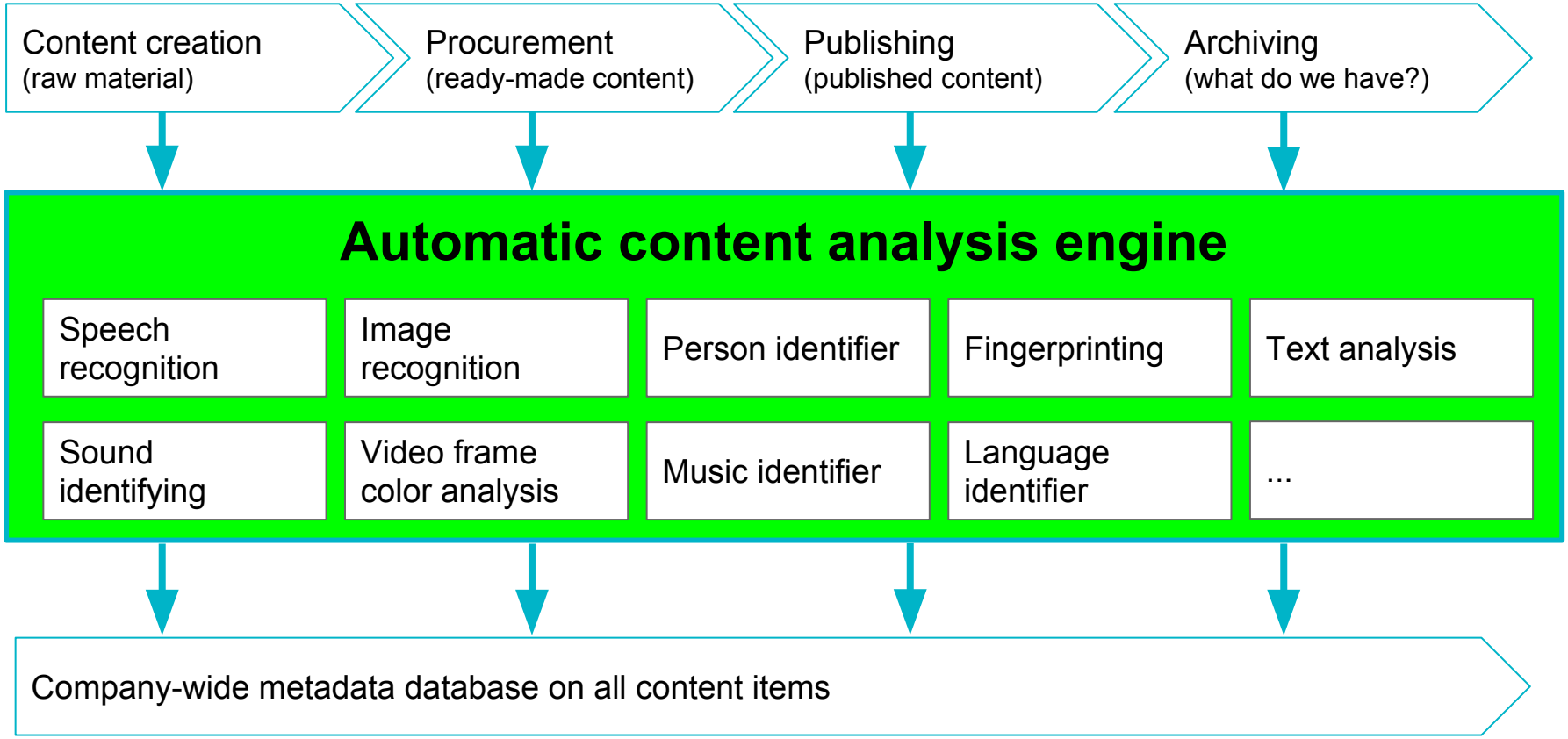
Data is the sword of the 21st century, those who wield it well, the Samurai.

https://googleblog.blogspot.fi

Good online services require more metadata

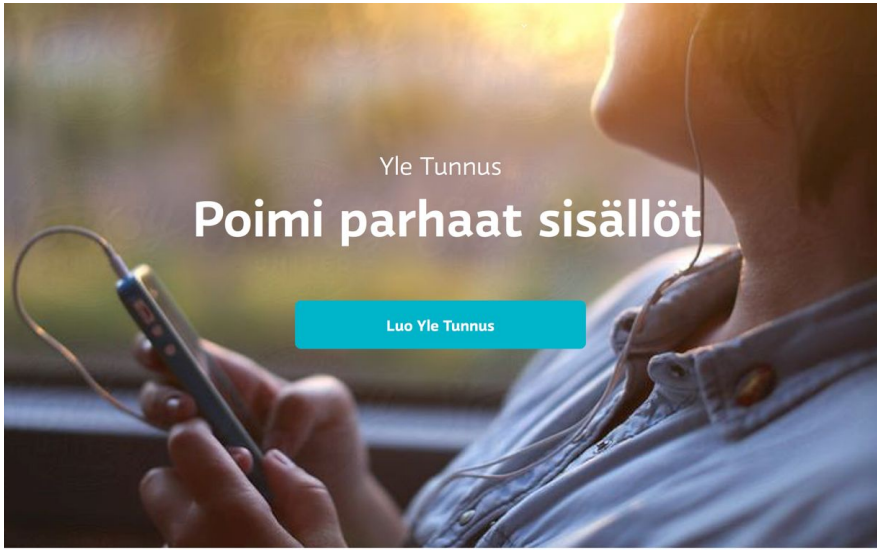
- Findability
- Usability
- Accessibility
- Personalization
- Automation

The Metadata Machine to analyse content with a help of AI/ML



Yle ID for better personal service

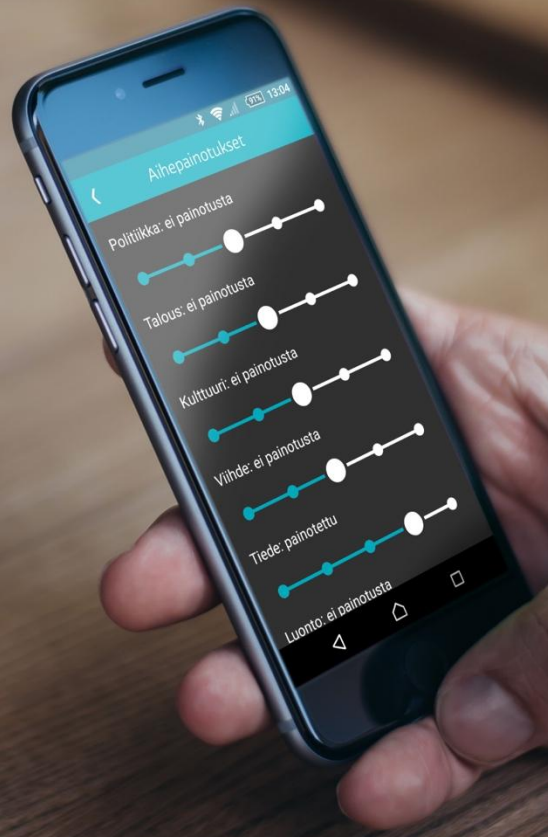
- Easy login, enabling personal user experience across devices
  - 760,000 registered users
  - 12 % of all use
- A prerequisite for data-driven content design, publishing and decision-making



News Watch for Personalized News

Personal News Service
learns your preferences.

The most advanced way
of subscribing to news
and notifications.



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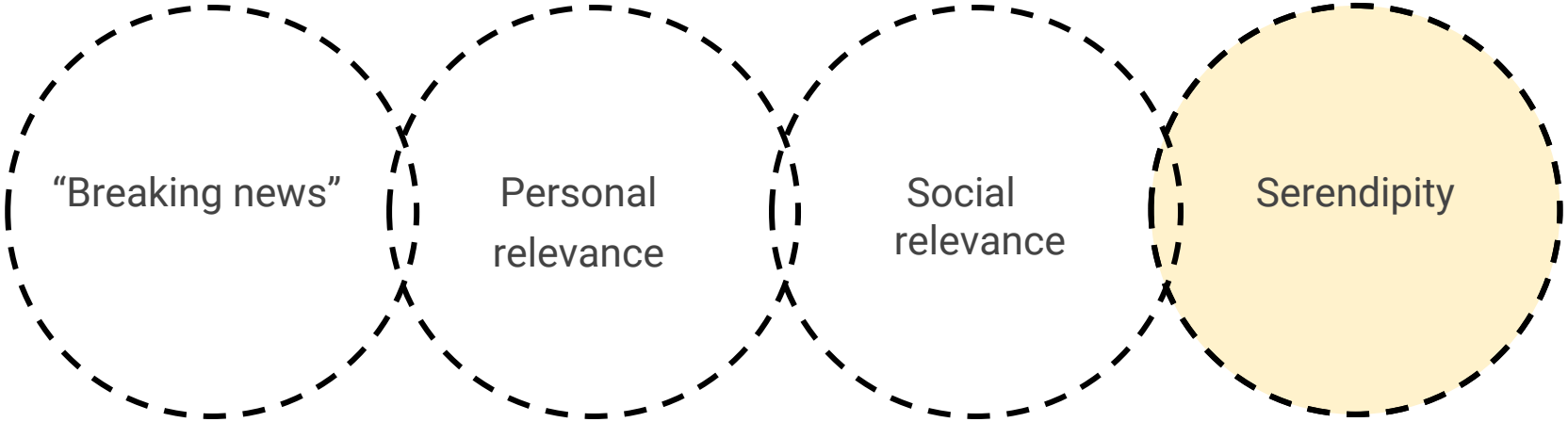
Criteria for Personal User Experience



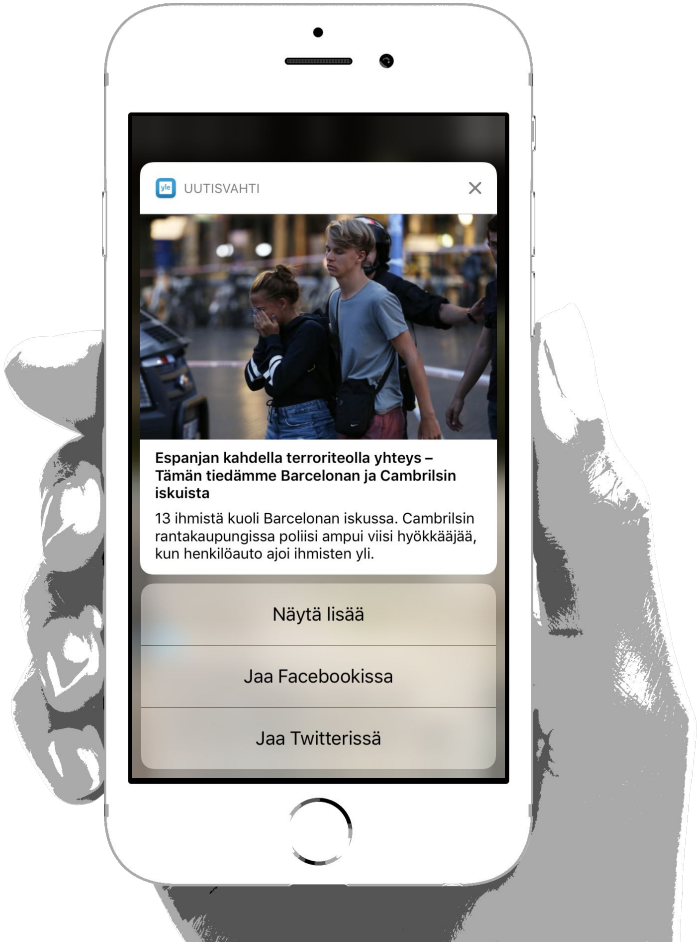
When something unexpected happens in the world

Important to me

To share with friends during the lunch

Things I did not know I am interested in

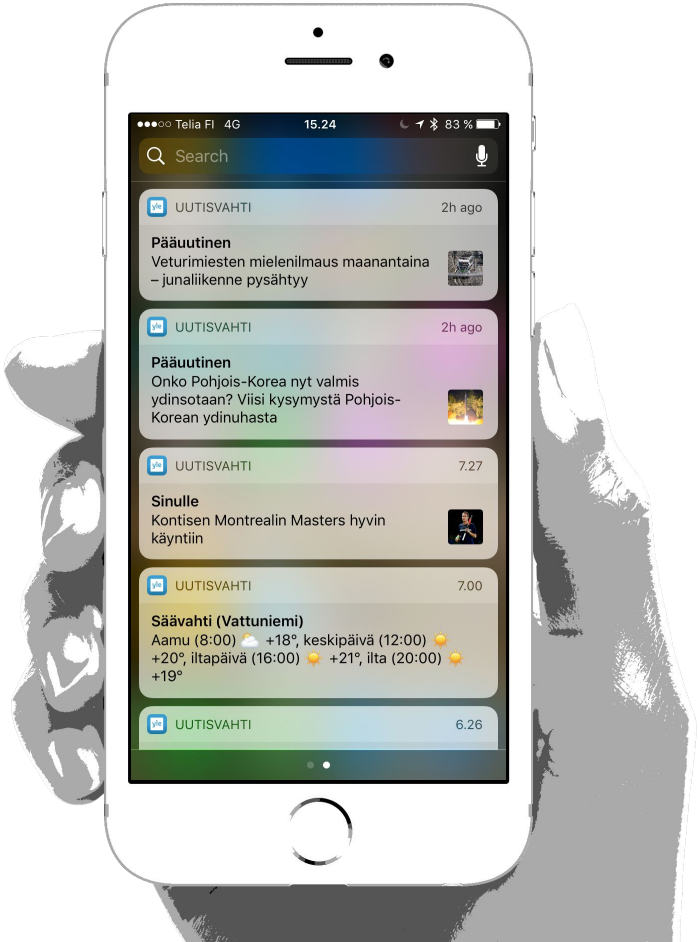
Break the bubble!



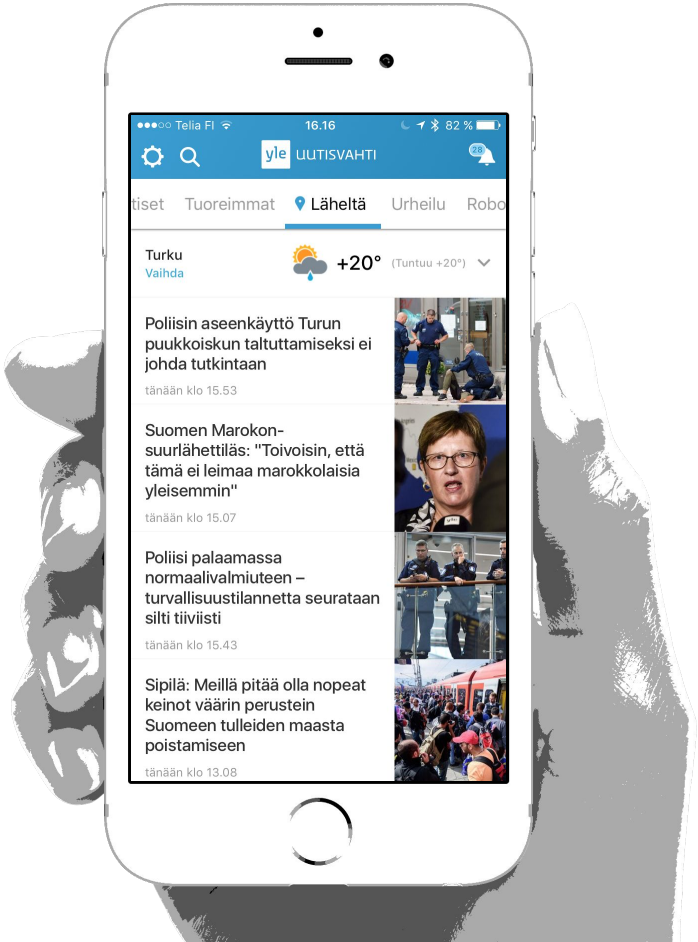
Interesting news find you

The way that works for you

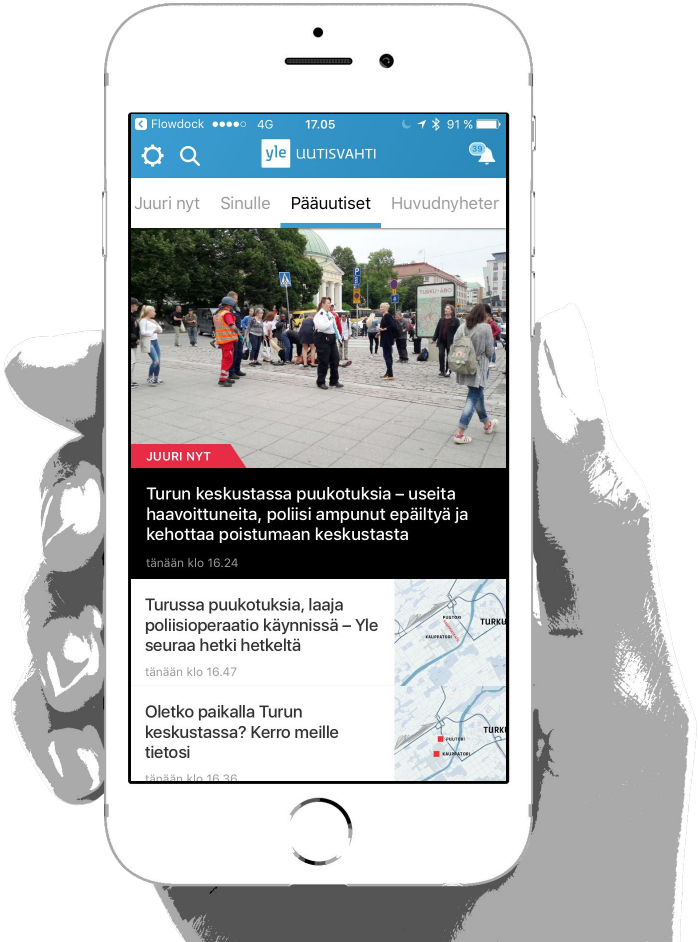
News on your lock screen



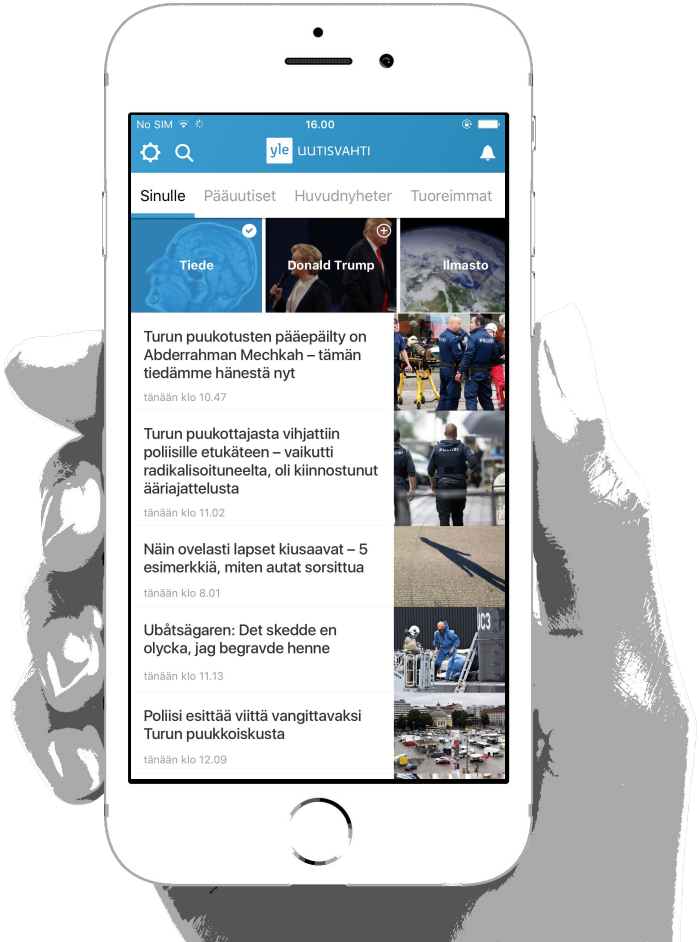
Effortlessly and seamlessly



Recommendations based on your location



Trustworthy news & diverse stories



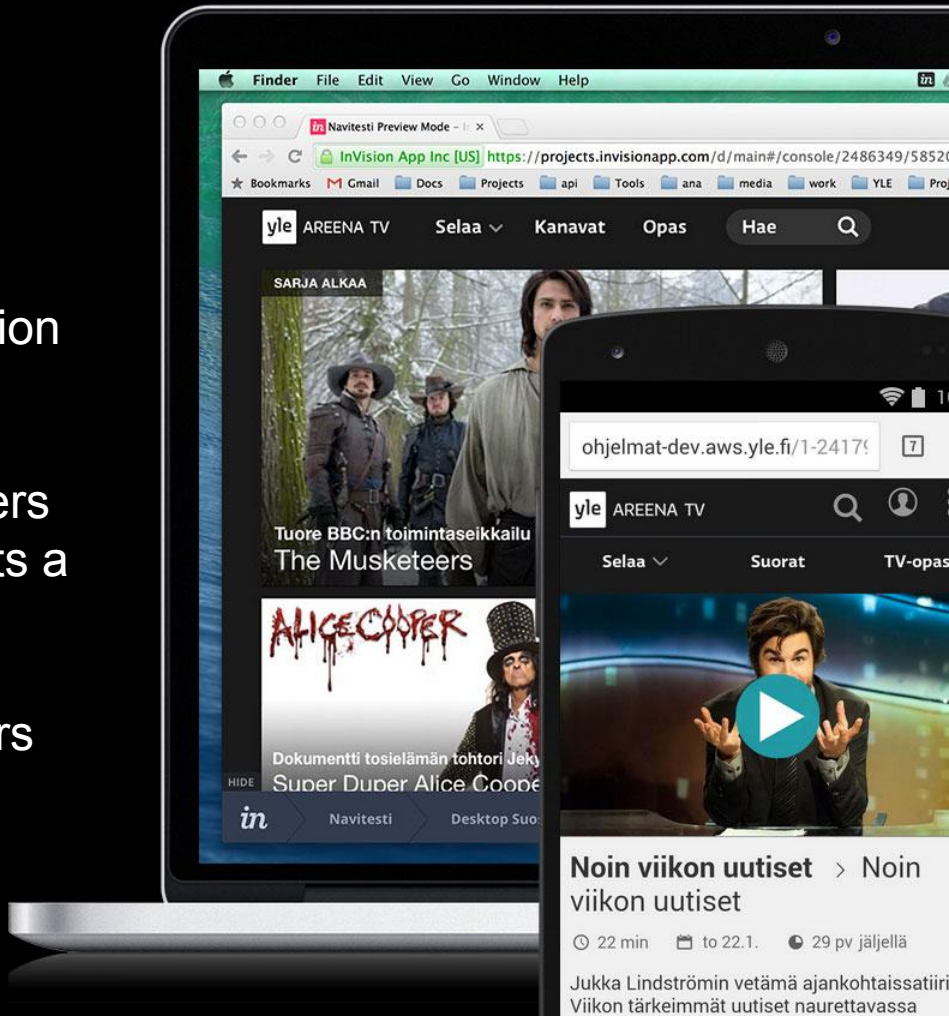
Personalized news feed

Topic-based recommendations

On topics that you find most interesting

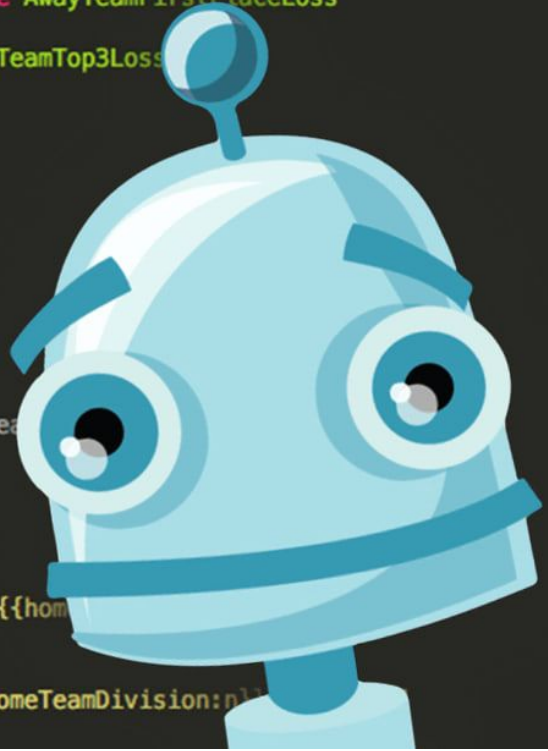
Yle Areena

- Launched 2007 - before Netflix and BBC's iPlayer
- Sixth most downloaded application in Finland, most downloaded Finnish application.
- Over 2,7 million different browsers a week and 2 million video starts a day
- Most prestigious web brand in Finland for five consecutive years (Taloustutkimus 2017).



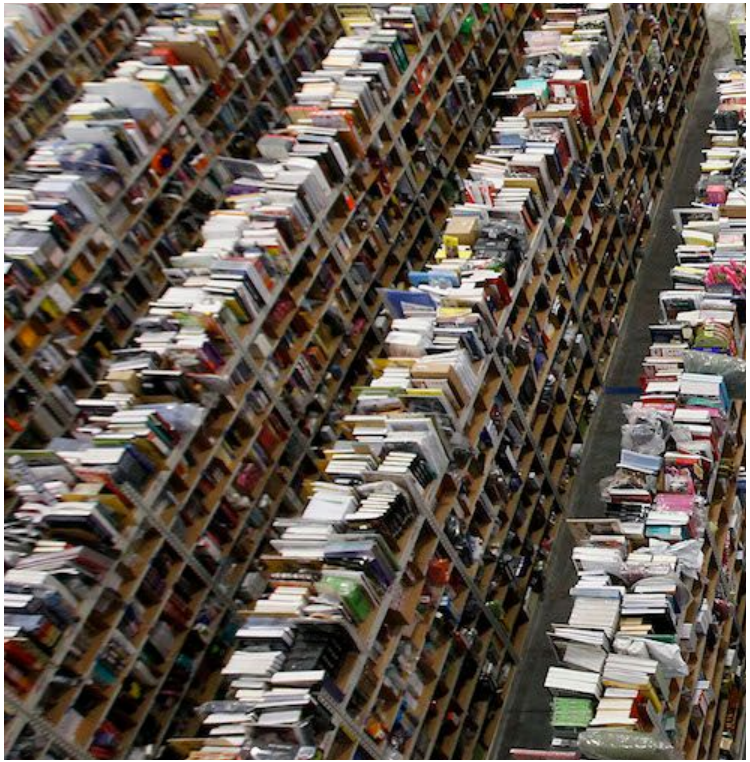
Robot Journalism - Voitto (Victory)

```
46    private def awayTeamTemplates = {
47      if (awayTeamPlacement == 1)
48        if (!homeTeamWin) AwayTeamFirstPlaceWin else AwayTeamFirstPlaceLoss
49      else if (awayTeamPlacement <= 3)
50        if (!homeTeamWin) AwayTeamTop3Win else AwayTeamTop3Loss
51      else if (awayTeamPlacement <= 5)
52        AwayTeamMidPlacement
53      else if (!homeTeamWin)
54        AwayTeamLowPlacementWin
55      else
56        AwayTeamLowPlacementLoss
57    }
58
59    private def templateAttributes = Map(
60      "homeTeamDivision:n" -> homeTeamDivisionWord,
61      "awayTeamDivision:n" -> awayTeamDivisionWord
62    ) ++ teamWithDeclensions("homeTeam", home) ++ tea
63  }
64
65  object DivisionPlacementTemplates {
66
67    val HomeTeamFirstPlaceWin = List(
68      "Voiton myötä {{homeTeam}} vankisti asemiaan {{hom
69    )
70    val HomeTeamFirstPlaceLoss = List(
71      "Tappiosta huolimatta {{homeTeam}} jatkaa {{homeTeamDivision:pl
72    )
```



Solve the Logistics Problem with a help of data and AI/ML

Ensure the Best User Experience



Yle's radio, TV and online offering

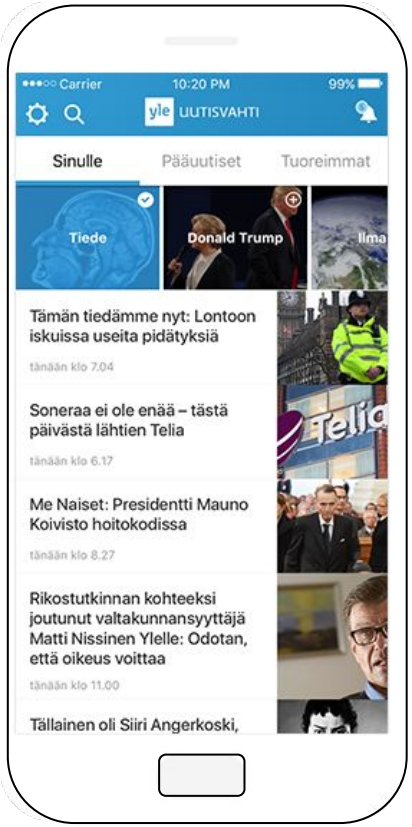
Relevant

Timely

Context-aware

Cross-platform

Secure



Invest in Culture and People

- From Great Leader to Shared Leadership
- Be agile and learn quickly, aim to understand changes in technology and in people
- Utilize data in decision-making
- Focus on the customer
- Build seamless cooperation across between units, teams and organizations

Encourage Transparency and Collaboration

Digital Vision: Yle is the first choice

We are a natural part of people's lives. We provide user-friendly media services that make life richer.

We are a platform for equal interaction and respectful encounters between people.

We are an international media pioneer not afraid to test new technologies and narrative methods.

Key Takeaways

- From mass media to a world where media is all around us
- Media finds me, not the other way round
- To fulfill our remit, Yle needs to be a natural part of peoples' everyday lives
  - For relevant matchmaking, focus on data and AI/ML enabled by cloud
- Invest in Culture and People

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