

FREE TRIAL

Growing HD Catalogue & Complete Series Define Seasonal BT Vision Promos



In this update we are providing a variety of seasonal promos presenting the program highlights during December 2010 on the VOD service of BT Vision.

[Please download the related package with five representative promo clips \(178 MB\)](#)

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Despite a need to define itself in the eyes of British consumers, BT's Christmas offer is presenting a very 'safe' mix of box office hits, 'box sets' of major series, and for the holiday period, Christmas specials of classic BBC TV series that are highly likely to pop up for free on linear TV in the very same month.



The promos present the usual mix of Film and TV highlights as movies become available to BT in the transactional VOD window and as TV series are licensed from catalogue (e.g. BBC Worldwide) or as they become available for VOD after their first outing on linear broadcast channels. (e.g the final season of LOST that recently completed its run in the UK on Sky1).

BT Vision's current work also includes promos for the availability of 'Sex in the City 2' on transactional VOD, promos for seasonal Christmas programming highlights and a promo focusing on the availability of complete series of popular and iconic programming on its VOD service.



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'Great Shows – Full Series' is effectively taking on the retail DVD market by making available every episode of key series like Fawlty Towers, Torchwood, Gavin & Stacey, Desperate Housewives, Damages and The Inbetweeners available on demand.

Whether this drives up transactional revenues, or the penetration of subscription packs over the seasonal period remains to be seen.

Overall the presentation of the seasonal theme across all of BT's promos is familiar, but rather flat and uninspiring. In our view, it does little to enhance the emotional relationship between consumers and the BT Vision brand.

Without the ability to present its own linear channels or run promos within the UI, BT remains little more than a generic 'shop' without an identity, brand or value proposition.

There are some changes for the better. Recognisable both in a recent review of the service and the promo work is an increasing range of HD movie titles, although these must be booked in advance and downloaded over several hours. The introduction of HD content hasn't yet translated to BT Vision's more conventional on-demand TV programming which remains in SD (even for recent US titles that are all produced in HD).



Looking at these examples in context of the service, BT still struggle to make their promos work for them and in the absence of clearly identifiable VOD channel brands, they still struggle with turning their promos into actions. The end of each promo having to direct viewers to the correct area of the user interface in order to make a transaction.

It shows that on-demand without the support of linear channels really struggles to define itself in the minds of consumers and that persuading consumers to interact with a UI and make discretionary purchases is still a major challenge.

To be more effective, BT needs to provide a constant stream of promos as part of its user interface, it needs to brand the various sections of its VOD service more effectively and it needs to employ its broadband network to deliver a portfolio of linear channels, rather than relying on the DTT network and Freeview.

Strategic Marketing and Strategic Application Monitor

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Strategic Marketing Monitor

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