Content Matters

Dave Howard

Managing Director



Summary

- Why exploit video now and who's doing it
- Types and styles of video out there
- Affect on conversion
- High street agencies
- The future?



trailstream

- Dedicated travel content company
- Most prolific creator of video in the travel industry
- Each year film over 1,000 hotels
- Busiest time we'll play over 1 million videos in a month
- Supply tour operators, agents, hotels and broadcasters





Why exploit video now?

- Increasing interest for video
 - 10% Annual growth in unique viewers watching video *
 - 29.6 million unique viewers aged 15 and over *
 - 4 billion videos viewed in UK in January *
 - Over 54m played from BBC web sites *
 - 300% increase in our own videos played year on year
- General acceptance now that compelling content drives conversion
- Simply the next stage in the evolution of holiday web sites



Who's doing it?

- Vertically integrated tour operators
- Other tour operators
- Online travel agents
- Meta search sites
- 6 of the top 10 most visible web sites for holidays now have video



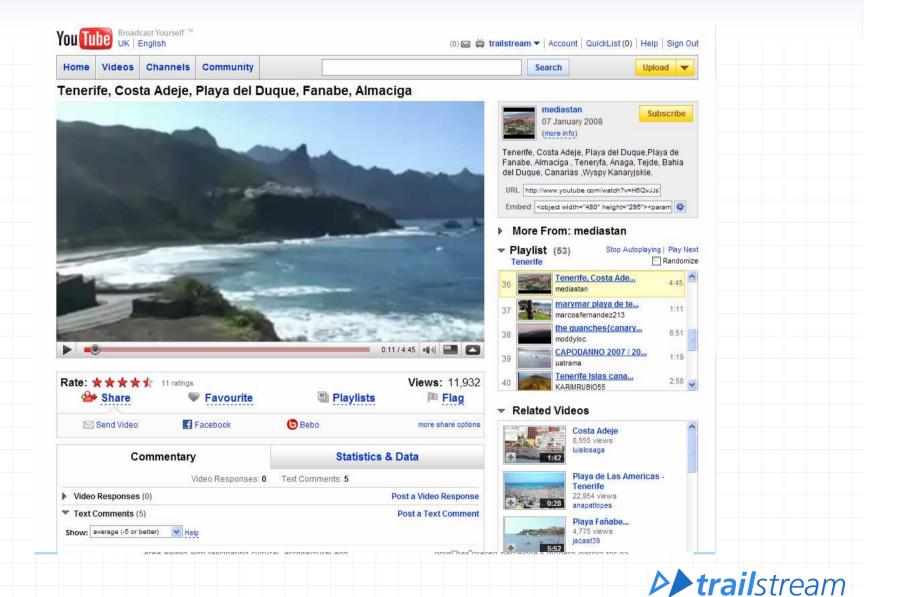


Key decisions....

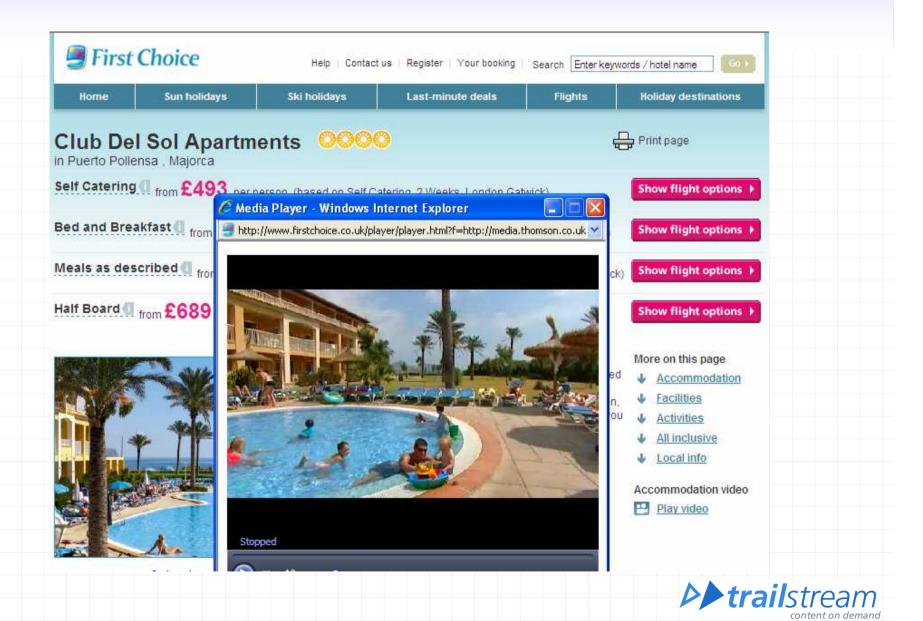
- Style of video
 - User generated, 'tv' style, inspiration
- Impact of music and voiceover
- Duration
 - How is the content going to be viewed
- Integration with web site



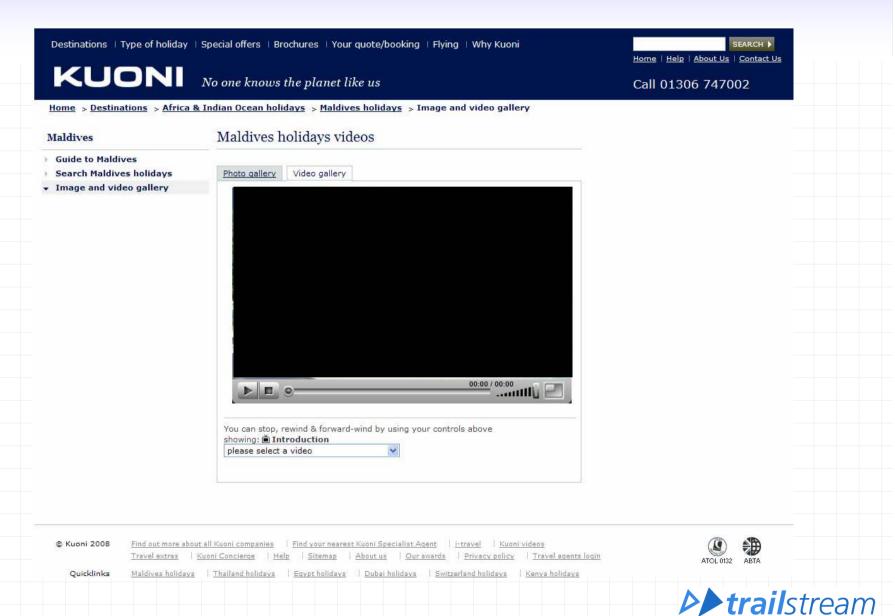
Styles of video - User generated



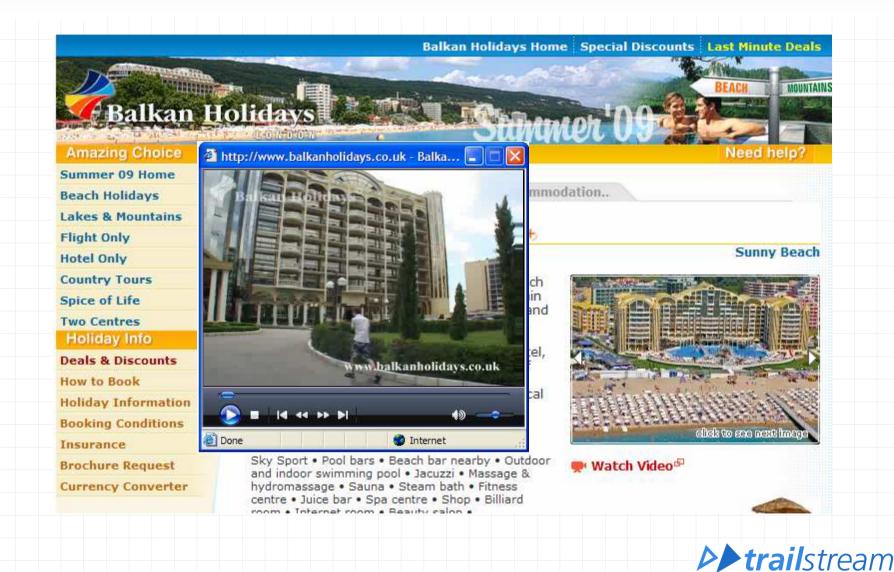
Styles of video - TV Style



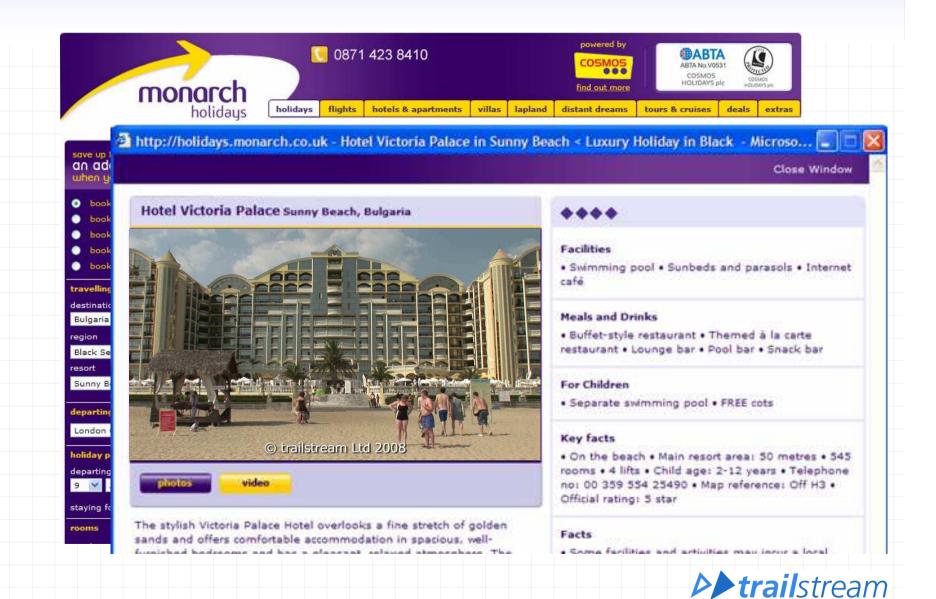
Styles of video - Inspirational



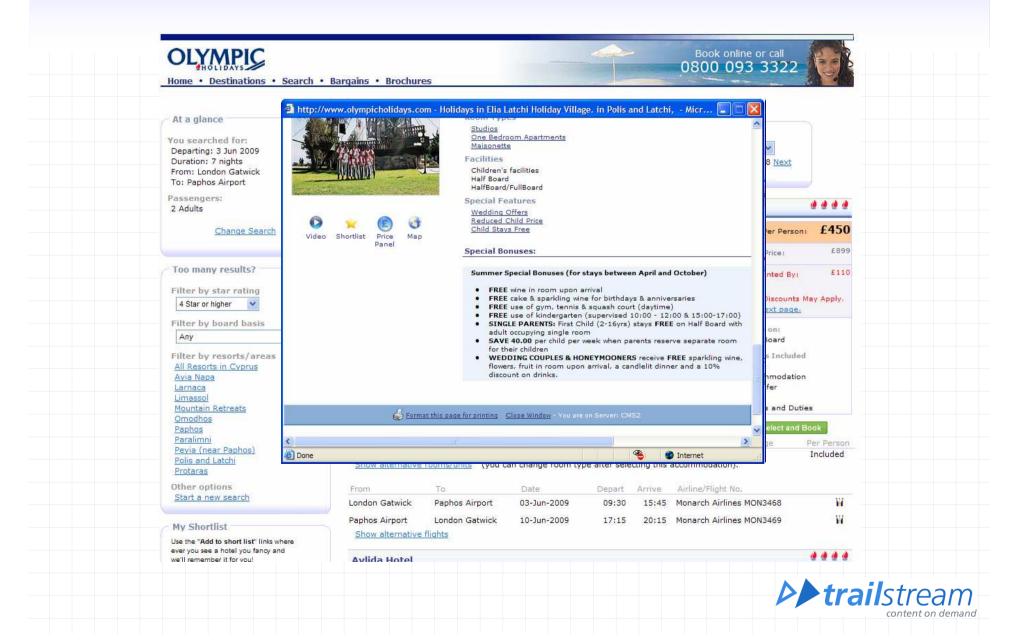
Music and voiceover



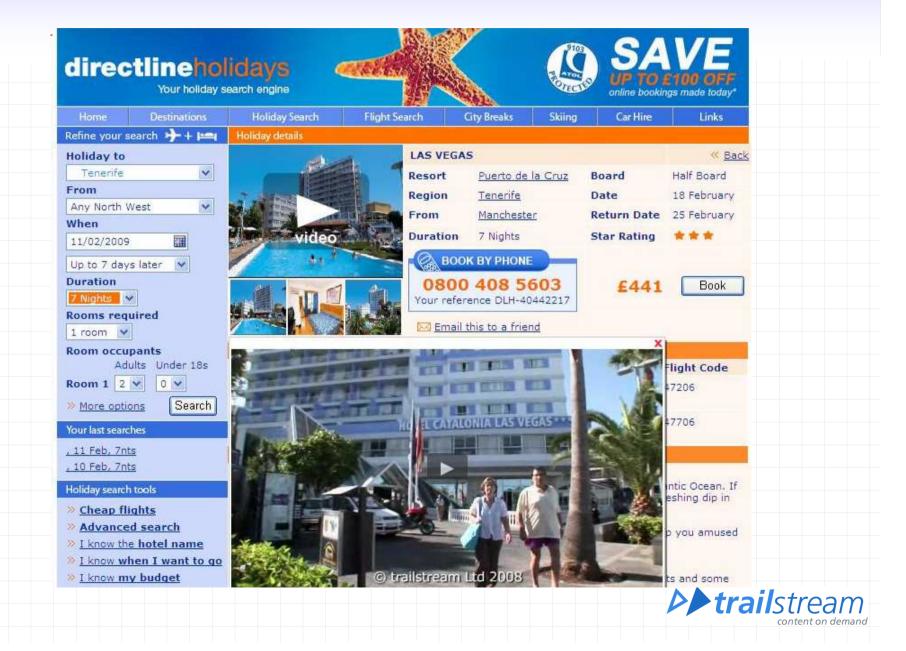
Music and voiceover...



Don't hide it



Make it visible



Affect on behaviour

Number of things happen when you add video to a site

 Customers are drawn to those holidays that have video

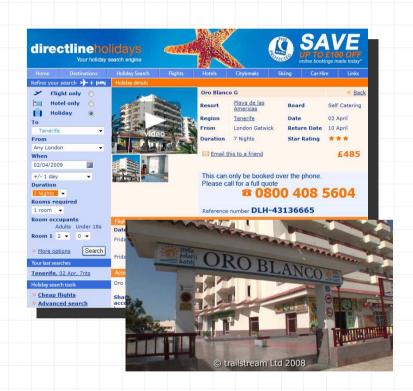
 Holidays with video and viewed around twice those without





Affect on behaviour

- Customers who view video create more revenue per visit than those who don't
- Uplift is around 100%
- Part through increase in conversion
- Part through increase in average booking value





What about the high street...

- Over 5,000 high street travel agents still active
- Over 65% of longhaul holidays are still sold through the high street
- Customers can get all this rich media home
- How does the high street compare?
- Mystery shopper: Thomson, Thomas Cook, First Choice, Co-op
 - Struggled to find relevant content
 - Tried to access video over internet
 - Wouldn't play and impacted other users



In-store media server...

- trailstream.tv utilises an in-store media server
- Single small server can store over 20,000 minutes of video
- Server uses net-top-box technology
- HD videos downloaded overnight ready for immediate playback on existing desktop PCs









Future...

- Today video is just another media type
- 'TV Travel Shop' model on broadcast TV is difficult model to make work:
 - Small audience
 - Difficult to target relevant offers
 - High content acquisition costs
 - High content delivery costs
- Consider an interactive TV Travel Shop delivered over the internet



Internet changes everything...

- Small audience
 - Massive audience on-line
- Difficult to target relevant offers
 - Let customer interact to choose relevant offers
- High content acquisition costs
 - Simply licence the content
- High content delivery costs
 - 20 minutes of streaming costs a few pence



trailstream - summary

- From nice to have to must have
- Keep in mind content will go out of date it's not a one off spend
- If you're going to do it do it well
 - Creation
 - Integration
 - Delivery
- This isn't just for the web, high street needs to adopt



