

Live Talkback

Filmed before a live studio audience



Live Talkback

Thame, England

www.livetalkback.com

Enterprising broadcast content developer uses the Adobe® Flash® Platform to bring broadcast audience involvement to new heights

No matter the venue—a television studio, sports arena, or a concert hall—limited capacity can make people without a ticket feel like they're on the outside looking in. To most people, attending an event such as a talk show or sports match means being part of the action. For those watching at home on television, the feeling can be one of nothing more than disconnection.

Live Talkback, a U.K.-based interactive content developer, is working to change that dynamic and bring home audiences closer to the action. Using the Adobe Flash Platform, the pioneering media firm is helping audiences connect with live broadcast events by enabling them to participate in live polling, measuring crowd noise, and other interactive features from virtually any location.

"Our goal was to enable large-scale, meaningful audience interaction for anyone broadcasting to a mass audience," says Matt Millar, Live Talkback's CEO. "Most audiences are familiar with things like voting on tape-delayed shows. We wanted to take the level of engagement a step further and deliver real-time, instant participation during live shows. The Adobe Flash Platform gives us the capability to do that on an unprecedented scale."

Having a voice from anywhere

With Adobe solutions, Live Talkback can help broadcasters generate real-time interaction with dispersed audience members during live broadcasts. Live Talkback applications include real-time audience voting—which allows television viewing audiences to vote in polls from their mobile device or computer—and an application the company calls a "Clapometer," which uses the microphones on PCs and mobile phones to measure the noise an audience makes during a TV show.

"Our applications are uniquely positioned to help free-to-air and commercial broadcasters drive higher audience engagement," Millar says. Popular daytime shows—like "This Morning," in the United Kingdom, which airs on ITV from 10:30 a.m. to 12:30 p.m. each day—use Live Talkback to let audience members across the country vote in polls to voice their opinions right from their mobile device or computer and watch as the results change instantly as their vote is tallied. Fans of the Liverpool Football Club can interact with various shows aired on the club's television network throughout the week via Live Talkback to voice their opinions and see how they match up with other fans. "It's a new level of interaction that enhances the viewer experience," notes Millar.

Millar says that in a recent airing of "This Morning," the show received more than 57,000 votes in just 15 minutes. Driving higher levels of interaction helps show producers instantly create new content by giving hosts more subject matter to discuss and, more importantly, create a higher value production that stations can leverage to increase advertising sales revenues.

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CEO,
Live Talkback

Challenge

- Enhancing audience engagement with live broadcasts
- Accelerating content development
- Improving value of broadcasts for viewers and broadcasters

Solution

• Digital content integration
Live Talkback is using the Adobe Flash Platform and Adobe Creative Suite* components to seamlessly integrate digital content into television broadcasts in real time to improve audience interaction.

Benefits

- Enabled real-time integration of digital content
- Enhanced real-time audience interaction using live polling, noise measurements, and other interactive tools
- Increased the value of broadcasts to advertisers
- Achieved more than 57,000 live votes in 15 minutes during a single broadcast segment

High-quality content, delivered in real time

After evaluating other solutions, Live Talkback chose the Adobe Flash Platform—including Adobe Flash Builder™, Adobe Flash Player, and the Flex* framework—to solve the complex issue of taking real-time data and seamlessly feeding it into a live broadcast. The company selected the Adobe solution because it offers a rich, flexible, efficient, and intuitive development environment with seamless integration processes. Live Talkback is often given less than 24 hours notice for show changes. In broadcasting, it comes down to speed of development and maintainability, and Adobe Flash Builder and the Flex framework were the only choice for Live Talkback according to Millar.

In the past, incorporating graphics of viewer-driven data into live broadcasts was a slow and costly manual process. The process involved one or more dedicated staff members who used expensive graphic development software—which can cost between \$10,000 and \$15,000 per suite—to load previously aggregated data to display on screen.

"Other solutions don't offer the flexibility and graphic richness we require for delivering impactful content," Millar says. "The Adobe Flash Platform and components of Adobe Creative Suite software enable us to consistently produce high-fidelity content, with graphics we'd otherwise not be able to develop, and integrate it directly into a broadcast feed to become part of the production—all in a fraction of the time it would take with more traditional methods."

In addition to faster development times, the Adobe solution helps Live Talkback overcome challenges of user adoption. Because the Adobe solution leverages the free Adobe Flash Player, already installed on 98% of the world's Internet-connected computers, audience members don't need to download additional software or have special hardware to participate in interactive broadcast segments.

"The challenge of creating rich, interactive tools like voting pods, accelerometers, or the "Clapometer" is getting people to actually use them properly," Millar says. "Developing them as a desktop application would have meant trying to convince millions of people to download a specific application and figure out how to use it. With the Adobe Flash Player, all the tools are readily accessible to audience members without any additional effort."

Live Talkback leverages the Adobe Flash Platform to enable audience members throughout the United Kingdom to cast their votes in real time on topics important to them. The solution aggregates audience feedback and integrates it seamlessly and instantly into the broadcast feed, letting viewers see how their feedback impacts live polling for an engaging, interactive experience.

"The type of business we have today would not be possible without Adobe software and technologies."

Matt Millar
CEO,
Live Talkback



Toolkit

Adobe Flash Platform. Components used include:

- Adobe Flash Builder
- Adobe Flash Player
- Flex framework

Adobe Creative Suite Master Collection

Agility to meet future demands

Using the Adobe Flash Platform, Live Talkback is transforming the way audiences experience broadcast television. With just four developers in house, the company can generate high-definition output in real time for specific broadcast episodes that reach viewers throughout the United Kingdom and abroad.

While the company is focusing heavily on expanding its footprint in the United Kingdom, outside influences—such as Liverpool Football Club's recent purchase by the same group that owns Major League Baseball's Boston Red Sox—may pull Live Talkback into other markets like the United States, which will require a level of agility and flexibility most companies can't offer.

"The type of business we have today would not be possible without Adobe software and technologies," Millar says. "The Adobe Flash Platform lets us move things around in layout and produce content in different scalable formats—including high definition—to meet the unique needs of each broadcast, no matter the market in which it's broadcasted. To be able to take whatever graphics we can find and then turn those into fully integrated, animated content in just a matter of hours is absolutely essential to our ability to grow and thrive."

For more information

www.adobe.com/flashplatform



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

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