

EURIOVISION

OPERATED BY EBU

**CASE STUDY:
RTVE LAB**

DIGITAL INNOVATION
AND STORYTELLING
PROGRAMME

MEDIA ONLINE

rtve.es lab

EDITO

The media landscape and media consumption habits are changing. Building bridges between new ways of storytelling and traditional broadcast is a priority and a challenge for public service media nowadays.

This is what RTVE Lab has been doing since 2011: innovating with products and formats to find new ways to tell stories for digital immigrants and natives. They are placing users at the centre of their strategies, reflecting new ways of consuming content.

The team is made up of designers, developers, journalists and multimedia editors. The goal of their collaboration is not only to create new ways of telling stories, but also to invent new ways of doing things.

RTVE Lab hosted the first meeting of the EUROVISION Digital Labs Network in June 2015. The programme, run by the Media Online team of the Media Department, aims to connect digital labs run by PSM (whatever they are called) by enabling them to share knowledge and

learnings, as well as to find opportunities for working together with innovative digital products and formats.

Participants at the Madrid meeting included representatives from VRT Start-Up, DW Innovation, RTS Digital Lab, SWR E-Lab, SR Digital Innovation, the BBC Digital Innovation Unit, RTBF Interactivity Department and the hosts, RTVE Lab. This was the first in a planned series of visits, workshops and hackathons focusing on digital storytelling and innovative transmedia and interactive projects.

The following overview on RTVE Lab is based in the presentation they gave to the labs taking part in the visit in Madrid.



PROYECTOS

TASARER

UNIVERSIDAD

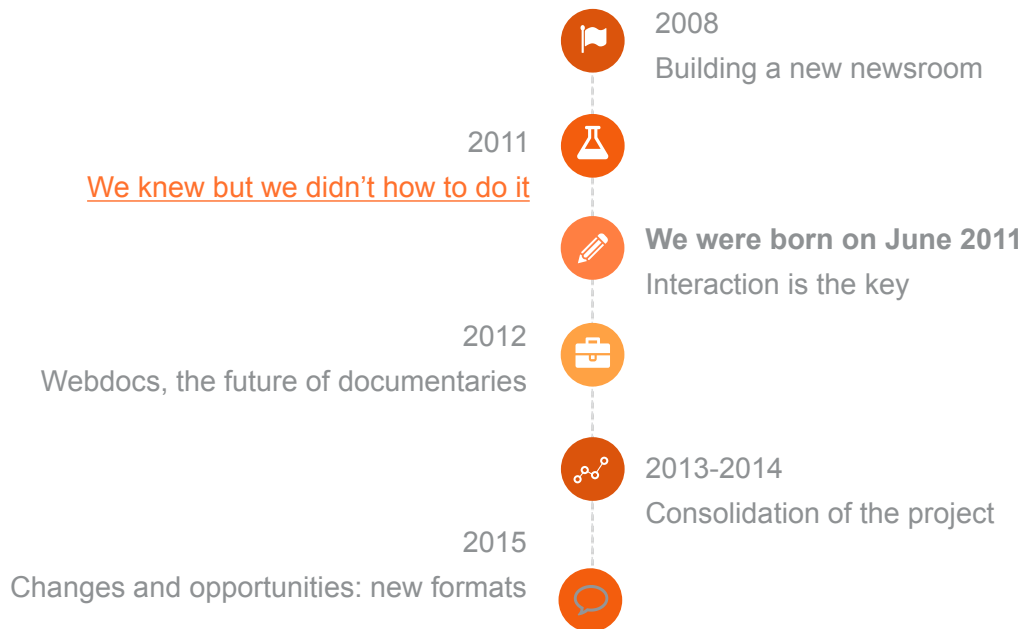
REGULAT
RECH...

ABOUT RTVE LAB

WHAT IS THE HISTORY OF RTVE LAB?

The Lab was launched in 2011 to develop new ways of telling stories for audiences that RTVE is not reaching with traditional, broadcast media. Their first projects focused on finding new ways to produce content around big, national events such as the San Fermin Bulls Racing.

OUR ROUTE MAP



THE TEAM

RTVE Lab team is made up of designers, developers, journalists and multimedia editors. They are all equally interested in finding new ways of doing things. They define themselves as multitasking and multi-disciplinary, digital trends hunters, with a millennial soul and always ready to try something different all the time.

"The only way to innovate is to fail and try new formulas. Don't be afraid of epic fails. Ricardo Villa"



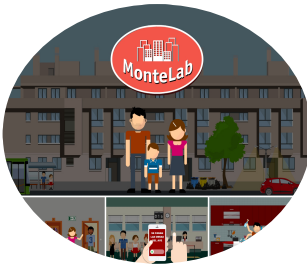
SITTING TOGETHER, THINKING
TOGETHER

RE-THINKING OUR PROJECTS

EXAMPLES OF PROJECTS BY RTVE LAB

3 projects, 3 definitions of our work

DISRUPTIVE



Project #1: MONTELAB

- First DocuGame
- Gamification to generate empathy
- A story too many times told
- Experience the life of someone

LIQUIDE



Project #2: ESTAFETA - 1

- A personal story
- Our own 'Snow Fall'
- 1 day of production

OUR OWN IDENTITY



Project #3: THE ROYAL TRANSITION

- A new first page with 20 days to prepare
- But we have RTVE archive
- Real time analysis

We do also short term projects



LAB VIRAL

- Audiovisual content produce just for FB and TW
- Simple questions, different visual answers
- For example: How your vote becomes in a deputy seat?



- Lablogatorio,
- Blog to catch all the innovation trends
- Building a community

HOW THEY MEASURE SUCCESS

For the RTVE Lab team success means:

- Doing new things, things that have never been done before;
- Creating products that are used by other departments in RTVE;
- Having our colleagues in other departments progressively understand and admire what we do and the way we work.

Our idea of success is different to the rest of the newsroom



Liga MasterChef,
300.000 users during the first week



Fallen in the Wall,
Transmedia project. 5.000 users

LESSONS LEARNED BY RTVE LAB SO FAR

(AS EXPLAINED BY THE LAB'S MEMBERS)

1. Content is king (not technology);
2. The right technology plus the right story, lead to the right experience: it's about perception, sense and reactions from the user;
3. Simplicity: be better storytellers with limited resources: 'tell everything vs tell our own story';
4. People, people, people: our users are interested in the characters, not in the events. Our stories must always tell something about someone;
5. Don't be afraid to fail, because you are going to fail a lot
Failing is an important part of the process;
6. Go where the party is: generate discussion between our users by going where they are;
7. Take advantage of the big waves: great events generate a huge amount of traffic: use it to be part of bigger communities;
8. Do what you love and love what you do: we don't love every project we do, but we try to love what we do with the projects.



RTVE LAB'S NEXT STEPS AND CHALLENGES

1. MOVE FAST, BREAK THINGS

Should we continue working like a startup?

You should decide

Pros	Cons
You can test ideas very quickly	Incredible dependence on tech & design
You learn a lot of things faster	It can also hurt culture and morale in the long term
It gives everyone a sense of urgency	There is the peril of never doing anything well
It provides cultural and moral benefits	Sometimes you could forget that there is a price for being wrong

2. KEEP CREATING TOOLS THAT COULD BE VERY USEFUL FOR THE NEWSROOM

Tools developed by LAB RTVE, now used in the newsroom

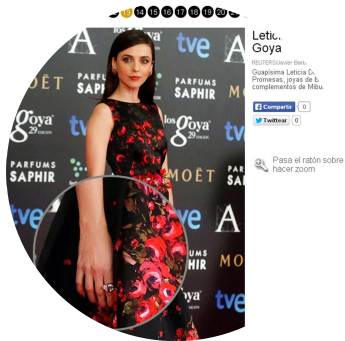
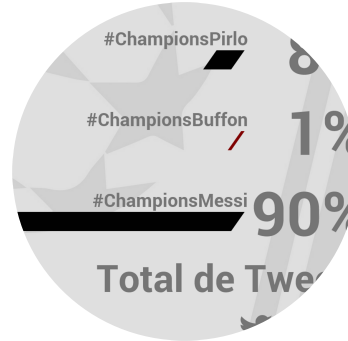


Photo Magnifier



Social Radar



Social Counter



San Fermín's Interactive Cam

3. CREATE AUDIOVISUAL CONTENT FOR THE INTERNET GENERATION

Digital Factory

Our next formats



RT Plz

A weekly show for YouTube about “the Social Noise”. News, funny videos, Trending Topics



I Was On The Cover

Upclose interviews with anonymous people on the cover of a newspaper for a reason

4. STUDY HOW TO ENGAGE TO GO VIRAL

Facebook Analytics

Which videos engage better with the audience?



Spoiler Alert

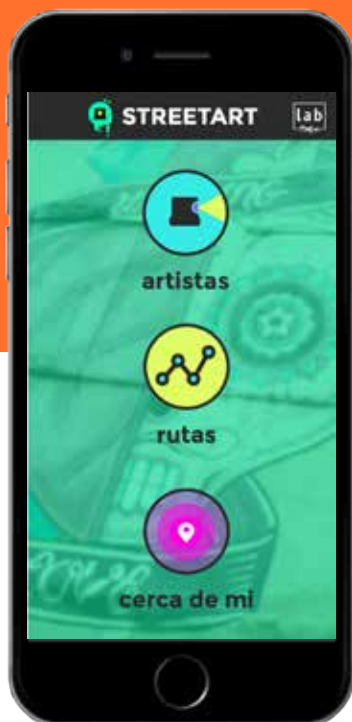
A game to see how people react to spoilers for TV series and movie spoilers



The D'hont Method

We explained how your vote converts into a parliament seat in party-list proportional representation

6. FORGET MOBILE FIRST TO GO MOBILE ONLY



Our Street Art Project

- ✓ Instagram First
- ✓ Only mobile experience
- ✓ We need the user to be active
- ✓ We want the user to be participative



An App Created By Us



With The Voice Of The
Main Characters



Showing How Our City Is

7. FINDING A VOICE AND A PERSONALITY WITHIN THE COMMUNITY IS IMPORTANT

#TienesQueVerlo / #YouHaveToSeeThis

The Importance of Human Prescription



Feature One

We have to be curators of innovation products



Feature Two

It is Important to put a face and a personality to our content



Feature Three

It is Important to know what is happening around you

8. MAINTAIN THE ATTENTION OF TRADITIONAL TV AUDIENCE AND GAIN THEIR TRUST

Carlos, Rey Emperador

Our next challenge

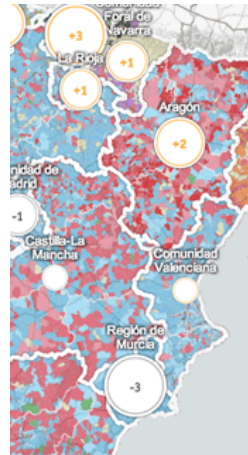


9. TEST, BE WRONG, LEARN; TEST, BE WRONG, LEARN; TEST, BE WRONG, LEARN

We need innovation to be contagious

We have to learn something everyday

We need to multitask more...



NEXT TOPICS TO EXPERIMENT WITH



DATA VISUALIZATION



AUGMENTED REALITY AND VR



PODCASTS



WEARABLES

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