WinkBall
Video Media
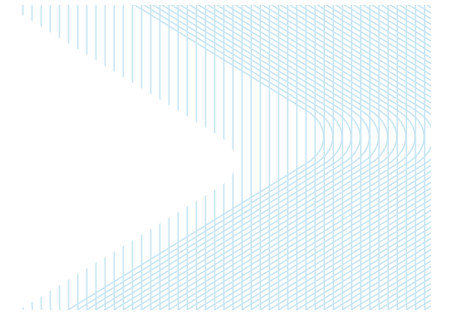
WinkBall

# Why video

▶ Watching a minute of video is equivalent to reading 1.8 million words (Forester Research, 2012)

▶ The global media and telecommunications world has converged on video

▶ The dominance of video is the most significant online trend since the invention of the internet

▶ Advances in mobile and tablet technologies have enabled video to become the most effective way for businesses and brands to communicate
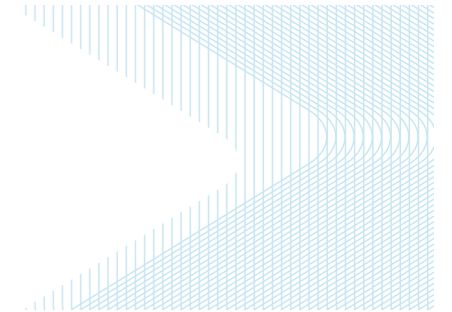
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Facts
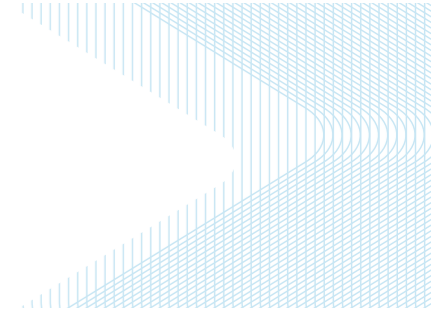
▶ **91%** of internet traffic worldwide will be video by 2013 (Cisco)

▶ Over a third of all business web traffic comes from online video (Comscore)

▶ Video is **53** times more likely to appear on the first page of a Google search result

▶ People are **85%** more likely to initiate a purchase after watching a video (Internet Retailer)
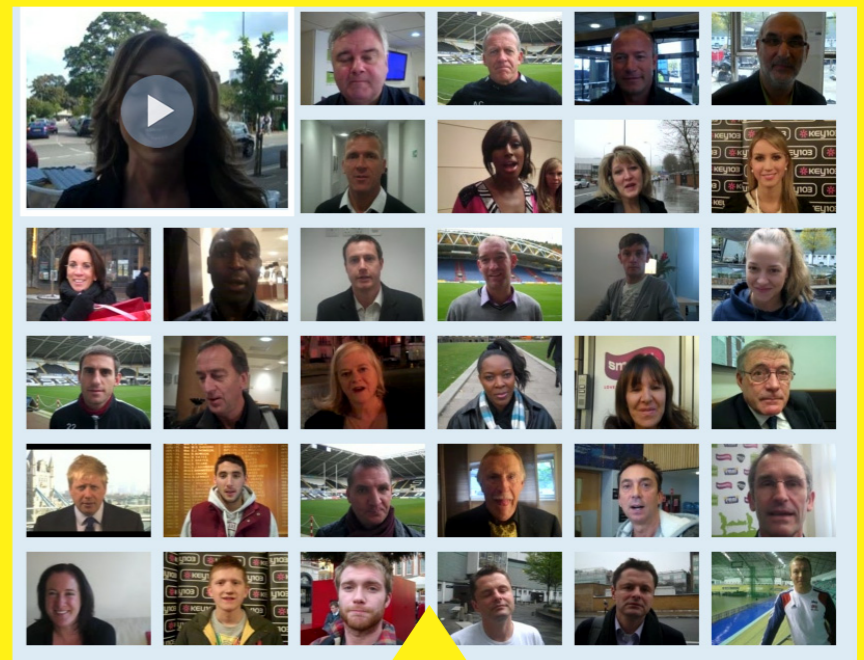
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What is WinkBall

▶ WinkBall Video Media launched in August 2009 after three years of R&D. It's aim is to create the best online and mobile platforms for communicating using video

▶ Alongside this platform WinkBall created a worldwide network of over 300 video reporters

▶ WinkBall reporters are used to provide video content generation and video interviewing services

▶ Today WinkBall Video Media is one of the world's largest producers of video interviews and video content. It has created a range of video technologies, production facilities, interactive systems and mobile apps for users
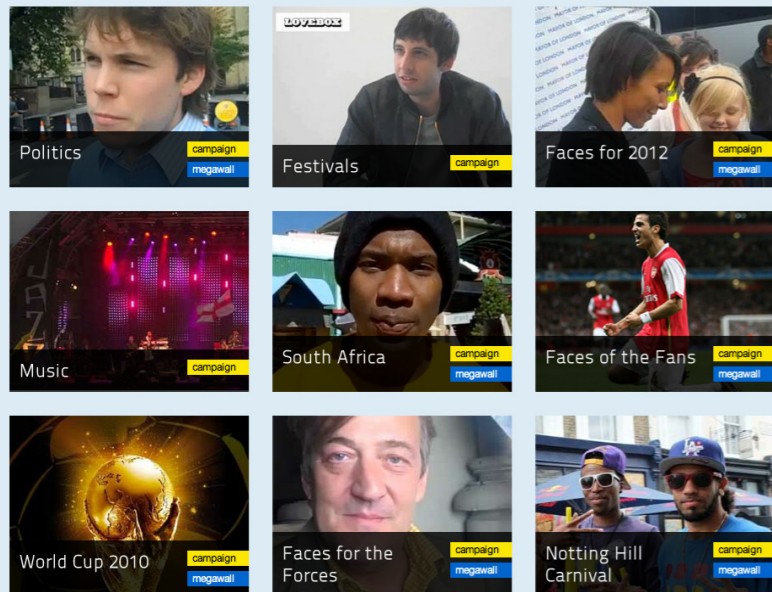
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3 million people video interviewed by WinkBall

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Communicate Happiness

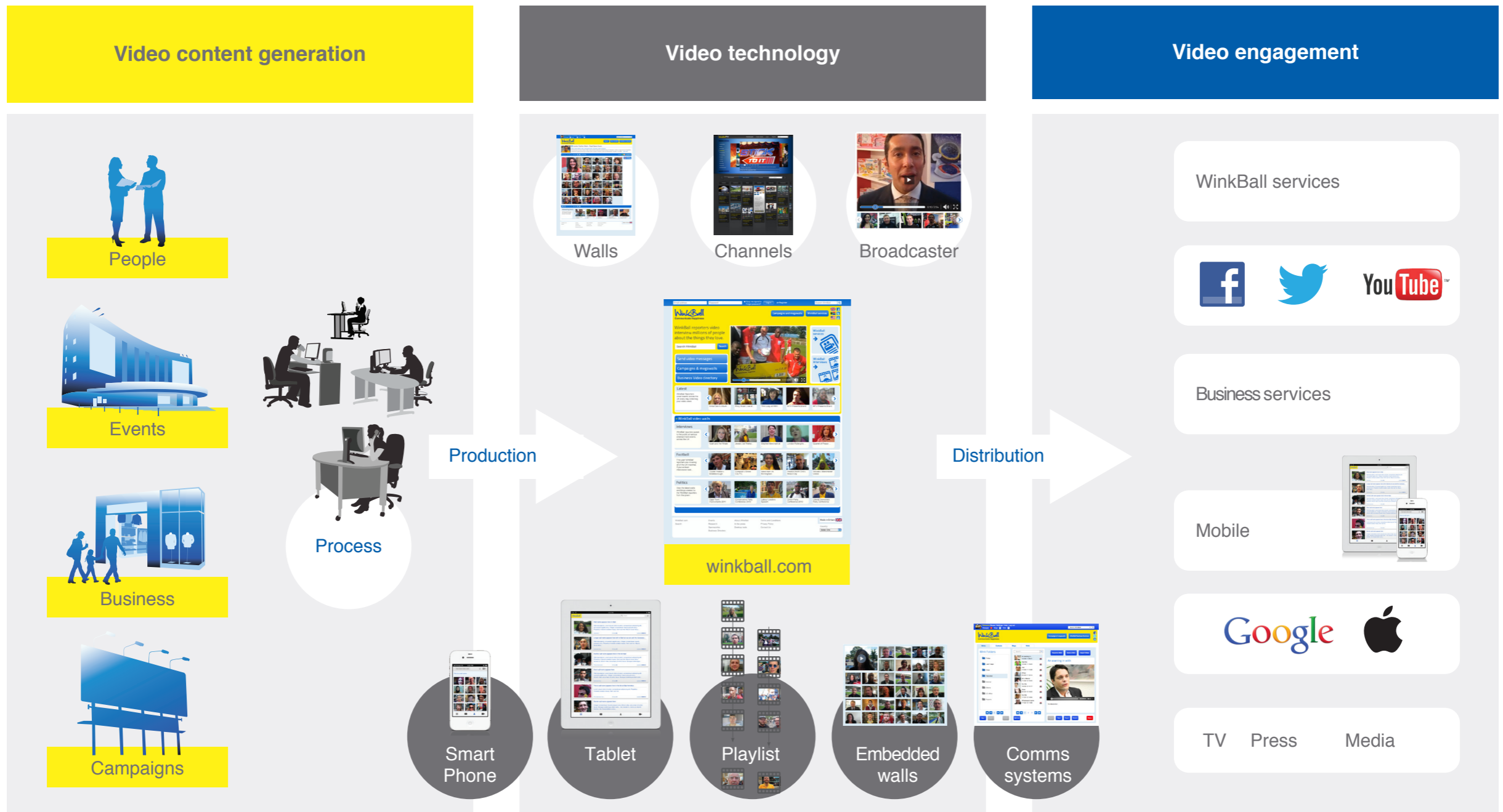Campaigns & megawalls | WinkBall Business Services
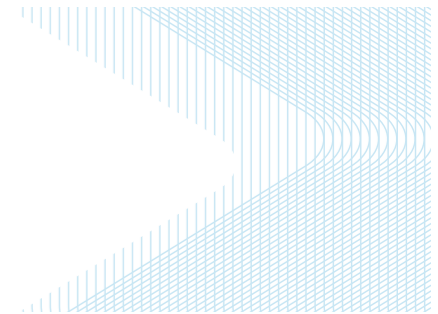
Campaigns and Megawalls

Politics — campaign megawall
Festivals — campaign
Faces for 2012 — campaign megawall
Music — campaign
South Africa — campaign megawall
Faces of the Fans — campaign megawall
World Cup 2010 — campaign megawall
Faces for the Forces — campaign megawall
Notting Hill Carnival — campaign megawall

communicate **happiness**

5,000 Events covered in the UK, USA, India & South Africa

400,000 messages recorded for the UK armed forces

WinkBall

The process

Video content generation

People

Events

Business

Campaigns

Process

Production →

Video technology

Walls   Channels   Broadcaster

winkball.com

Smart Phone   Tablet   Playlist   Embedded walls   Comms systems

Distribution →

Video engagement

WinkBall services

Business services

Mobile

Google

TV   Press   Media

The process
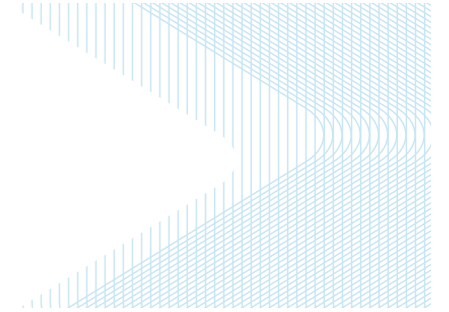
▶ Video content is generated through WinkBall's network of reporters and recordings made at its purpose-built blue room video studio

▶ Post-production processes of video editing, meta tagging and film making are then used to create content for websites, mobile applications, online shows and social media

▶ WinkBall creates video content for businesses, organisations, brands, campaigns and social events

WinkBall architecture

Content generation	- Reporters - Studio - Production processes
Technology	- Web technologies - Mobile technologies - Social networking
Engagement	- Websites - Films and shows - Mobile apps
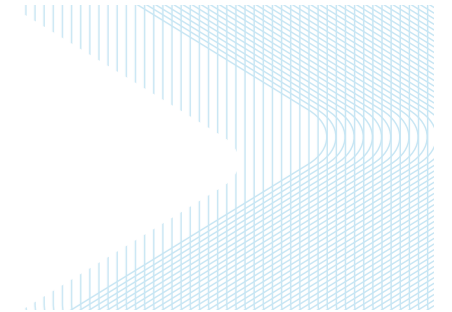
Content generation

Reporters

▶ Video interviews by reporters at events guarantee quality, user generated content

▶ Interactive video walls, event montages, web TV and viral clips are then shared via WinkBall, Twitter, Facebook, newspapers, blogs, brand sites, fan sites...

▶ Offer the unique ability of being able to "capture the passion as it happens"

▶ Letting people "have their say" on video makes them feel valued and happy

Technology

Web technologies

▶ Developed WinkNet, an advanced video communication platform supporting video messaging, video walls and video blogging

Mobile technology

▶ WinkNet can be used by smartphones, tablets and internet TV. A range of apps have been created for communicating using video

Social networking

▶ Video on WinkNet can be shared across Facebook, Twitter, YouTube and all other major sharing sites
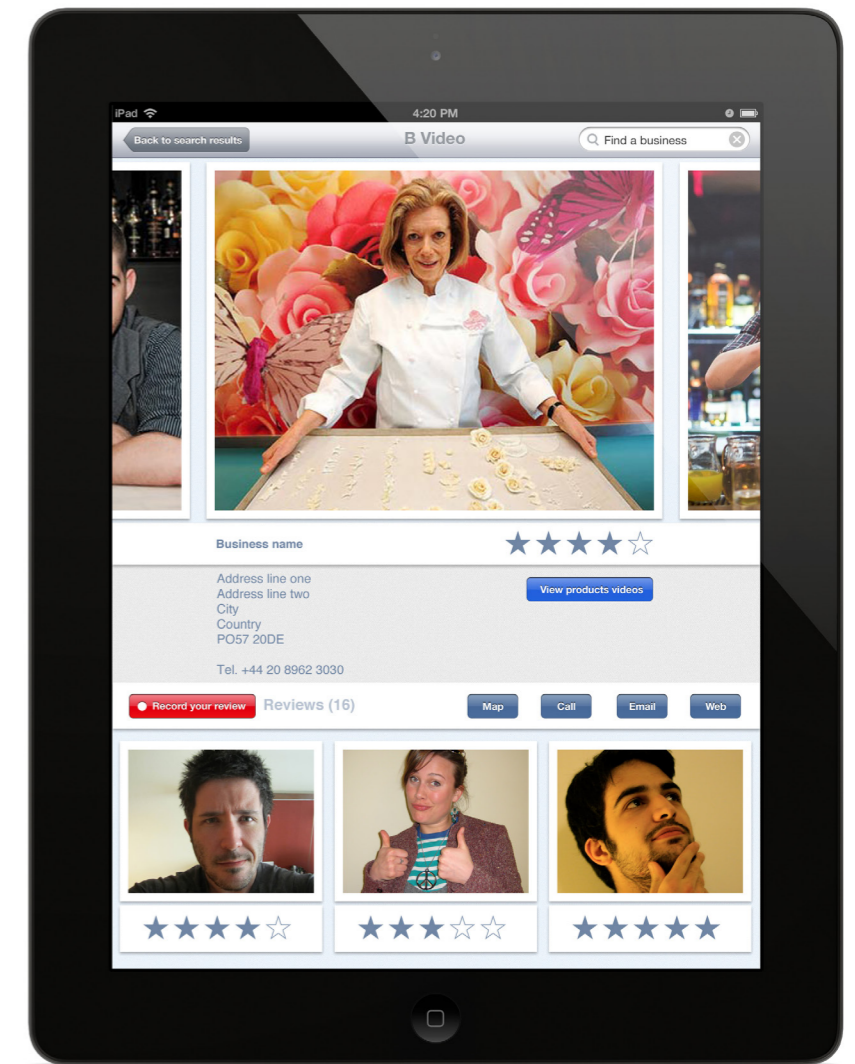
Engagement

▶ Specialists in creating video websites for business sectors, widgets and video search engines

▶ Customisable video walls and messaging technologies are used to create internal communications systems

▶ Video production of filmed events, business films, content for video channels and mobile applications
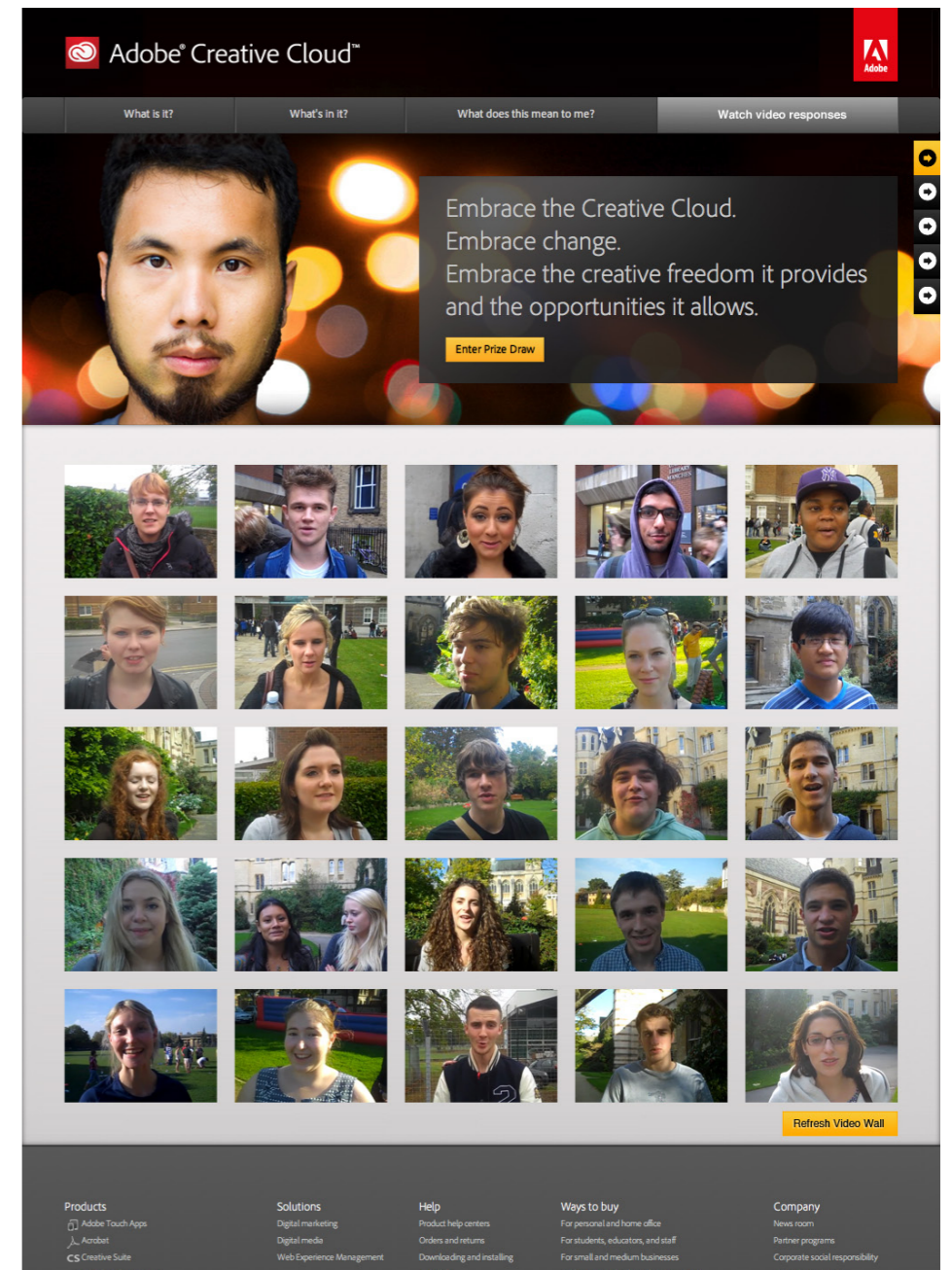
Strategy overview
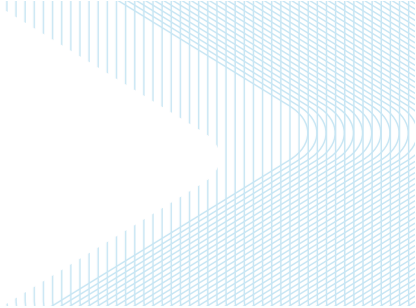
	Phase 1: People **WinkBall**	Phase 2: Businesses **VideoPlaces**	Phase 3: Technology **WinkBallTV**
Content generation	300 video reporters interview the public at over 5,000 events across UK, USA and South Africa 1.6+ million videos indexed on Google	Video reporters interview businesses, record customer reviews and create product and service videos 2,000 test video interviews completed	Enables the public, businesses and organisations to create online video channels and charge subscriptions for access to these channels
Technology	www.winkball.com is a social media platform that enables users to watch video interviews, send video messages and create video walls	VideoPlaces enables users to watch business videos, customer video reviews and product and services videos Users can leave video reviews and contact businesses	By combining web, mobile and video technologies this platform provides a pay per view service for worldwide content
Engagement	30 million videos viewed on www.winkball.com iPhone and iPad apps A weekly online programme	Customers can leave video reviews via smart phone and tablet Businesses can communicate with customers via mobile video messaging apps Weekly online programme	100 channels of exclusive video content which can be engaged with via smart phone and tablet

WinkBall

Phase 1: People - WinkBall
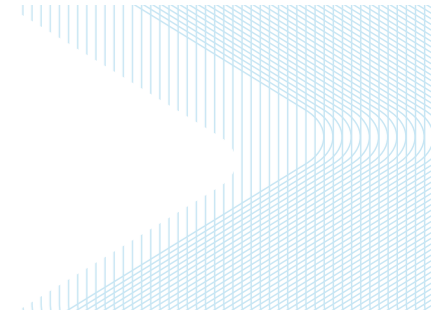
▶ WinkBall reporters have researched and recorded at over 5000 events across the UK, USA, India and South Africa

▶ This video content is uploaded to video walls and shared via social media

▶ 1.6 million videos indexed on Google

▶ WinkBall communicator - iPad, iPhone and Android app allowing users to send messages and watch video content on www.winkball.com

▶ WinkBall video apps sold in Play / AppStore all contain content from reporters

WinkBall

WinkBall mobile

Video content generation	Video technology	Video engagement

video interviews

Process

Production

Mobile/Tablet App

Distribution

Broadcaster

Tablet

Smart Phone

www.winkball.com is a social media platform that enables
users to watch over three million interviews,
create video walls, blogs and send video messages
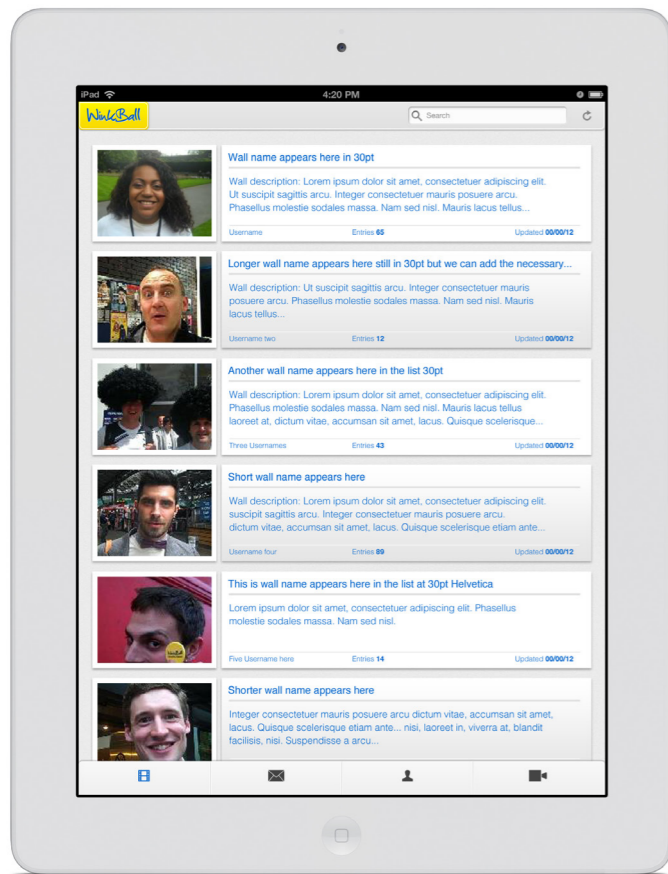
iPad app
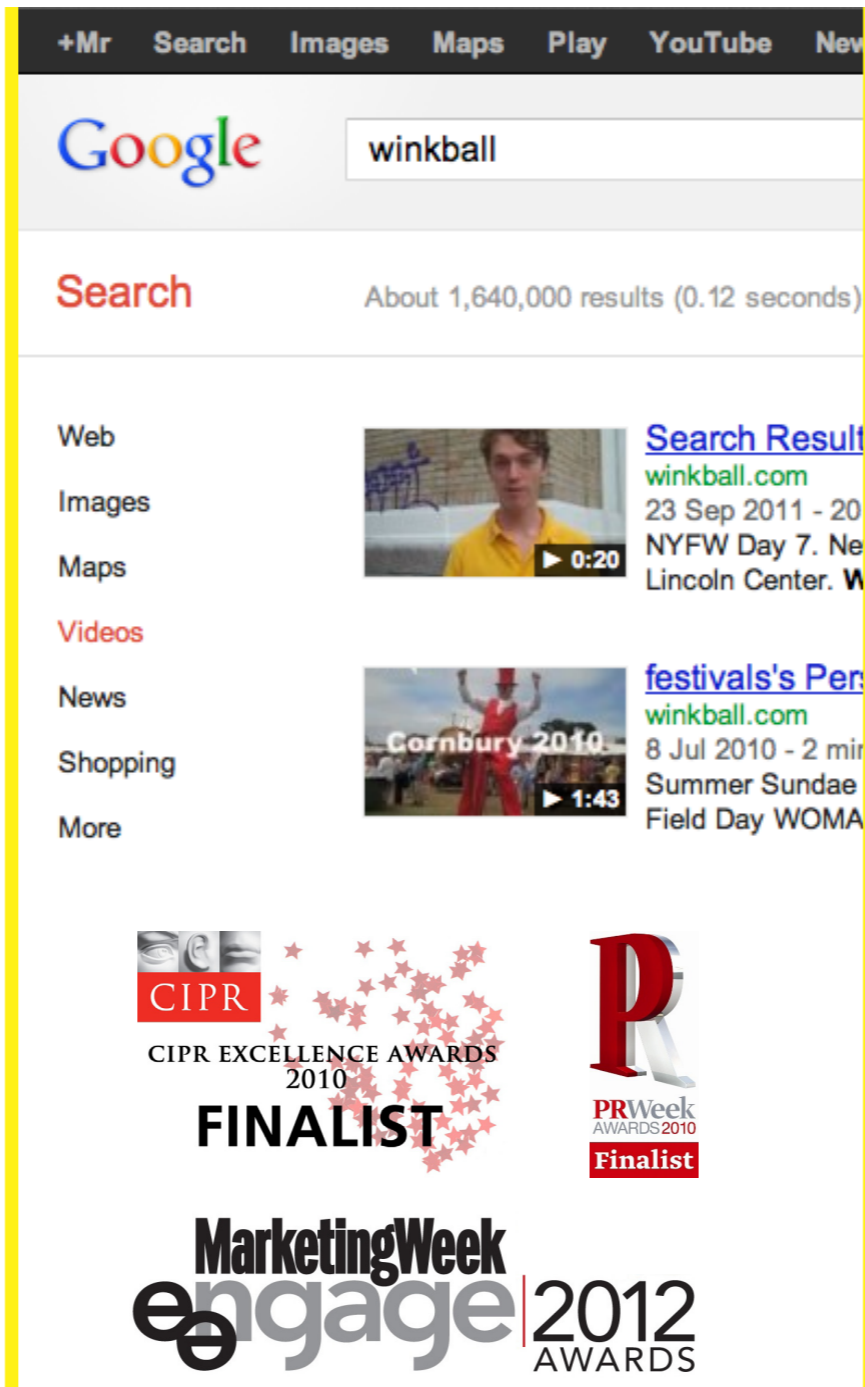
1.6+ million videos

Nominated for awards
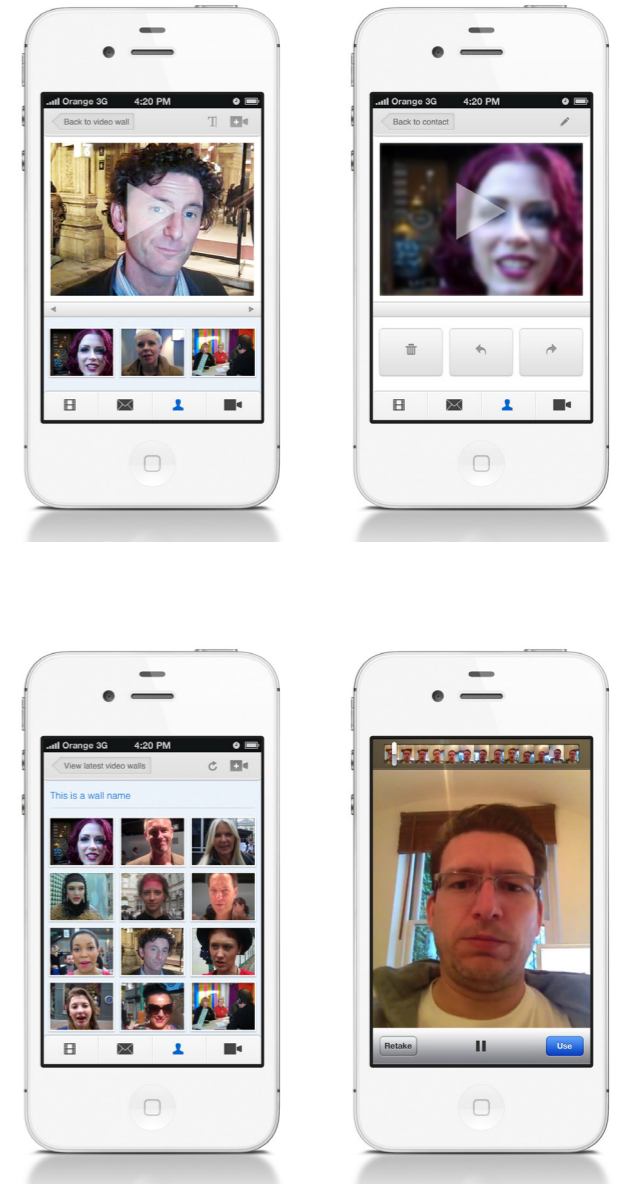
iPhone app

Phase 2: Businesses - *VideoPlaces*
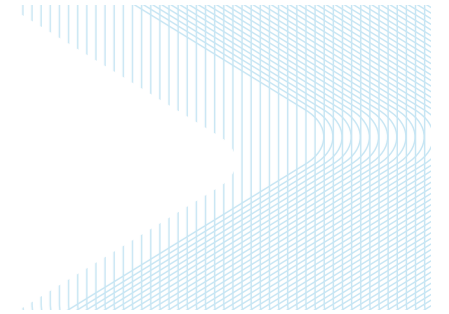
▶ An interactive video site that enables businesses to display promo films, customer reviews and product and service demonstrations

▶ These "video places" are linked to social networks, used on websites and can be shared across the internet

▶ Shop owners can communicate with customers using a video mobile application (Customer Communicator)

▶ Customers can leave video reviews via a mobile application (Review Us)

Putting businesses on video
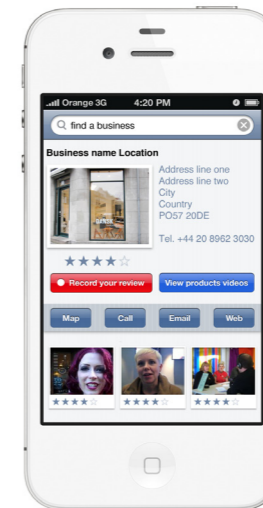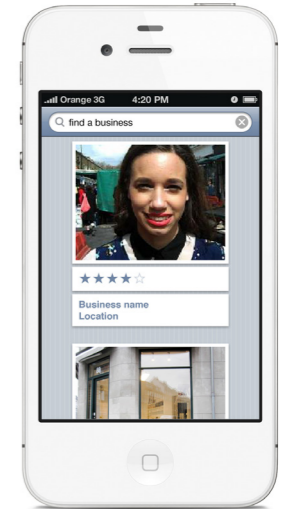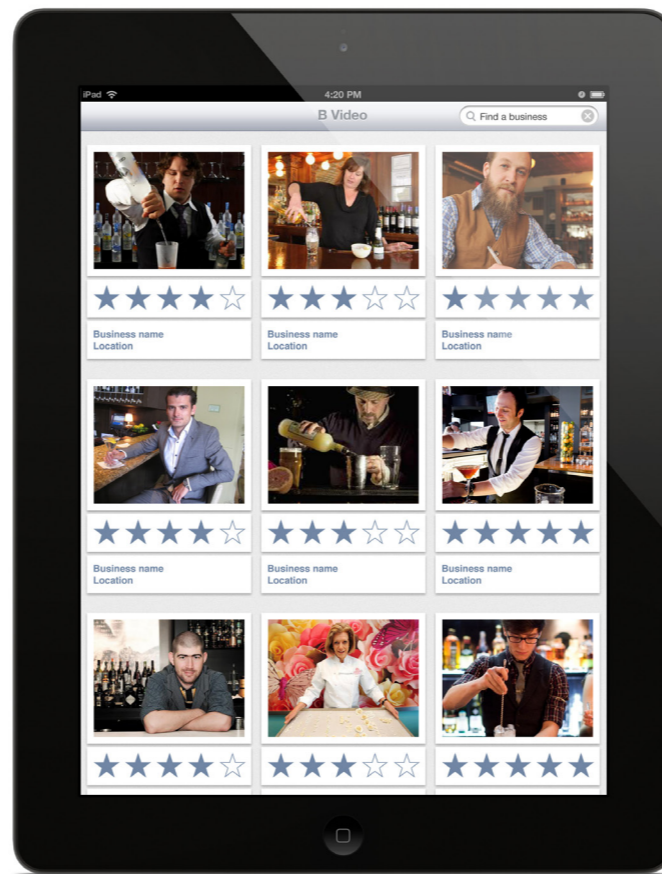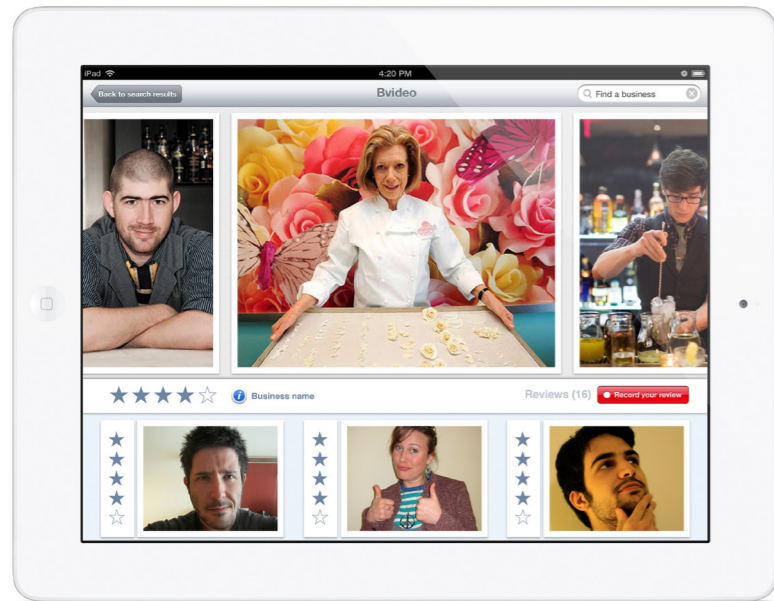
VideoPlaces iPad and iPhone apps

Phase 3: Technology - WinkBallTV PPV channels

▶ Allows anyone to create their own pay per view video channel

▶ People can upload video they wish to derive revenue from and set pricing for consumers who pay for subscriptions

▶ Creates a video place for subscribers to view content and engage with other viewers

▶ People can view exclusive content, send video and take part in discussions and competitions
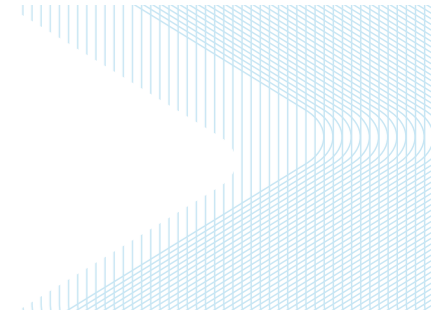
Pay per view channels for everyone
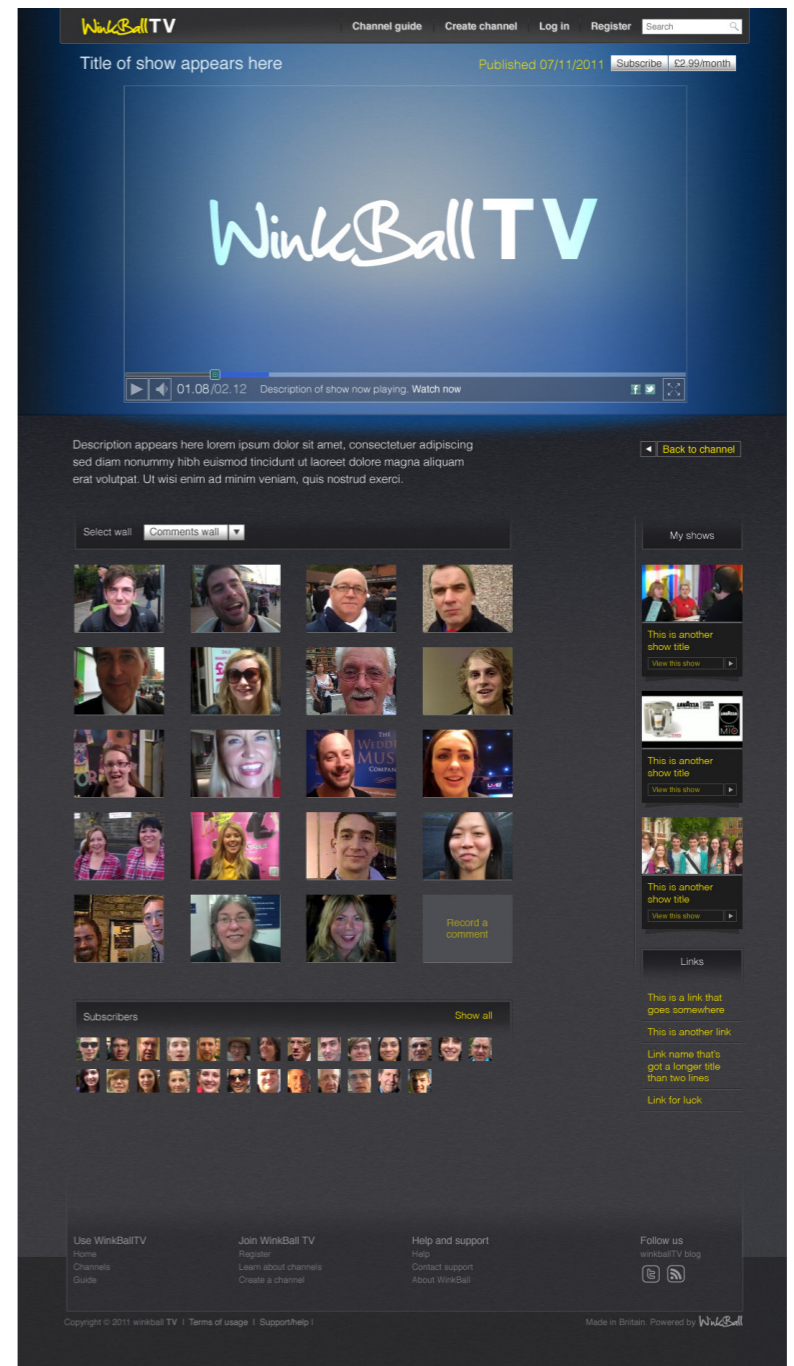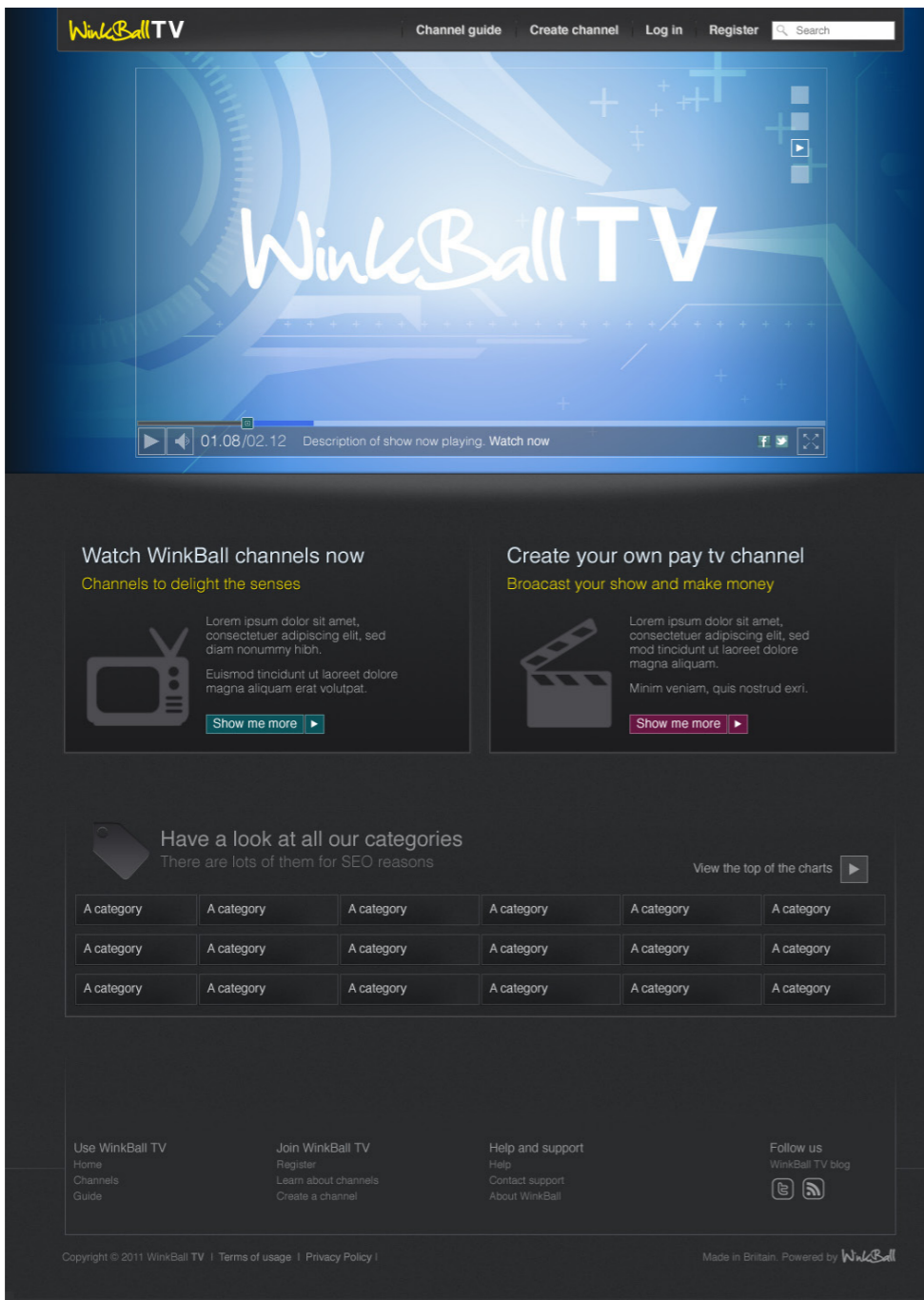
100 channels of exclusive video content which can be engaged with via PCs, smart phones and tablets

WinkBall

WinkBall businesses

▶ Reporter businesses for WinkBall

▶ Video Content UK

▶ Student Video Services

▶ Video Insight

▶ Viewtalk

▶ Applications and white label technologies

WinkBall businesses

WinkBall businesses

Thank you

WinkBall