Playz, the RTVE multiplatform channel

How to manage not to be the oldest guy at the party

Montecarlo, 19th June 2018
When did it all start?
In USA, there already are more millennials consuming video in smartphones than linear TV (Nielsen, Q4 2016)

Millenials watch TV mostly through online streaming services (Pew, 2017)

Spanish generalist channels plummeted to their all-time low audience last year
(A videoclip from Playz’s musical comedy ‘Mambo’)
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<td>Transmedia and interactive</td>
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Who is in Playz?
# Three Pillars for Content at PLAYZ Now

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<td>Topics and visual style aimed to 18-34 y.o. audience</td>
<td>Content created for social networks. Using them as channels</td>
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Si fueras tú (If I were you)

- Target: 18-24
- 8 12’-episodes digital series
- Audience vote the next choice of the main character every week
- Becomes tv movie

Inhibidos (Inhibited)

- 8 12’-episodes
- Possibility of watching it with an interactive player
- Customized experience with login: two personalised phone calls

Playchez

- Target: 18-35
- Live cooking
- Live interaction through Facebook

INNOVATION
Mambo
- Target: 25-34
- 6 20’-episodes
- Musical comedy series
- His creator, director and main actor is a successful digital creator

Cupido
- Target: 18-24
- 6 episodes / 85’ total
- Love

El punto frío / Limbo
- Terror series (18-34)

OTvision
- Weekly live programme following the ESC race of Spanish representatives
- Taking advantage of a success among 18-24 audience on linear TV

GRL PWR
- Documentary series
- 6 10’- episodes
- Spanish young women who are making a difference in their fields
Goyas Golfos (Scoundrel Goyas)

- Two influencers covering the Goya Awards’ red carpet through Instagram Stories
- One ‘Operación Triunfo’ contestant covering Goya Awards’ red carpet through Twitter and ESC through IG Stories

Playz Flash

- Instagram Stories as a channel with a guide: each day, one influencer.

Instagram Live

- Live interviews with musicians, actors, and actresses
- Two person Live Video between members of the cast to present Playz content
We are building up our community of creators and influencers to make relevant original content in a highly competitive digital market.

- **Esports**: Competition and news about gamers.
- **Docs**: Non fiction videos about relevant young people.
- **Tube**: Entertainment content by influencers.
- **Web series**: Original low-budget shows by new creators.

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Where is Playz?
Playz is a section inside RTVE.es website but it has its own domain (www.playz.es) and a different look & feel. Playz has its own video player, easier to share and with full hd quality.

2 million views in 9 months
The social media strategy is essential. We think of Playz as a channel/producer that distributes its content through different platforms.

**YouTube, Facebook, Instagram**

- **YouTube**: 51,000 subscribers (10 million views)
- **Facebook**: 11,000 followers (6 million views)
- **Instagram**: 25,000 followers (6 million views)
Until now RTVE red button was an easy way to discover linear RTVE content and enhanced programs on connected TV.

Playz is an important step forward for RTVE Red Button because it brings original content on your Smart tv.

Three out of ten Playz unique visitors (on rtve platforms) are connected TV viewers.
We just launched the mobile app for iOS and Android. A VOD app with all Playz contents.

When we think of the quality and features of our series and videos, we are mobile first.
Thanks.

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Playz - RTVE

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