AVOD Process Workflow

Version 1.0

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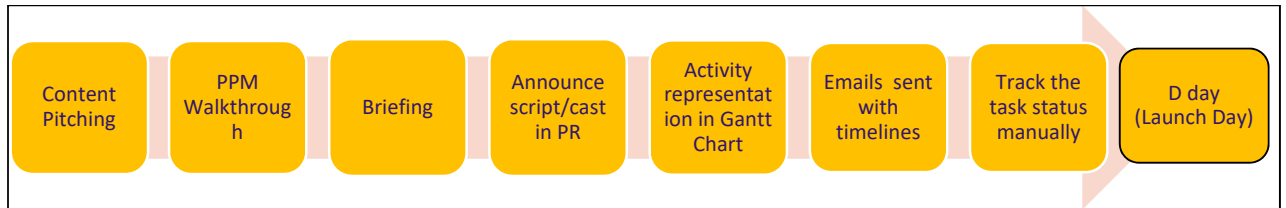
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Advertising Video On Demand (AVOD) – Existing Process

Figure 1: AVOD - Existing Process Workflow

The AVOD process involves the following stages:

Stage 1: Content Pitching

AVOD team gets the sales decksni from the Channel team about 2.5 to 3 months in advance. This deck does not contain all details about the show. It gives an overall idea of the show and provides information with regards to:

- Storyline
- Show plot
- Actors
- Time it will be aired on the platform

How Content Pitching in AVOD differs from that of SVOD is that all possible details about the show are available from the beginning itself. This ranges from:

- Show cast
- Script episodes
- Script details
- Total number of episodes

When the show is commissioned, all these objective deliverables are logged; including the contract pertaining to the marketing support that the artistes /celebrities will lend to the show. As this contract is owned by the individual channel, the only contract detail that ZEE5 gets, pertains to:

- Show format
- Tentative name of the show
- Show duration
- Telecast date
- Lead star cast

Certain details are also not shared with ZEE5 from a marketing deliverable point of view and this pertains to parameters such as communication tag, collateral or assets to be made, etc.

> **Note:** Sharing the tentative name of the show is also at the discretion of the channel and is not shared with ZEE5 at times.

Stage 2: PPM Walkthrough

In AVOD, the channel owns the show and they do the briefings to develop the type of communication that must happen and the kind of route that must be taken to achieve this objective. It is not a joint effort between ZEE5 and the channel, involving all stakeholders. The channel shares the briefs and details with the marketing agency. The marketing agency delivers all the deliverables to the channel, which then shares it with the respective partners including ZEE5 international and any other team.

Stage 3: Briefing

- ZEE5 gets information that xyz show is getting launched on a particular channel, on a particular date.
- ZEE5 then gathers a brief with regards to the type of concept, lead actors, etc. from the channel.
- ZEE5 also connects with the marketing team of the particular channel to gather details regarding program premise, and what is the kind of communication thought that they are going to take vis-à-vis their marketing campaign. This is done to align the campaign thoughts as the same show cannot have different campaign thoughts running parallel in different platforms. There has to be a synergy between the campaign thoughts on different platforms as for the end-user, it is the same show.
- ZEE5 marketing team conveys the brief gathered from the channel to its respective creative agencies, asking them for the assets that are needed. These agencies can either be the publicists or the internal Outdoor Advertising Professionals (OAP) team.
- In most cases, the asset lists can include those that are sourced from the channel itself and assets that are created by ZEE5:

Assets sourced from the Channel

At a base level, ZEE5 sources assets from the respective channel that is going to air the content. These assets include:

- **Launch creative:** This is the launch poster. It is basically an adaptation of the creative that ZEE5 gets from the channel.
- **Promo:** The promo is the same that ZEE5 gets from the channel. However, ZEE5 gets it packaged as per its template.

Assets created by ZEE5

In addition to the two assets mentioned above, if the launch is a big one, such as a show that is going to drive a lot of numbers, ZEE5 also creates some additional assets that are similar to SVOD shows. These can range from:

- Character cards
- Character promos
- Cohort promos

ZEE5 then shares the list of assets required with the OAP team, which works on the promos and shares them back with ZEE5.

Once all the list of assets and positioning is in place, a brief is sent out by ZEE5 AVOD team to all the cross functional teams such as:

- Performance
- Customer Lifecycle Management (CLM)
- Social
- Platform team

- Socials
- Stories
- SEOs

All teams mentioned above are given details about the new show such as the show details, asset rollout plan, etc. A show launch Gantt chart providing all possible details about the show is also shared with them. The teams are then asked to fill in plans for their functions in the Gantt.

All the above steps are done with regards to new shows. However, AVOD also has to keep sustaining existing shows that have been running for a good amount of time, say 5 years or more. For such shows, AVOD has to keep track of major spikes or high points, in other words, any major events that happen on that show. For example, for a long running show, there are multiple such scenarios:

- Lead couple are getting married/divorced
- Lead couple is changed
- Time leap in storyline by 5 – 10 years

In short, any major twist that happens in the show that the channel team wants to leverage and plan an aggressive campaign on, is shared by the Platform Content team with the Platform team and this information reaches the ZEE5 team. This information is then briefed to the marketing agencies to develop a campaign around it. A similar brief and objectives are also shared with the cross-functional teams to base their plans around it.

Stage 4: Announce script/task in Public Relations

- Besides campaigns related to the launch of old and new shows, there are other campaigns as well that figure during public relations (PR) tasks. These rely on user convenience and relate to the following;
    - o **Brand thematic campaign**: Here, you can watch a program anytime and anywhere.
    - o **News related campaign:** Here, you can catch up on the latest related news anytime and anywhere from a large number of channels.
- These campaigns are totally independent of each other when considered in isolation. Here too, briefing happens with respective teams to get their thoughts and ideas for PR.
- Once these ideas are aligned with the management, it is shared with various cross-functional teams to develop their part of the plan.
- Once all plans are locked, the respective stakeholders are contacted and the campaign is amplified further.
- Similarly, there are other properties called *Spikes or Events* around which marketing campaigns are held. These can be during festivals such as Diwali or national holidays like Independence day, etc.
- During these times, there is a joint effort by various teams like *platform team, content team*, etc. and across use cases, there is a communication thought of the stand that the brand will take. For example, on Valentine's day, there is a campaign on shades of love as a thematic, and love is universal, these campaigns revolve around different shows as each show would have a different shade of love to represent.
- Such campaigns are developed through agencies by providing them the briefings, and once the route comes back, the alignment is done and rolled out to the different stakeholders.
- At present, there is no dedicated agency for PR related representation, and work is being done on this aspect.

- On the show front, be it spikes, high point happening on an existing show, or a new show launch, the primary PR happens by the channel team, where the ZEE5 integration has already been done. They do the entire PR exercise and ZEE5 is included as a part of the mention or press release. However, if there is any thematic campaign, be it brand led or spike related, or any new advertisement funded TV show that is exclusively going to be launched on AVOD, a separate PR is done by existing PR team.
- The brief is shared with the PR team highlighting the existing content pegs. The PR team reverts back with the publication responsible and what would be required to carry the content.

Stage 5: Activity representation in Gantt chart

The producers provide a written brief and based on this information, a Gantt chart created. The Gantt is in a format that includes line items and timelines. The Gantt format is more business led and is shared with internal and external stakeholders. The line items include PR announcement date, logo reveal date, first cut of the plan, first cut of the trailer/teaser, etc.

On the left of the spreadsheet, is a list of activities and on top is a suitable time scale. Gantt chart involves the following:

1. Date of project inception
2. D – Launch day
3. Asset Rollout

The above activities can also have sub-activities that can range from:

1. First concept received
2. Briefing done
3. After briefing is done, show the approval from our end and announce the show
4. Date of first poster publication
5. Date of second poster publication
6. Customer Lifecycle Management (CLM) activities
7. Motion poster description

All the above activities are to be automatically updated in the Gantt chart soon.

> **Note:** If Gantt is an entire project, every task that comes in as input and output are automated soon.

Figure 2: Sample Gantt chart with activities and timelines

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Show thought - Motherhood Challenged. Raising Kids in a big city is not only a challenge but also a competition														
	Mentalhood - Rollout Plan	**Saturday**	**Sunday**	**Monday**	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**	**Sunday**	**Monday**	**Tuesday**	**Wednesday**	**Thursday**	**Friday**
		1-Feb	2-Feb	3-Feb	4-Feb	5-Feb	6-Feb	7-Feb	8-Feb	9-Feb	10-Feb	11-Feb	12-Feb	13-Feb	14-Feb
	Announcement promo	the moms - Done													
	Revisiting Mentalhood														
	Mentalhood Composite poster														
	Teaser														
	Trailer														
	Character Introduction -1														
	Character Introduction -2														
	Character Introduction -3														
	Character Introduction -4														
	Character Introduction -5														
	Character Introduction -6														
	Trailer cutdown														
	Mentalhood Moments _ Promos														
	Countdown Promo														
	Streaming Now														
	Screening														

Stage 6: Emails sent with timelines

Currently, any script that comes in as an input to the system is assigned to respective stakeholders, PR and external agencies. Even the production house that is a part of these activities is also communicated to.

The tasks that come in and go out as assets, follows an entire email chain. Emails are sent to assigned stakeholders with their set of tasks. The stakeholders highlight the Excel with status of the task.

Stage 7: Track the task status manually

All team involved must update the Gantt with Work in Progress quantitative numbers in the campaign. There are three colour codes representing activity status in Gantt:

- GREEN – timely response
- AMBER - delay
- RED – missed out
- YELLOW – task completion date

Stage 8: D day (Launch day)

The CLM (Performance and Digital team) provides information with regards to engagement rate, click rate, subscription notifications after a week, etc. The PR provides details on articles made and the number of clicks done, on a weekly basis. When all assigned tasks are completed, the show is successfully launched. This is the D-day or launch day.

Note: D+60 includes the sustenance after the launch day, which mainly includes review of articles.

Drawback and automation scope in the current manual process

The soon to be automated system helps all teams promote the show together so that it will be successful in the market. The automated system is being worked upon due to the drawback of Gantt, which are as follows:

- Assets are delivered by the channel which is then passed on by AVOD to different teams. This is a manual process and there is always a scope for miscommunication between the channel and AVOD team with regards to delivery timeline. Hence, a degree of automation in triggering

information to the stakeholders whenever there is a delivery that has happened will be of great help. This reduces the chances of repeated follow ups for delivery timeline

- Information for delivery timelines is communicated via email where vital information can be missed out. Hence, automated email triggers to the respective teams, whenever a delivery happens, is of vital importance.

- Daily level episodic previews, highlights, and spoilers that are aired in daily promos for each show, across languages. These go out on social media, platform features, and other assets too. This is manually done and there is always a possibility of missing out on the timeline when these previews are aired. Automation can be achieved by having a trigger that gives a report of the timeline with regards to preview aired on time, preview delayed, preview missed and red flagged, etc. Based on the report, the respective team can act accordingly.

- Follow up for channel promos, highlights, twists, turns, etc. is a bit problematic. For example, for a current show/episode that starts on a Monday, all information for the show must be available by Thursday or maximum Friday. However, in the current scenario, as most of the audience ratings comes on a Friday, a lot of decisions with regards to channel shoots, etc. take place at the last minute. The current process to gather all information/assets requires manual follow-ups at least 5-10 times. At present, the marketing team follows up with the content marketing team, who in turn, speak with the channel teams. At most times, the information does not come from the channel teams, who are then unable to pass on this information to the marketing team. This results in repeated email reminders or telephone calls to the channel asking about the scheduled delivery of information. Ultimately, members from the marketing team reach out to producers or channel teams on an unofficial basis to gather information. Automating this process with timelines involves triggering a red flag in case there is a lapse for any of these timelines being met. The concerned person /department who is responsible for the particular asset being delivered on time, can then be pulled up. This automation can reduce dependency on manual intervention and mail/call reminders.

Figure 3: Swimlane Diagram - AVOD Process Workflow
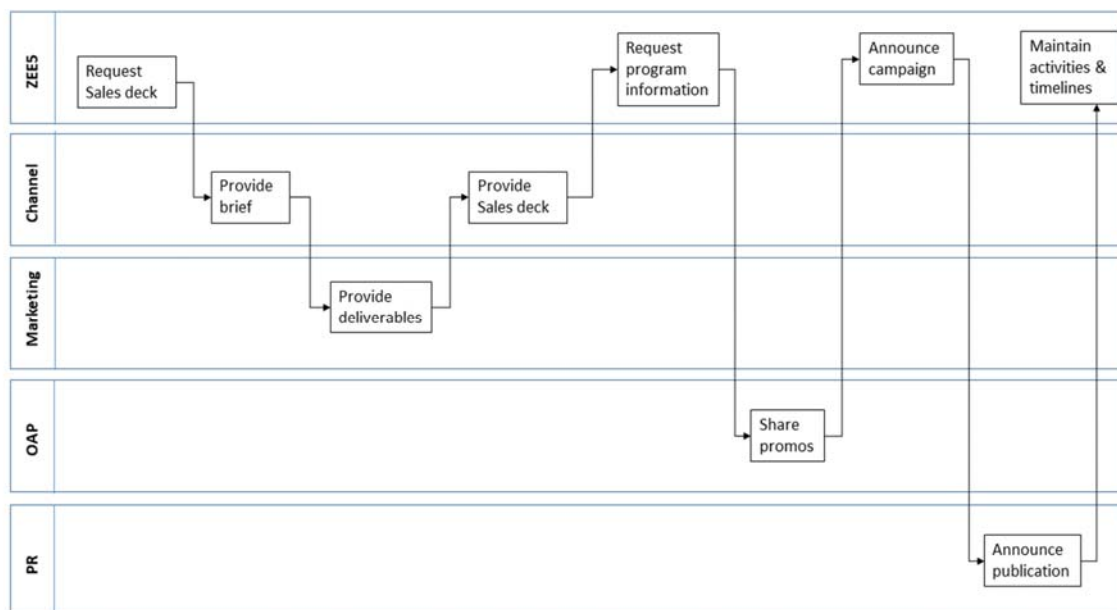
AVOD Process Workflow

Figure 4: Flowchart Diagram - AVOD Process Workflow