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2018

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PBS Science Audience: Non-NOVA Series & Specials. Top 5 (#3)

2017 NOVEMBER 27



PBS commissions Science specials and series in addition to the NOVA pipeline. Top 5 Non-NOVA Science: Context: PBS's average primetime rating is 1.41. That translates as an audience of 2,116,000 P2+. Recap: Volume of Originals / Year (Hours / Est) History: 70+ Science: 40-50 Natural History: 30-40 Total: 140-160 Event Strategy PBS combines thematic programs ...

[Commissioning Process](#) / [Conferences & Markets](#) / [Documentary TV](#) / [Funding a Documentary](#) / [Network Profile](#) / [Public Television](#)

“The Beatles: Eight Days A Week”. Fab 4 Archive Case Study. Grammy and Focal Award Winner

2017 FEBRUARY 12

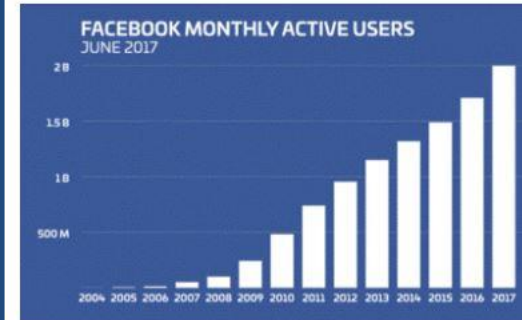
by Peter Hamilton



I was thrilled when I heard that Apple Corps is the force behind a major cinema release of an archive-based documentary on the rise of The Beatles. Then I saw a rough cut of THE BEATLES: EIGHT DAYS A WEEK, and for this early boomer, it delivers one emotional hit after another, song by song [...]

Facebook’s Video Strategy: “Throw Lots Of Video Against The Wall. See What Sticks!”

2017 NOVEMBER 6



Wall Street to Facebook CEO Mark Zuckerberg: “You have 2 billion monthly users and immense monetization capability. “Your move into video will have big knock-on impacts on producers, channels and others in the video ecosystem.” “So tell us: What is Facebook’s video strategy?” Zuckerberg: “Well, I think the answer to that is we don’t know ...

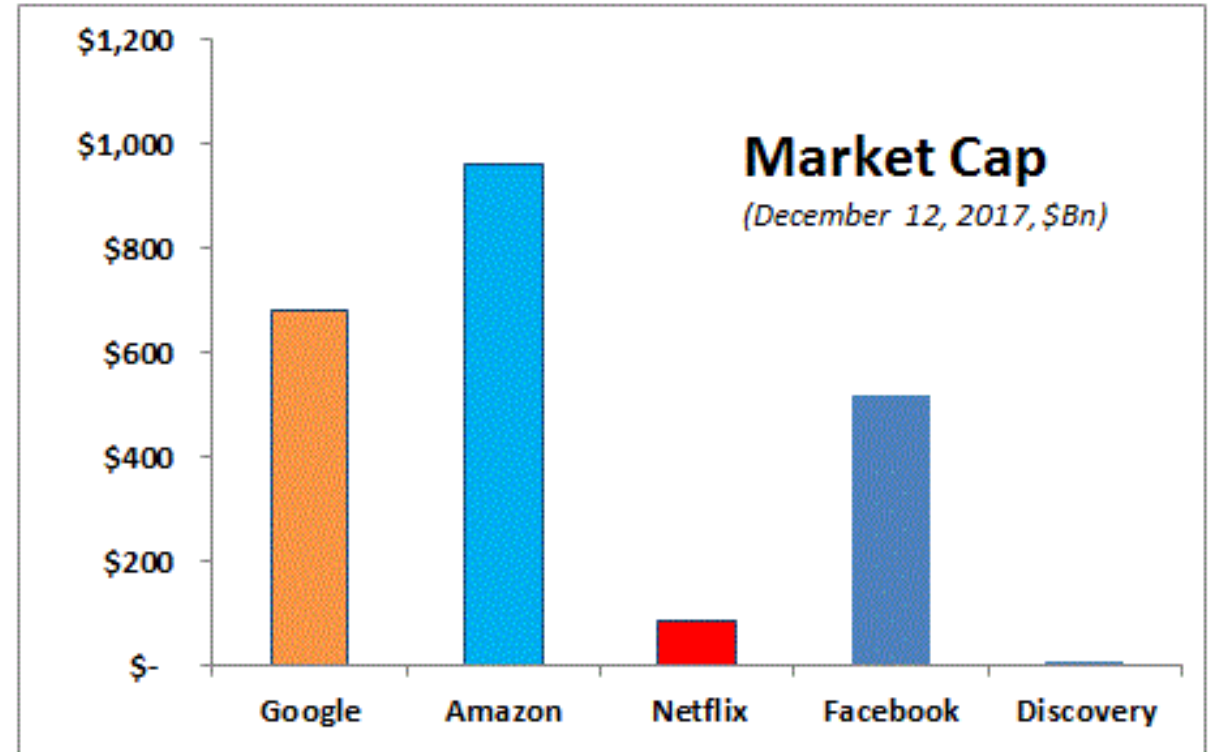
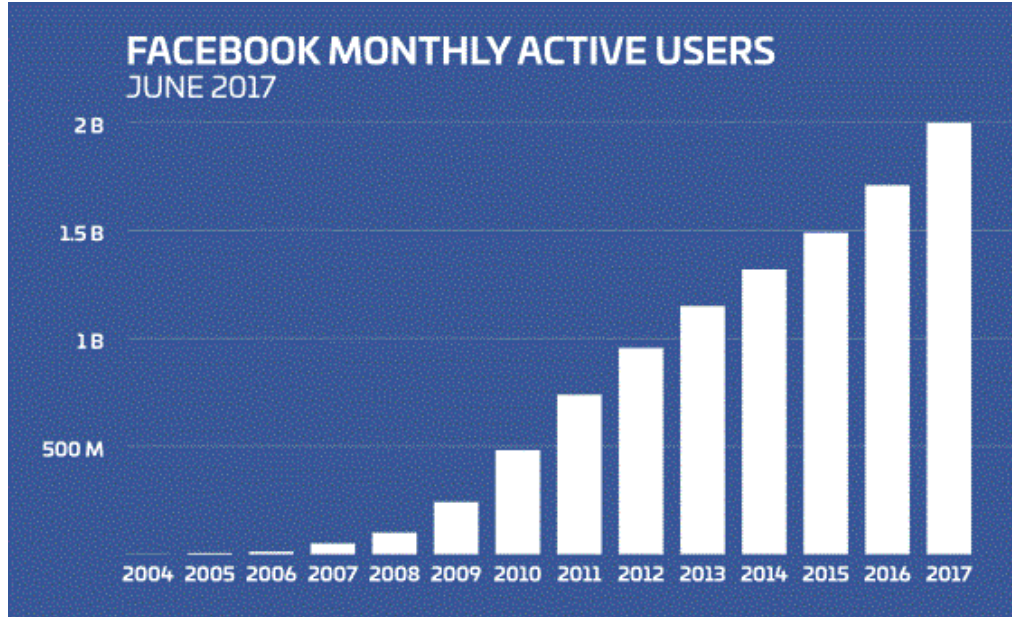
“Hands & Pans”: Tasty’s Cooking Format Burns the Food Network in the Online Video Economy

2017 OCTOBER 31

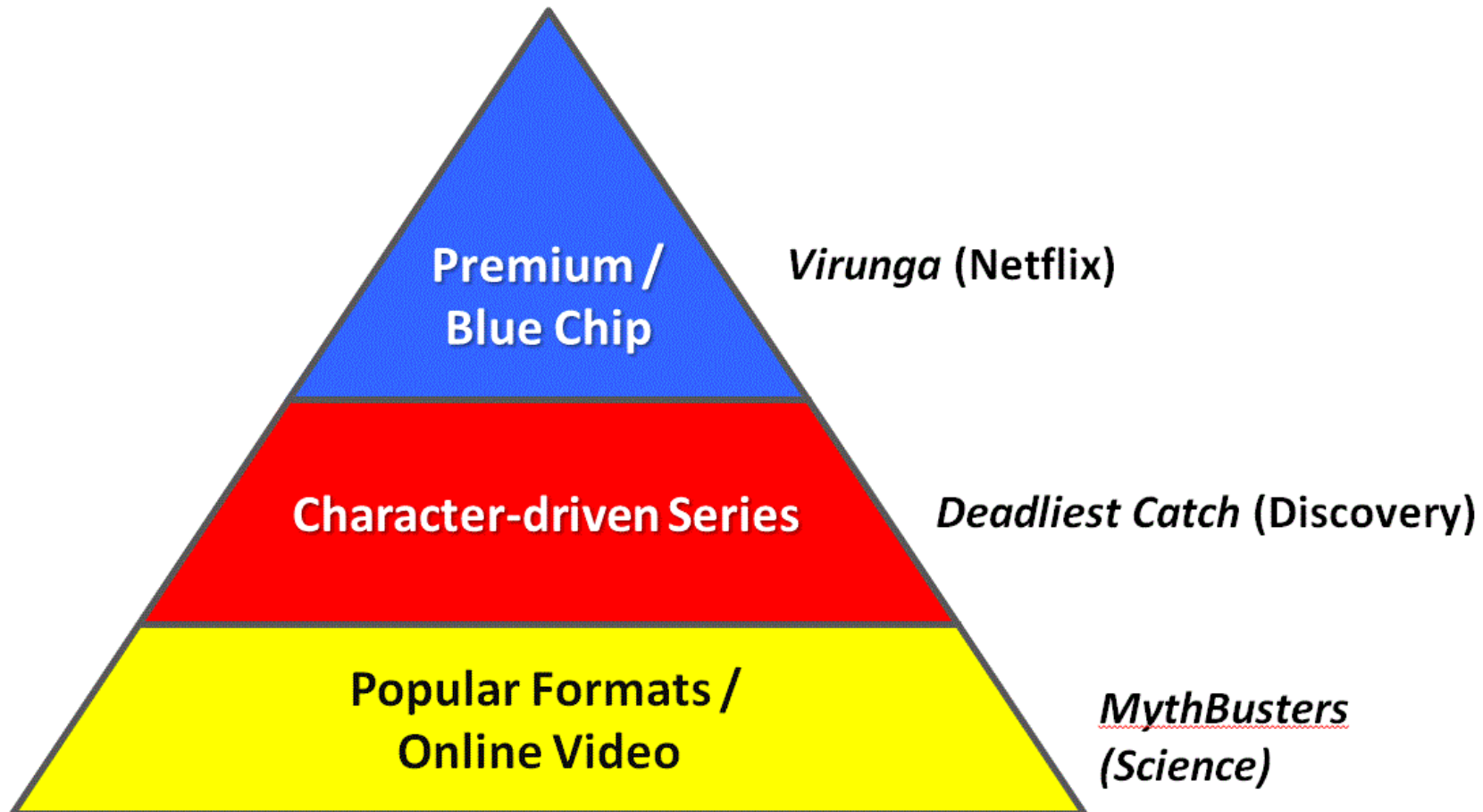


Tasty is enjoying a meteoric rise driven by its low budget, fixed-camera cooking format and Facebook distribution. It is a Case Study in how viewing on Facebook is hurting leading cable channels like the Food Network, and in turn, damaging Discovery’s valuation. Hands & Pans: Tasty is a BuzzFeed division that produces and shares content related to comfort ...

Scale, Scale, Scale: How can the channels compete?



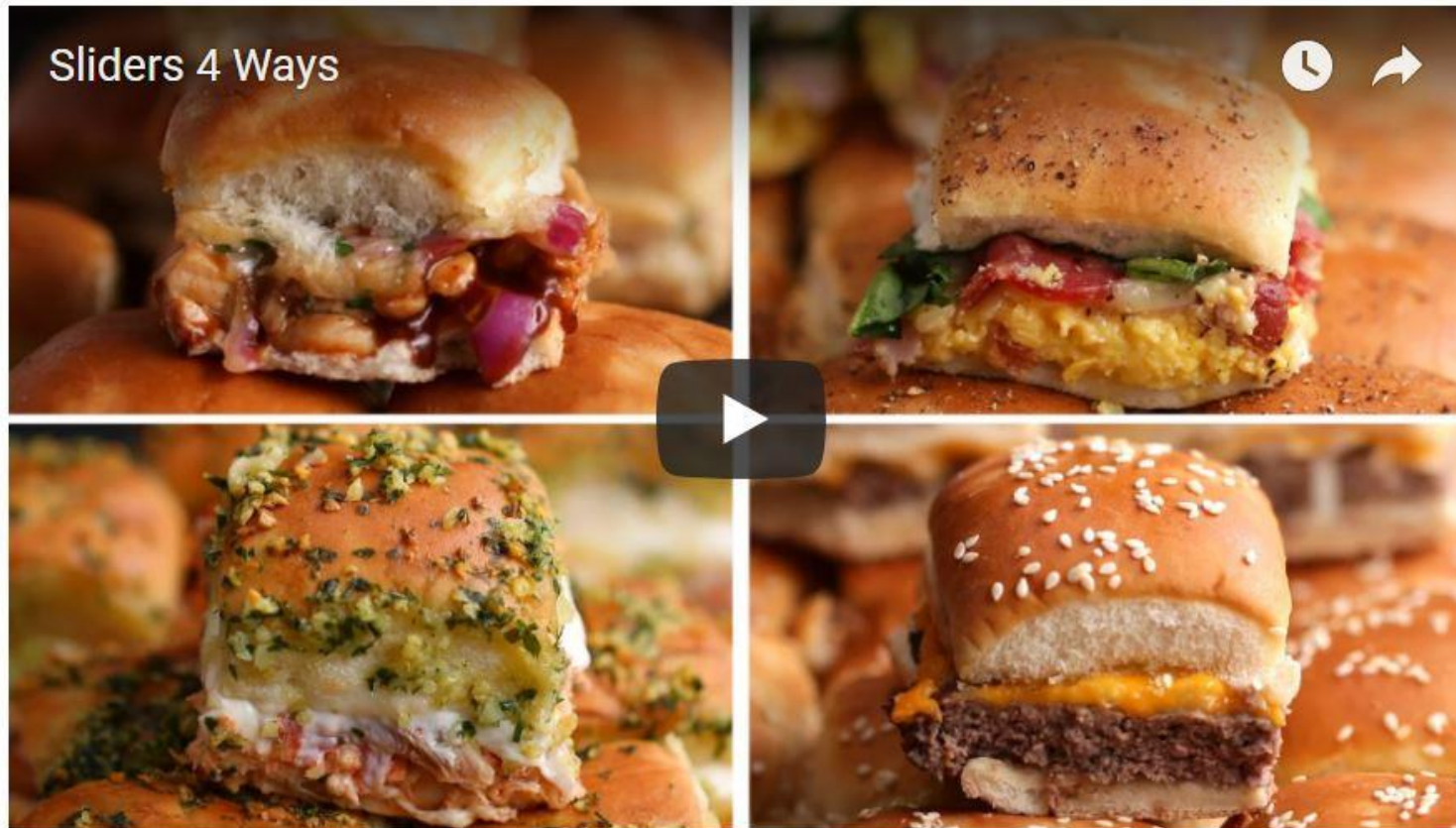
Content framework: Middle is hollowing out...



Takeaways

- **Premium** is taking off.
 - Director-led docs.
 - Big brands + A-celebs.
 - Netflix leads.
 - But volume shrinks.
- **Middle-range** :
Special, limited series + repeatable series are shrinking fast.
- **Online video** :
Value is evaporating.
Free mostly.

Sliders 4 Ways...



Hands & Pans

- Tasty: 2.5 YO online food brand.
- Developed a simple food video format.
- 90 million FB followers in US
- Sliders: 200 million FB views.

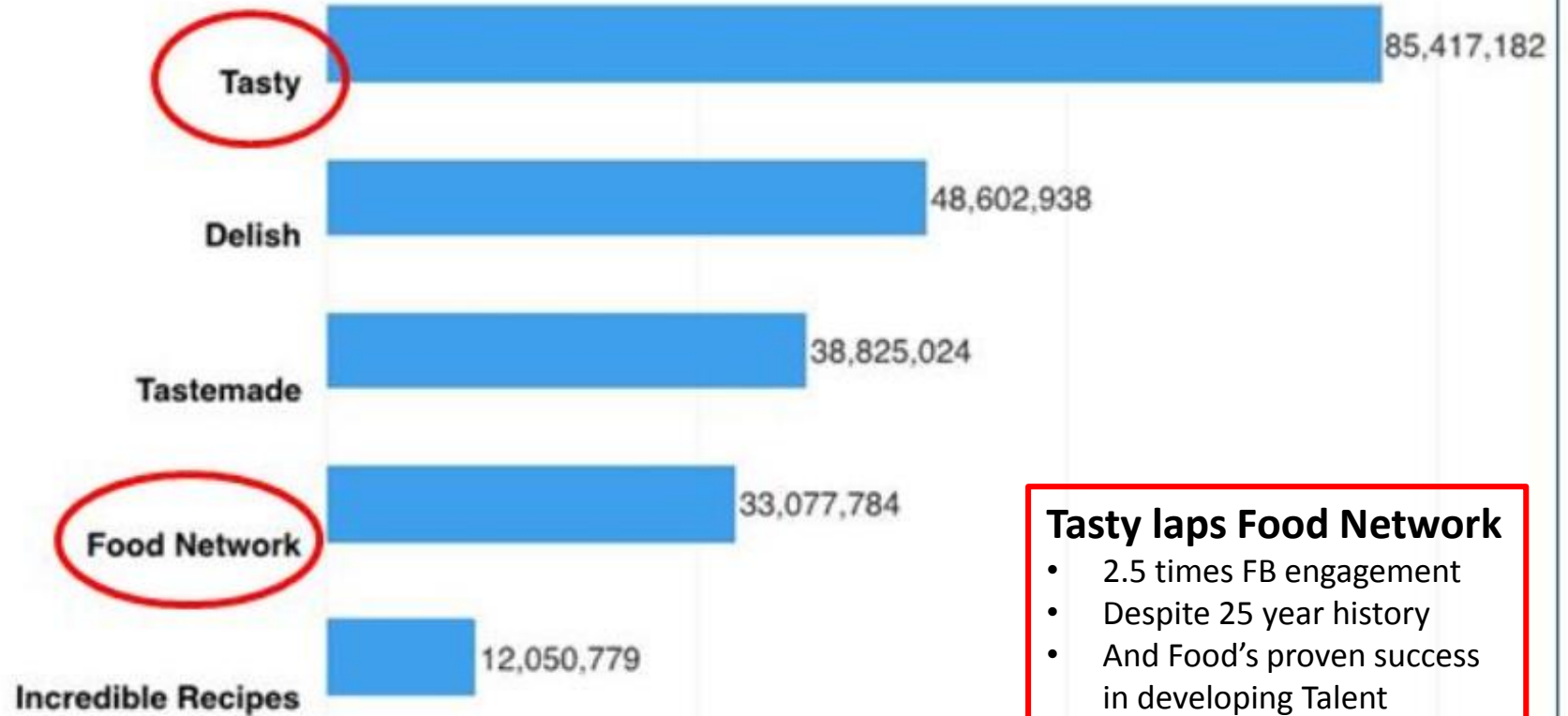
<https://youtu.be/uRU7d0WjC3A>

TASTY



Food Publishers' Engagement on Facebook Video

A three month look at the virality of food videos



Tasty laps Food Network

- 2.5 times FB engagement
- Despite 25 year history
- And Food's proven success in developing Talent

*Based on Facebook likes, reactions, shares and comments to food publishers' Facebook pages for video only, October through December 2016.



Does Tasty eat Discovery valuation??



Discovery Communications Enterprise Value Chart

[View Full Chart](#)

1d 5d 1m 3m 6m YTD 1y 5y 10y Max

Export Data Save Image Print Image



Source: *YCharts*