

TikTok and talkTV

Leveraging short-form video to attract a younger audience.

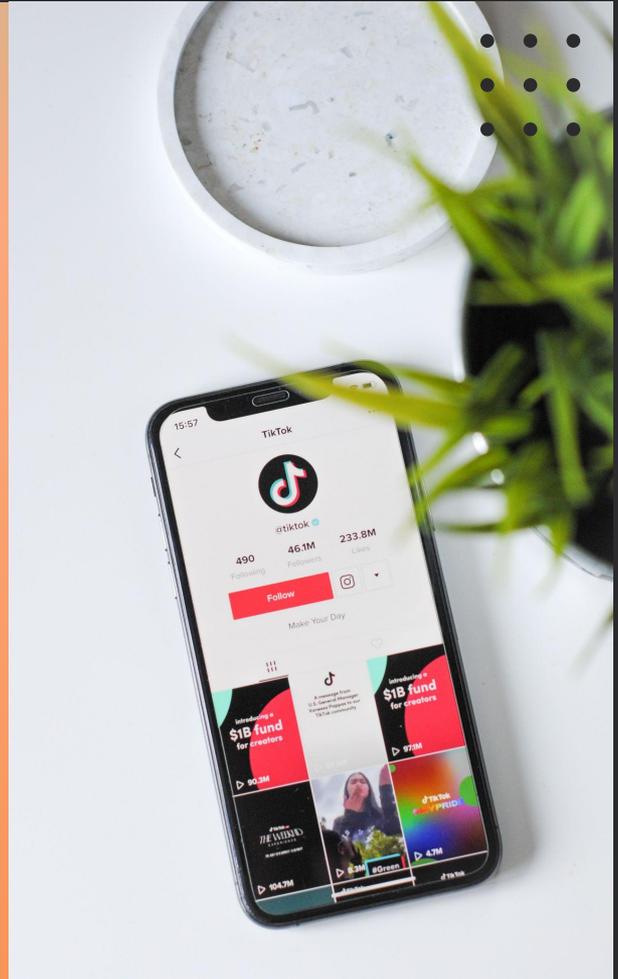


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You can describe the
topic of the section here





01

Insights

Is TikTok a sustainable and effective use of resources and capital?



Does TikTok generate sufficient ROI for News?



41% of TikTok users are 16-24



44% of publishers will place more emphasis on TikTok in 2022

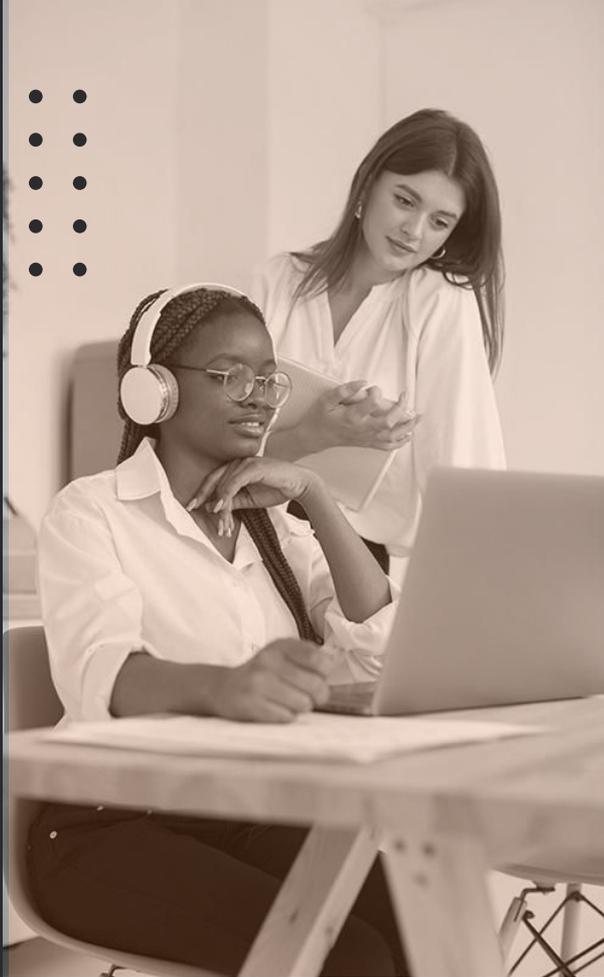
% of Swedes between 20-29 accessing news via SVT

svt

2017: 9%
2021: 26%

“(SVT invested) in a range of mobile-friendly online video formats that get to the point quickly”





Social Media is 'Destination News'

57%

of young people access news content via Social Media, whilst just 19% use watch TV

656m

TikTok downloads in 2021. This was 100m ahead of 2nd placed Instagram

18m

TikTok downloads in the UK, 2021. This was fourth on the overall list and top of the Social Media rankings

16.4m

UK Active TikTok Users forecast by 2024





167m

TikTok videos viewed every minute

N. Rich research, 2021



TIKTOK AS A UNIQUE PLATFORM



79%

Global percentage of TikTok users who believe the platform and its content is 'different'

85%

TikTok users who said they discovered new content through TikTok, making the platform the perfect place to explore new niches in the news genre.





02

Content

How to create engaging TikToks - using talkTV resources - that attract, engage and **direct** an audience



TIKTOK'S FOUR PILLARS



DIVERSITY



**NATIVE
CONTENT**



EXPERIMENT



QUALITY

GENERATION PERSONALITY

Younger audiences value personality and relatability in who they follow online - this extends to brands, and news.





“Audiences want personality-filled news. And they ...and they want it on the apps they’re increasingly encountering news incidentally on: YouTube, TikTok and Instagram.”

Sophia Smith Galer



311k followers, 8.2m likes



This demonstrates the power of independence – as a further 70% say they can ‘easily’ spot content made by brands as opposed to independent creators.

Authenticity is at a premium

90%

Value authenticity

Across all social media platforms, authenticity is a reliable tool to attract an audience with U35's.

57%

Believe brands are failing at this

Over half of survey respondents believe under half of content created by a brand (in general) lack authenticity



Sophia Smith Galer



Dave Jorgenson



Piers Morgan



Tom Newton-Dunn

News Personalities on TikTok

News Personalities on talkTV

4 PILLARS + PERSONALITY



DIVERSITY



**NATIVE
CONTENT**



EXPERIMENT



QUALITY



**AMPLIFIED BY
PERSONALITIES**

Content Ideas





talkTV Top Five

A 60-second bulletin optimised for a young audience outlining clearly the day's top stories in a compact form.

Spanish start-up A2Ality have gained 2.8m followers via a daily series of '5 things you should know' in both Spanish and English. This would also mirror ITV's The Rundown, although presenters could use more humor and personality to add interest and make bulletins more native to TikTok's preferred content.

theTALK

90-second video editorials on niche topics that appeal to younger audience

Video-first content has been expanded by almost all major media outlets, on all platforms including TikTok. Video editorials have steadily increased in popularity, evidenced by the 5.8 million views on Johnny Harris' (right) dissection of liberal hypocrisy for the New York Times.

Compacting editorials into 90-seconds, and targeting niches of youth culture via TikTok's powerful algorithm, can fuel engagement and drive new audiences to talkTV by focusing on new topics.

Example topics: Climate Change, Social Media and Censorship, Youth Unemployment.



Fostering a connection between presenter and audience - examples



Benedict Townsend

Youtuber News

Personality connects these people - and connects them with their audiences.



Laurence McKenna

'True' News

They provide 'edutainment', and talkTV can do the same to appeal to TikTok's core demographics

Piers' Minute of Madness

Piers Morgan explores something or someone that he believes is plain mad.

From OTT health and safety to self-absorbed celebrities (or even Royals), Piers' common-sense, compact solutions to the world's problems explain why many called for him to be made Prime Minister.

How often: Weekly

Time to produce: <2 Hours

Pillars hit: Native (exclusive) content, quality, personality.





talkTV Highlights

30-60 second clips from talkTV's broadcasts

Show highlights from talkTV's biggest figures creates daily, consistent content that is simple to produce yet can reach large audiences - as proven by the rise in 'clips' channels on Youtube.

GB News have regularly posted 3-minute highlights of their presenters' monologues. **This is too long for the TikTok platform.** 30-60 seconds is the perfect time to fill with punchy, provocative, ENTERTAINING moments.

Social Media Exclusives

talkTV personalities in a range of social-only videos that can be used on TikTok, Instagram, Twitter and Facebook.

'Reaction' videos from media personalities such as Ben Shapiro have generated millions of views and exposure for his 'Daily Wire' online show - and has **converted** an audience from highlights (such as reactions to Cardi B and 'woke' TikToks) into a paid-for daily show. This model (well known personality + popular social media trend) has also worked for DriveTribe, which had James May react to TikToks about James May.

talkTV can leverage its own personalities to create similar content for social media in both long-form and short-form videos.



Fitting in with talkTV brand

Key Brand Point

Proper News
Bulletins



Lively debate,
range of views



Top-level talent
& personalities

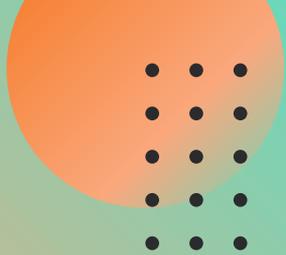


TikTok schedule fit

**talkTV TikTok Top
Five**

**theTALK video
editorials**

**Piers' Minute of
Madness**





03

Activation

Converting followers into fans, viewers and cross-platform supporters

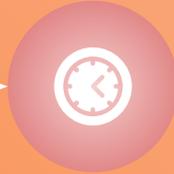


ACTIVATION OBJECTIVES



CONTENT

Create and post consistent, engaging content covering issues that are pertinent



INTEREST

Build a follower base on TikTok, and create an engaged audience



CONVERSION

Driving audiences from TikTok to talkTV's other platforms

COMPETITION IN BROADCASTING SECTOR

175k

GB News

171

Posts

5.3

Avg posts
per week

65k

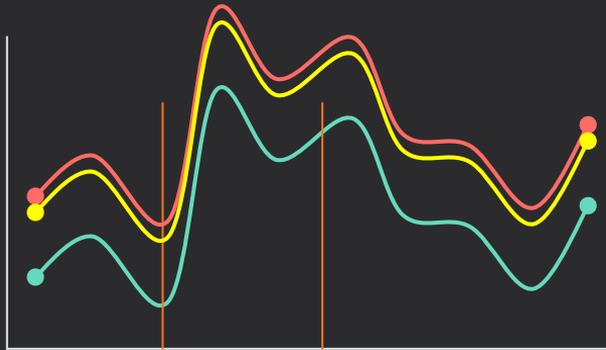
Sky News

102

Posts

1.09

Avg posts
per week



Measure likes + engagement on
a 7-day rolling average.

In comparison to both Sky and GB News.
This means data are kept fresh and cannot
rely on a few popular videos.

WHAT DOES SUCCESS LOOK LIKE TO talkTV ON TIKTOK?



100,000

Followers within six months

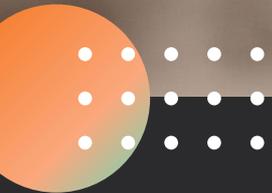


5-7 posts a week

This consistency will ensure a continual stream of content without saturating our own feed.

CONNECTION CONVERSION

By building a personality-led authentic connection between talkTV personalities and audiences, the station will convert more followers into viewers on other platforms, including TV.



HORIZONTAL INTEGRATION



Content created for TikTok can be integrated directly into other short-form video platforms, such as Instagram Reels and YouTube Shorts.

However, it is easy to over-saturate content on these non-short native platforms (Instagram is primarily photos, YouTube is primarily longform video), so only the best short-form vertical videos should be posted to talkTV's Instagram and Youtube feeds.

SUMMARY

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Content ideas

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Pillars

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Steps to conversion

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Attainable & measurable objectives (KPI)



1

**New way of
bringing a younger
audience to
talkTV**



Thank You

Do you have any questions?

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