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SPEAKERS

Lis Malone, Virginia Vuleta, Steve Barclay, Rob Mineault, Ryan Fleury

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R **Rob Mineault** 00:05

Hey and welcome to another episode of AT Banter. This is of course the podcast where we talk with advocates and members of the disability community to educate and inspire better conversation about disability. Hey, my name is Rob Mineault and joining me today, Mr. Ryan Fleury.

R **Ryan Fleury** 00:41

Hello, everyone.

R **Rob Mineault** 00:41

Hey, who else do we have here? It's the lovely and talented, Lis Malone.

L **Lis Malone** 00:56

It's always a bloody good time.

R **Rob Mineault** 01:01

Look who else it is. Hey, it's Mr. Steve Barclay. How you doing Steve? I'm just dandy. Excellent. How's the how's the new office going?

S **Steve Barclay** 01:32

Good. Just about there got the big Mattingly order in just a couple of days ago. And we've been putting prices on everything and getting it out into the showroom. So that'll be the last big

putting prices on everything and getting it out into the showroom. So that ll be the last big order. So we'll be announcing the official Open House festivities shortly.

R Rob Mineault 01:56

Oh, that's gonna be awesome. Is it going to be during business hours? Or will it go into the evening?

S Steve Barclay 02:03

Yeah, I'll probably go up to about 7pm.

R Rob Mineault 02:06

Perfect. Okay, now be able to come to that then. No, I was telling the guys last week, you weren't here, but you know, looking at the at the pictures of the new space, it looks great. Like that demo room is amazing. You've done a really good job on it, it's better than anything that we had at any of our previous iterations, like Aroga. Way better. I can't believe you got a recliner in there just to simulate, you know, a living room. It's very cool.

S Steve Barclay 02:57

Thank you.

R Rob Mineault 02:58

Yeah. So I mean, it makes me just want to come there and plop down the recliner and watch TV.

S Steve Barclay 03:04

Well, you can certainly do that.

R Rob Mineault 03:10

Hey, Ryan. Yeah, Rob. Why don't you tell the fine folks just what the heck we are up to today.

R Ryan Fleury 03:17

Today we are speaking with Virginia Vuleta, who is the Director of Digital Strategy at AMI to find out what's been happening over there. Welcome to the show, Virginia.

Virginia Vuleta 03:27

Hey, thank you. It's great to be here. And great to meet all of you.

Ryan Fleury 03:31

It's great to have you.

Rob Mineault 03:33

Yeah, we are excited to talk a little bit about what's been going on with AMI, because I feel like you guys have some kind of big news, and so I am not going to spoil it. We'll dive into that later. But why don't we just start with giving us a little bit of an overview of yourself and kind of what your role is over there at AMI?

Virginia Vuleta 03:56

Absolutely. So I am, as you said, the Director of Digital Strategy at Accessible Media, I have been there - I actually had to count this up the other day, because I'd forgotten - just coming up to nine years. So I am responsible at AMI for all of our digital, what we call nonlinear platforms. So any of the platforms that we have that are non broadcast, so websites, mobile apps, other apps that we'll be talking about probably in this in this session, that is me and my team, sort of spearheading that and developing things and testing things and doing all of that exciting stuff.

Rob Mineault 04:38

And the great thing about AMI, you know, is just the sheer volume of content. So, why don't you tell us about this new thing that you're calling AMI Plus?

Virginia Vuleta 04:53

Yeah, so AMI plus is our new multi platform streaming. platform I said platform twice in the same sentence. That's where the marketing people will yell at me. But it is our It's our new platform. We launched that sort of in November last year. And it is the first step of sort of our new digital strategy to launch several platforms, several streaming platforms, with the idea that we want our content to be sort of ubiquitous, if you like, on on sort of streaming platforms like web, mobile, or mobile apps, connected TVs, fast channels, which you may have heard of the free advertising streaming platforms like Pluto, and Roku. So really pushing out and developing developing apps and sites, and really getting our content out there and as on as many platforms as we can. We know members of the disability community and wider are very, very active and want to see more more of this type of content, you know, where we get we're going to spend this year sort of really getting out there. But the AMI Plus as as has been launched a couple of months ago, is kind of a putting our feet in the in dipping our feet in that sort of digital pool, if you like, it's a it's a web based platform. So we've launched that so that

people can have sort of a very comfortable and familiar experience, you know, if you've used any of any of the platforms that are out there, like your CBC Gems, your Netflix's your Disney Plus, it's kind of it's using those same best practices so that the experience is very comfortable. Tthere should be no surprises. But it's all AMI's original, wonderful content.

R Ryan Fleury 06:52

And what platforms is it currently on?

V Virginia Vuleta 06:55

Right now, it's it's just on the website. So it's a browser based platform right now, we are currently in the midst of developing for the Roku platform. So we're developing a Roku app. So that'll be our first connected TV platform, then we will be relaunching our mobile apps. And also in amongst all of that in the course of this year also be launching on on some fast platforms as well.

R Rob Mineault 07:26

I'm curious to know, how long has this sort of process been in development? You know, how long does this something like this take to roll out?

V Virginia Vuleta 07:38

It's yeah, it's been in development for I think - the earliest phases started a couple of years ago. And because of the kind of organization we are, we do well, we've spent a lot of time and research, both our own research and monitoring other research that's sort of happening in the in the broader market in terms of platforms. So, you know, the research very clearly - and this is no secret - the research showed that that there is still interest in broadcast channels, but people have moved wholesale into the digital realm. So that, you know, being able to access content on a streaming platform, sort of only when I wanted where I want it in the form that I wanted, was really, really becoming predominant. And we also, you know, from our own research panel heard that, you know, these are the, these are the platforms that they were moving to, and they kind of expected us to do the same thing, which made total sense to us. So, as you know, as the research sort of rolled up into that strategic direction, like guys, we've, we really need to start moving towards a digital platform. We also had, our current websites had been around for a little bit that, you know, great websites, but they had kind of taken a hybrid approach that we had corporate information and, and our content in there. It was it was sort of a dated approach. And we knew we wanted to move on to something that was you know, really content focused, really content centric, you know, exciting to look at dynamic and could sort of take us into into, you know, that that kind of market where we could start to develop apps and really using the AMI Plus brand to sort of freshen our approach to to content and really become a digital content company, rather than sort of a broadcaster that happens to have a couple of websites.

Rob Mineault 09:43

I mean, it seems monumental to make this move. I mean, I'm sure I'm not surprised that it took several years, even just from a technical standpoint because you know there's a lot of content that you sort of have to move over, and you're delivering in a different way as opposed to like a set schedule. Now you're talking about being able to deliver a lot of these programs on demand, what technically? How sort of big of a deal? Was it? And was there like a whole complete AMI plus team that was brought on and needed to sort of make all the technical aspects of this happen?

Virginia Vuleta 10:27

Yeah. I mean, it's, that's a great question, because it was kind of a, it was a shift in organizational thinking for us, that was a really positive move for the organization. I mean, organizationally, sometimes these things can be very scary and chaotic. There was there was a lot of collaboration between the programming and the production departments, the metadata people. There was a lot of work in the background that had to happen to sort of change up systems that needed to be able to deliver content in a different way. And to be able to do it quickly and in an agile manner. So there was a there was a large team of people within AMI - we are a small company, but a very, very involved team of people from throughout the organization who were deeply focused in bringing a new scheduling systems, new conversion systems. We had to bring in a new video management system that could handle all of this. So there was a lot of work happening behind the scenes. But you know, it was, it was a great thing to be able to see and a lot of collaboration on and people got what we were doing and why we were doing it. So it was fantastic.

Rob Mineault 11:53

So I want to talk a little bit about the platform itself. When you're, when you're developing a platform like this, you have a little bit more control, it seems to me, and I'm thinking in terms of things like accessibility. So they can when you know, when you're when you're broadcasting, you can make it as accessible as you as you can, through, you know, through the programming. But really, you're, it's only going to be as good as whatever, whatever the TV or whatever cable system or whatever, however that person is getting the channel. That's, that's as good as accessibility as they're going to get. But with this, you're kind of able to deliver more of an accessible experience. Can you speak a little bit to that?

Virginia Vuleta 12:44

Yeah. Well, given who we are, and what our mandate is, accessibility is, is what we live and breathe. We are in the business of creating content for the broader disability community. So you know, first to start with, it's our mandate, but I think in in a couple of different areas, because the content that we produce is highly accessible. It's, you know, captioned, it's always transcribed, it comes with description. So, you know, the content is highly accessible to start with. And the way that we develop platforms, we work very, very closely with professional accessibility testers, we don't just sort of build something and then sort of layer in that all that old practice of let's make it beautiful, and then we'll slap on some accessibility at the at the end of the project. We start from the beginning from scratch and building the accessibility all the

way through, and then make sure that we're getting it tested all the way through getting all of the feedback, we can good, bad neutral, to make sure that that we're building something that is highly accessible. And then we keep changing it, we keep going back, we keep tweaking, we keep checking, we keep modifying, and just checking in to make sure that we're meeting our mandate.

R **Rob Mineault** 14:08

Now in terms of content, because that's the other thing with AMI, I mean, there's the the sheer volume of content that that's out there, because, you know, there's AMI audio, and there's, you know, there's podcasts, there's documentaries, and there's a lot of daily news shows. Is everything going to be on demand, or are there going to be like some limitations?

V **Virginia Vuleta** 14:29

No, I think we've we've changed a part of our evolution from being, you know, 100% broadcast to, being being a broadcast company that had a website to now we're a digital content company. Our approach to licensing content has changed. So, previously, what I think you're describing is, you know, way back when you things went on to broadcast and maybe you'd get a few sort of snippets that you might have permission to put on the website, that model has flipped. So that we now are commissioning content and creating content that is available for streaming. Obviously, we're you know, we're, we're Canadian licensed who our audience is Canadian. So that that is sort of our, our boundary. But all of our content is created so that it can be hosted on our digital platforms and made available for streaming audiences.

R **Ryan Fleury** 15:32

So As Rob mentioned, Ami audio, so will AMI Audio AMI Tele be coming over to AMI plus as well?

V **Virginia Vuleta** 15:39

Yes, so the Tele content is there. So all of our content is up on AMI Plus. Previously, they were separate websites, we made the decision that that really no longer made sense. It's all it's all under one site. So if you go to AMI Tele at the top of the page, you'll see AMI TV and then AMI audio live. So all of those services are available within the framework of AMI Plus. Yeah, it's just having a one home just kind of made sense. So it's yeah, it's all there. So you can you can play, you can you can take a look at what might intrigue you, you might not have gone and gone to the to a site if you didn't know it was there, but but now you can see it. And the same for the you know, the streaming, the live content from our AMI audio services there as well.

R **Rob Mineault** 16:34

Yeah, and I love that. I mean, I love that you can just one place and you can go you can do all the podcasts are there like everything is right there.

Virginia Vuleta 16:42

Yeah, it's why why make, like, make people fight for content? Let's make it easy.

Rob Mineault 16:47

So talk to me a little bit then about the future plans. Because, you know, rolling this out to, you know, different the different apps, like you mentioned Roku. That's sort of the first step. But I mean, there's, Apple TV there's Chromecast, there's, you know, all of these other options as well. Is the long term plan is to get them on those as well, are you just starting with Roku and seeing how that goes?

Virginia Vuleta 17:14

That's, that's really our long term plan, just to again, you know, we're monitoring these platforms, because it's a very, very agile market. There's, there's content flowing between all these platforms constantly. So we're keeping an eye out on where are our audience is at. Which platforms are our audience really interested in? Where did they go for content? And how can we play in that environment. So that's what we're engaged in right now. And why we went to Roku because it's, it's, it's a very popular platform. So we're focusing on Roku first, and our and our own mobile apps. And then looking at other platforms as they evolve with, you know, the idea of, you know, we want to make sure that our content is represented as widely as possible, where, where our audience goes to find it.

Ryan Fleury 18:06

It must be tough to because, you know, I don't know where Roku is at for accessibility now for somebody who's blind like I am. I tried it early on and had no success. Now I'm on Fire TV or Apple TV, because their screen readers actually work. So what is what is that experience like? You got different teams testing these different platforms?

Virginia Vuleta 18:28

Yeah, it's, it's a really interesting challenge for us. For the mobile and the browser platforms. I mean, we work with a team of professional accessibility testers and a company out of Toronto called Fable, who do all of this testing for us. It becomes somewhat difficult, I guess, for for things like, you know, the Roku devices, Amazon Fire, all of the connected TV devices, because they are so many of them, there, it's it's can be difficult to find that level of accessibility testing. So what we are doing is, you know, reaching out to our own staff to, you know, to get help testing devices. And what we did was with the AMI plus product for the first time, we actually reached out to our, our, our sort of fans, if you like and ask them if they would like to be beta testers for EMI plus, that might be an approach we take with the Roku platform. We were sort of noodling around with that idea. Sure. But certainly, I mean, we want to make sure that these these platforms are tested by the, you know, the people who are going to use them. Yeah, but I

totally I totally understand where you're coming from. It is it's, it can be complex. It's a complex hardware environment. So making sure that you can factor in all of those, those platforms can be interesting.

R Rob Mineault 19:58

You especially with a lot of these devices, too, is that they change the technology so often. I mean, you have, you know, you they change generations, you know, every six months almost.

V Virginia Vuleta 20:10

Yeah, it's it's, it's interesting. Never a dull moment in the testing area.

R Rob Mineault 20:19

Well, let's talk a little bit about content. Because it seems to me that when you're on a, you know, a digital platform, there there are some opportunities open to you in terms of developing content and different types of content that maybe fits better on a digital platform than broadcast? Do you find it is sort of the content planning changing now that that you guys are on this digital platform?

V Virginia Vuleta 20:51

Um, yeah, I mean, I work very closely with our production department sort of understanding, as do my colleagues, again, based on research, we do a lot of focus groups, in trying to understand you know, what content, would you like to see, what content do you no longer want to see, help us sort of figure out what we need to start to go out to our production partners, and start to gather and encourage them to start creating content. It can be, it's very interesting to sort of be part of those conversations now, because I was in a content meeting last week, where they're starting to develop trailers for potential pitches for content that's going to be created in the next couple of three years. And it's stunning. It's just beautiful, funny, touching, content that people are studying to, to develop. But it's, you know, it's developed not just for broadcast, it's developed sort of, on that multi platform sensibility. It's not just here's a broadcast program, that is that we're going to develop that appointment viewing, here's something that is that is a program that, you know, will come with some web extras and some other stuff that you can put out there. It's really changing the thinking from just sort of that rigid broadcast mind to here's something that's flexible.

R Ryan Fleury 22:21

Is there more opportunity for independent filmmakers, let's say in Canada to with something digital than it is to try and get someone broadcast.

V Virginia Vuleta 22:29

That's a really interesting question. I guess it would end and I would I would defer to my production colleagues who would know a lot more about this, but I guess it depends on on sort of the type of content. You know, certainly, I think this is just my view, in the in sort of, in the documentary area, the documentary genre, we have a lot of really great documentaries that we've commissioned in the past, but it's, it's a really, really, really expensive type of content to produce. So my thinking would be that that content would probably gravitate towards more of a digital film more or broadcast side of the business.

R Rob Mineault 23:16

Right, but I mean, it would seem to me like even like, you know, extra content, like you mentioned, you know, bonus sort of content from some of the some of the shows, and even some of the documentaries - behind the scenes footage, makings of, stuff like that .. that's much easier to sort of push out there on a digital platform and to have available than that on broadcast. So, you know, are there are there sort of plans for that, like now that going forward, when you're developing your show? Is there is there like, oh, well, you know, we'll do some extras?

V Virginia Vuleta 23:47

Oh, yeah. Our production teams are constantly reminding our production partners, you know, we want to have beside behind the scenes, we want to have, you know, personal interest stuff, we want all of all of the content that comes, you know, in the periphery around creating a show. We want to create that, and we want them to deliver to deliver that. And one of the platforms I haven't mentioned as our social media platforms. So you know, our Tik Tok presence is just exploding. So content for for Tik Tok, content for YouTube. We put that sort of content out there on those platforms, as well as creating sort of additional content on the digital platforms to keep people engaged and interested in the show content and create more engagement with the hosts and the cast and that sort of thing. Yeah, I'd assume that there's a lot of opportunity there when you're when you have the flexibility of a digital platform, as opposed to broadcast and for sure. One of the other plans for the AMI plus platform is something that - this is a common sort of best practice in the digital platforms. It's kind of a first for us though: adding in subscriptions, so you can sign in to the site. And we want to, you know, we've tried to be very, very clear. And we've continued to be very, very clear, this is not a paid platform, we're not asking you to sign up to pay for anything. What we wanted to do was was adding this capability so that we, as we start to create more of the content that I was talking about over the next two or three years and start to really, really bulk out our catalog. We want to introduce more personalization, we want people to be able to create their own sort of interest lists. And we want to have the ability for people to have a follow me experience. So those lists follow you your accessibility system, settings, follow, you know, regardless of device, so it's adding a little bit more value for people. If you sign up, create an account, but again, totally free and no obligation, you don't have to sign up. You can still live and experience the site and enjoy the site without that.

R Rob Mineault 26:03

Yeah, that's right. Well, I mean, on my TV I've got a movie platform, but it's totally free. They're

all garbage movies, but they're, free. But it's that same kind of concept where like you can you can interact with it without signing in or signing up at all. But if it doesn't, then you don't have the capability of like having a watch list or it can't really track what you've watched before unless, you know, unless you're signing in, because you know, the system just can't just can't do it without that. So it's really just it's more of a functional thing, right? Like that way, you know, you can you can keep a list or you you do know what you've already watched and stuff.

Virginia Vuleta   26:48

Yeah. And you know, if you're bingeing something, and you have to take a break and walk away, it'll remember where. We're all familiar with that experience on the other platform. So again, just really taking those best practices that, again, people are used to, it's a comfortable experience, and making sure we can accommodate that as well.

Rob Mineault   27:05

Right. So we've got the Roku plans. I mean, it sounds like you're pretty much busy for the next five years, I think. Because there's a lot of platforms in between now, and then a lot of these platforms are going to change. When you when you develop for something like Roku do they help you out at all? Do you interface with them and do they sort of give you a hand when you're developing for the platform? Or are you kind of on your own?

Virginia Vuleta   27:36

No, they've reached out to us, they reach out to us on a on a couple of different levels. There's sort of the strategic level, which is, you know, we, you know, we're interested in your content, and we're interested in sort of this type of content. So we will go away and sort of develop a nonlinear strategy for that. But then there's, you know, the technical side of it, where, you know, they they're very open to, you know, here's our technical specs, how can we help you? So it's been, you know, and same with with Pluto, and I expect the same kind of experience from the other platforms. It's all about the content, they are interested in content, and they really want to create that frictionless ability to stream content with their platform. So it's been again, very, very collegial so far.

Rob Mineault   28:32

Excellent. And, and this, okay, so this is something I'm just totally curious about. You may or may not know the answer to this, but, but I'm curious. When you when you make that switch from broadcast to something like a digital streaming platform, are you still constrained by things like sort of sort of Canadian Broadcast Standards? I mean, you you technically are still a Canadian broadcaster, but when you're delivering it to a digital platform that's available anywhere? Like, what sort of falls away in terms of broadcast standards, or are you still constrained by by the same thing?

Virginia Vuleta   29:08

We are still held to the same, the same standards. We have an entire programming department that helps us with that. Making sure that everything is is done, to, you know, the way that we are held to a CRTC license, you know, and making sure that, you know, programming is creates a positive portrayal and all of all of that stuff. So, yeah, very aware of what those standards are and maintaining those, regardless of the platform.

R Rob Mineault 29:50

You guys haven't run into anything like where where you actually have to geoblock or you're blocking sort of international visitors to the platform, due to licensing or whatever?

V Virginia Vuleta 30:02

Well, we do have to do that. Again, we're licensed by the CRTC. I will say, our original content, the content that we ourselves create with our production teams, right is owned by us and is not constrained content that is created under license and is not geoblocked.

R Rob Mineault 30:32

Yeah, see them that gets that must get really complicated to it.

V Virginia Vuleta 30:35

Yeah. It's it's complicated. But again, you know, we we have systems in place where that metadata again, this was all part of sort of the reorganization of our systems, making sure that we had systems in place that could capture that early and make sure those settings fluid flowed with the content. So we're not constantly chasing metadata or updating files, we know that, you know, this piece of content is geoblocked to Canada for this date, until this date, right? And that goes with the content, and it makes life so much easier.

R Ryan Fleury 31:11

I just want to go back to the Roku and Amazon Fire OS and stuff in the world. When you're having these conversations with them, is accessibility becoming part of the mainstream conversation? Or is it still kind of a new concept to some of them?

V Virginia Vuleta 31:28

To them? No. And regardless of the vendor, any conversation we have, sort of at that level, accessibility is pretty much the first thing we mention. We're very, very clear, we are a company that is in the business of creating content for the community of the disability, community. Accessibility is absolutely key. And we kind of hammer them with it constantly. But the you know, and on the other side, the vendors, when we look at their technical specs, you

know, they're those are disclosed, usually in their in their documentation. So we can get a kind of get a sense of what accessibility is built in, what accessibility is required. So you know, caption formats, all of the all of those sorts of things are generally documented, and well understood.

R Rob Mineault 32:24

It's good to know those conversations are getting a lot easier to have with with a lot of these companies.

V Virginia Vuleta 32:29

Yeah, it used to be a time when we would mention accessibility and the vendor would say, sure, our products available on the internet. But that's not what we mean.

R Rob Mineault 32:38

Yeah, that's right. Yeah, at least there's no yeah, no blank stares. Now, when you mentioned accessibility, they know kind of what you're talking about.

R Ryan Fleury 32:47

Will there be a feedback mechanism? I guess, like, you know, we have AMI research panels and you briefly touched on the possibility of having beta testers test out, you know, apps and that type of thing. Is there a best method or a way for people to follow that information and stay in touch?

V Virginia Vuleta 33:06

Yeah. What we did with the AMI Plus experience was, you know, we we gave, we made sure that there was an email address that they could send us feedback. We had a couple of phone calls with people who had had so much feedback that they just wanted to talk to someone. So yeah, we set up meetings, and we chat. And it was fabulous. It was wonderful. It was a great experience. But we also decided to, and we'll probably do this again, and we might well I think we'll we can do it better next time. But we created a bug list in our our newsletter that sort of said, okay, here's what we here's what we heard. And here's what we've done to fix. It was just kind of like a bug list that you would see in a game software update. But it was it was important for us to make sure that the people who were involved in the beta test and the people who are interested in AMI Plus knew that their feedback wasn't falling into a hole. We were actually hearing it, we were looking at it, we were fixing things, or we were clarifying things, whatever it was, whatever was needed. We just wanted to make sure that that we were respecting people's time and their input and wanting to make sure that the platform was the best it could be for them.

Rob Mineault 34:28

Excellent. This is gonna be a really easy question, but where the heck where can people go to find AMI Plus?

Virginia Vuleta 34:40

www.amiplus.ca

Rob Mineault 34:41

See, I knew that was gonna be a softball question.

Virginia Vuleta 34:46

But I appreciate it.

Rob Mineault 34:48

I encourage everybody to go check it out. I love this. It's funny, I'm just I'm on it right now. And I went to to Our Community, because the organization that that I work for we were actually featured on one of the episodes and hey, right in the screenshot of our episode, I can see my head back there in the background in a crowd shot. So I am on AMI Plus! So there you go. Thank you so much, Virginia for joining us and talking about it. Best of luck with Roku, best of luck with it with all the other devices. And yeah, keep up the great work.

Virginia Vuleta 35:31

Thanks, again.

Lis Malone 35:32

Have a good night Virginia.

Rob Mineault 35:36

Yeah, I love this. I love this site. It's great.

Ryan Fleury 35:39

So many people have gone digital, like I watchthe local news. And then pretty much all of my viewing is either Pluto or Netflix. It's all digital.

Rob Mineault 35:53

On demand is just the way to go. You know, like I remember like, this is what, year ago, when Blind Beginnings did the fashion show. We had to wait for like, you know, eight o'clock on a Sunday night or whatever, to watch it. And now that's just on demand. It's the way of the world now. But I mean, but you think about it, let's think about the sheer amount of content, the number of hours of content that you have to upload, and you have to have available for anybody to watch at any time. I mean, the technical component of that must be just staggering.

Steve Barclay 36:49

I just love that their website has that feature on it, where you can look up what what accessible content is available, you know, at any specific time on your cable provider. I think that's awesome.

Rob Mineault 37:01

Yeah, totally right. It's a great idea. And I can watch all these shows, like I couldn't watch any of the shows because I can't track it. Like my brain actually doesn't do broadcast television anymore. Like I can't grok like when is this on, at what time on what day? So this is great. Love it. Well, we got a lot of watching to do. I want to watch that fashion show, Fashion Dis. I only ever watched a couple of those episodes because I only had access to a few of them. But now I can go in and watch them all.

Ryan Fleury 37:45

With Ardra Shepherd. I don't watch stuff online like that. So I have to wait till either the app comes to Mobile or my Fire TV because I don't I don't watch TV off my computer.

Lis Malone 37:59

I never watch TV on the computer either.

Ryan Fleury 38:03

I'm at my computer from nine to four.

Rob Mineault 38:10

I'm a huge nerd. I have a computer hooked hooked up to my TV. So it's no problem for me. So, so you guys got to do just to hook your laptop to the TV.

Lis Malone 38:25

No, but I'm working on my laptop. I'm multitasking. I need my TV to be my TV because I need my laptop to do work.

Steve Barclay 38:31

Oh yeah, you're a girl you can multitask. Always so impressed with that ability.

Lis Malone 38:40

I wish that my laptop served more of an entertainment purposes, but it is all work. And so yeah, so I have to put it but TV on and you know, listen and have my face buried in my laptop and then look up occasionally or listen in.

Ryan Fleury 38:59

Rewind it so you can hear it again.

Lis Malone 39:06

Thank goodness for the pause button now. TV On Demand and everything. Yeah, it's like you said, Rob, who has the time to actually track TV schedules anymore. It has to be on demand.

Rob Mineault 39:24

Yeah, I mean, they just are we've built our lives around on demand now. Like we just there's no going back to broadcast. I mean, as much as like there's a nostalgic thing for me, where you kind of do miss it in some way. \

Ryan Fleury 39:45

Well this stuff will come to broadcast first and then go to the streaming or the on demand. So like you know, new new season of Survivor is coming out. But is it going to be your cable subscription first, and then the next day it would become on demand or is it same same same day, same time where it's released on both? I don't know. It'd be nice if everything was released everywhere all the time at the same time.

Lis Malone 40:14

No, I always think that the on demand has a little bit of a delay from the original broadcast. It

might just it might be 24 hours. But usually, there's a little bit of a delay.

R Rob Mineault 40:27
Well, you know what else I was curious about, but didn't really want to ask, because I wasn't sure if it was in her realm. But I also wonder how how advertising works. Because don't you lose advertising revenue if you're not on broadcast and you create a digital platform like this with no ads? Don't you lose a bunch of ad revenue from that you would normally get in sort of a broadcast environment?

L Lis Malone 40:49
Well, then you pick up, you know, digital advertising. And that one of the benefits of some of the digital advertising is that you can really, really hone in on on audiences that you that you can as much on the broadcast side. So depending on how they build this app, and all the bells and whistles that they put in there. There's definitely different opportunities if, if they go that route,

R Ryan Fleury 41:29
And they didn't say they're moving away from broadcast.

R Rob Mineault 41:32
No, that's true. That's true. And I'm sure that there's no plans for them to do that.

L Lis Malone 41:39
But you do you definitely run the risk of fragmenting your audience in some respects.

R Rob Mineault 41:52
When they do build that out, and it's available everywhere, it's whatever, you can just get it on your TV, you can get it on or your Chromecast and they've built out all the apps, who would watch it on broadcast? I mean, really, when you when you can just watch it and binge watch it or watch it whenever you want. I would think to to compete with that.

R Ryan Fleury 42:12
It would be hard to compete with it, but I think there's probably still a demographic. Yeah, that that are still you know, cable, seven o'clock, CTV is blah, blah, blah, right? Right. They're not gonna try and figure out how to use a Smart TV just not gonna happen.

Rob Mineault 42:31
And that is the demographic that when you say Roku to them, they say "bless you".

Ryan Fleury 42:42
I'm fascinated with this AMI Plus I'm gonna go to town on that later, but I'm looking at Fashion Dis and they've already filmed season two. I feel like it like we just talked to Ardra about season one but season two's done. But Ryan we should get you on this thing. What do you mean? Get me on what?

Rob Mineault 44:39
Get you on Fashion Dis and get you a makeover.

Ryan Fleury 44:42
Oh hell no. I'm as beautiful as I'm gonna get.

Rob Mineault 44:47
No What are you talking about? They give you like a new wardrobe and stuff. Probably get all that stuff for free.

Ryan Fleury 44:51
Yeah, no jeans, sweatshirt. I'm good to go.

Rob Mineault 44:53
No. See, I'm telling you. They probably fly you out.

Lis Malone 44:58
Time I get dressed up, and it would be PR for the show. Let them make you look like a metrosexual!

Ryan Fleury 45:11
And why don't we go Video and do the podcast on AMI Plus.

Rob Mineault 45:16
After your makeover

Steve Barclay 45:24
You're forgetting you're forgetting my face is made for radio.

Rob Mineault 45:30
And lights have a problem with me and Steve. I guess they would need a lot of pancake makeup on our foreheads. Well listen, was just an idea, I'm trying to get your free trip out there and a free suit.

Ryan Fleury 45:48
The only time I get dressed up or deaths and funerals or open houses.

Rob Mineault 46:01
All right, well, I'll keep an eye out for some opportunities. Maybe we can all go on something. Hey Lis.

Lis Malone 46:08
Yeah. What?

Rob Mineault 46:44
Where can people find us?

Lis Malone 46:48
We will not be found on Fashion Dis apparently. So for the time being www.atbanter.com.

Rob Mineault 47:01
Okay, then I'm leaving space for Steve to say the email.

Steve Barclay 47:07

I'm not talking to you. You passed me up for Lis. All right, fine. If people want to email us, they can email us cowbell@atbanter.com

Ryan Fleury 47:48

They can also find us on social media. We're on Facebook and X and Instagram and Mastodon.

Rob Mineault 48:30

We're on LinkedIn.

Ryan Fleury 48:32

Are we now?

Rob Mineault 48:33

Yeah, we're on LinkedIn. Actually. I realized that today. Anyways, that is going to about do it for us this week. Big thanks, of course to Virginia for joining us and we will see everybody next week.

Steve Barclay 50:14

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