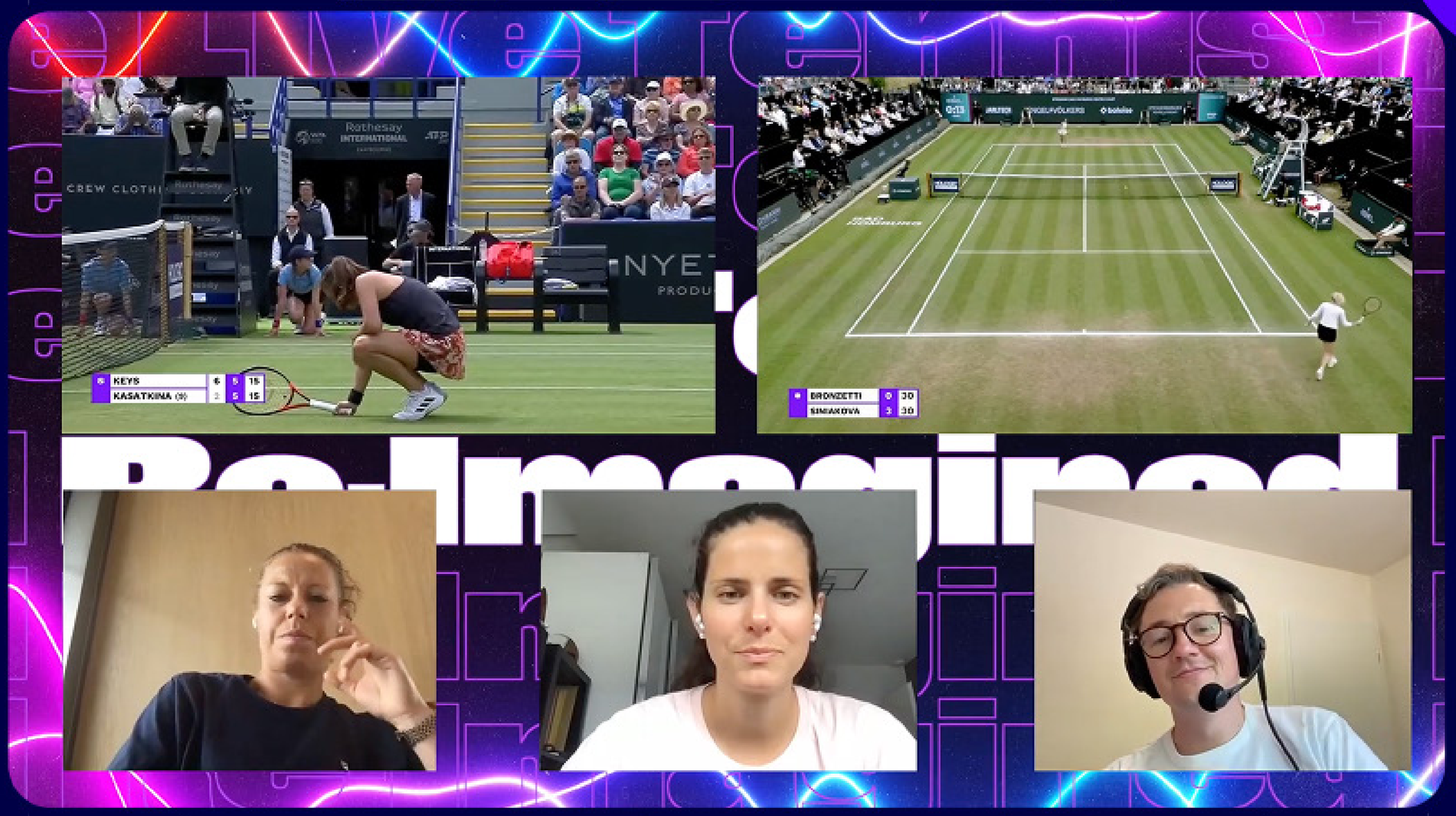
Grabyo

Alternate broadcasting
The industry perspective

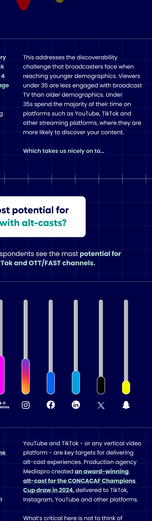


Introduction

With the rising popularity of alternate broadcasting among broadcasters, media rights holders and audiences, we've spent the last few months surveying members of our industry on current and future ambitions around alt-casting.

This blog explores the insights gained from our 50 respondents, with varying levels of seniority, function and skillset across media, technology, sports and entertainment.

How much are you producing alt-casts?



First off, we asked our respondents what **percentage of their live content is being repurposed with alt-casts:**

49% reported using live content to produce alt-casts, with 27% experimenting with around 25% of their live outputs.

However, our data shows that those who invest in alt-casting see more audience returns. 75% of those who produce alt-casts for over half of their live content **rank their ability to reach new audiences at 10/10,** while only 13% of those who don't produce alt-casts say the same.

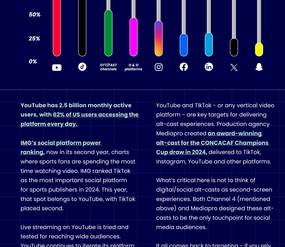
For those who don't alt-cast but would like to, that number sits at 11%.

This tells us that across the industry, the opportunity to expand audience reach with alt-casting is clear and understood.

This also shows us the production of alt-casts is growing and likely to continue. There is room for growth among those already delivering alternate broadcasts, as teams experiment with formats to find success with new audiences.

Which demographics are you trying to reach with alt-casts?

Next we'll cover which demographics organizations are trying to reach with new live content. There's an **emphasis on reaching 18–34 year old audiences** among most of our respondents, with over three-quarters **specifically targeting 25–34 year olds.**



Reaching under 35s across every territory requires a strong digital presence. Check out how major UK broadcaster Channel 4 created a digital strategy to reach this age group during the 2024 Paralympics.

Channel 4 demonstrates how alt-casting can take many forms - even simply restreaming linear broadcasts to digital and social platforms.

This addresses the discoverability challenge that broadcasters face when reaching younger demographics. Viewers under 25 are less engaged with broadcast TV than older demographics. Under 35s spend the majority of their time on platforms such as YouTube, TikTok and other streaming platforms, where they are more likely to discover your content.

Which takes us nicely on to...

Where do you see the most potential for reaching new audiences with alt-casts?

The top three platforms that our respondents see the most **potential for audience growth are YouTube, TikTok and OTT/FAST channels.**

YouTube has 2.5 billion monthly active users, with 82% of its users accessing the platform every day.

IMG's social platform power ranking, now in its second year, charts where sports fans are spending the most time watching video. IMG ranked TikTok as the most important social platform for sports publishers in 2024. This year, that spot belongs to YouTube, with TikTok placed second.

Live streaming on YouTube is tried and tested for reaching wide audiences. YouTube continues to iterate its platform to support organizations in monetizing live video - such as the ability to **insert custom ad breaks.**

YouTube and TikTok - or any vertical video platform - are key targets for delivering alt-cast experiences. Production agency Mediapro created **an award-winning alt-cast for the CONCACAF Champions Cup draw in 2024,** delivered to TikTok, Instagram, YouTube and other platforms.

What's critical here is not to think of digital/social alt-casts as second-screen experiences. Both Channel 4 (mentioned above) and Mediapro designed these alt-casts to be the only touchpoint for social media audiences.

It all comes back to targeting - if you rely on driving younger audiences to linear, you may be barking up the wrong tree. Both brands served digital audiences with live content that was tailored to their viewing preferences, both in optimization, format and presentation.

What types of alt-casts are you producing?

Among those who are currently producing alt-casts, we delved into the formats and mechanisms they are using to **repurpose live broadcasts for new audiences.**

The most popular form of alt-casting reported by our respondents is vertical live streaming. The growth of vertical video consumption on platforms such as TikTok and Instagram, and the launch of live streaming by Meta and Bytedance on these platforms, have created opportunities to reach large audiences with live content on these platforms.

In fact, it's reported that more than **100 million social media users watch or launch Instagram live videos each day.** Vertical alt-casting can be as simple as cropping your 16:9 broadcast feed for vertical viewing, or creating dynamic layouts using 16:9 feeds and graphics. **N+ Mexico is a great example** of how to use a mixture of both for news productions.

The next most popular format for alt-casting is localized formats. A challenge for broadcasters and publishers is reaching new territories with tailored content, and alt-casting is an effective solution.

The most typical method for localizing broadcast feeds for an international alt-cast is layering new elements on top of a clean feed with ambient audio. You can then add multi-language commentary, presenters and data graphics to create a new, repurposed live production for any territory you like.

Multi-event broadcasts and watch parties are also formats seeing success for some of the world's biggest properties. The **NFL RedZone format** is a leading example of multi-event alt-casting, while **Manningcast,** hosted by NFL legend Peyton Manning, brings in celebrity guests and talent to watch along and add insights and commentary. The National Lacrosse League has also **hosted watch parties on ESPN+ and TSN+.**

These formats rely heavily on the talent available to you. This can be a challenge, but presents an opportunity to deliver a ready-made package to sponsors. Recruiting talent and presenters that have their own audience segments brings bespoke targeting for potential sponsors, while opening up new viewers for your content.

How likely are you to adopt cloud and/or AI technology to produce alt-casts?

Lastly, we asked our respondents **how likely they are to adopt cloud and/or AI technology to create and scale alt-casting workflows.**

Cloud production platforms such as Grabyo offer organizations the ability to repurpose and create new live content without the investment and resource required with traditional workflows and equipment.

Using traditional workflows, these cost and resource implications are high barriers to entry for multiplying live content outputs. Cloud production removes these barriers, with the ability to access and operate virtual production control rooms and all the necessary tools with minimal training and equipment.

40% of our respondents recognize the opportunities of this technology, and are actively seeking to adopt cloud and AI for alt-casting.

Cloud platforms are well poised to take advantage of AI advancements, with quicker adoption and deployment in flexible infrastructures. We've recently released **AI-generated live captioning,** as well as the ability to **create custom automations.**

About Grabyo

Grabyo is a leading provider of live cloud production and distribution tools, empowering broadcasters, rights holders, and media organizations to produce live events and publish video clips and highlights from any location. Designed to replace costly on-premise hardware, Grabyo's AI-powered platform offers scalable, subscription-based tools for remote production, live streaming, and real-time highlights in a fully distributed, browser-based platform. Grabyo is trusted by the world's leading media and sports organizations including UFC, ITV, Channel 4, Univision, Mediacorp, WWE and AELTC Wimbledon.

Alt-casting with Grabyo →

Get in touch →