

# The Complete Guide to Live Broadcast Audience Engagement



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# What is Audience Engagement?

**Live broadcasts have been at the forefront of engagement innovation, particularly over the last few years.**

Whether you're looking to grow your viewership, get people involved in your broadcasts, engage stakeholders, or much more, there's an audience engagement solution out there that suits your organisation's unique needs.



## Linear Broadcasters (TV)

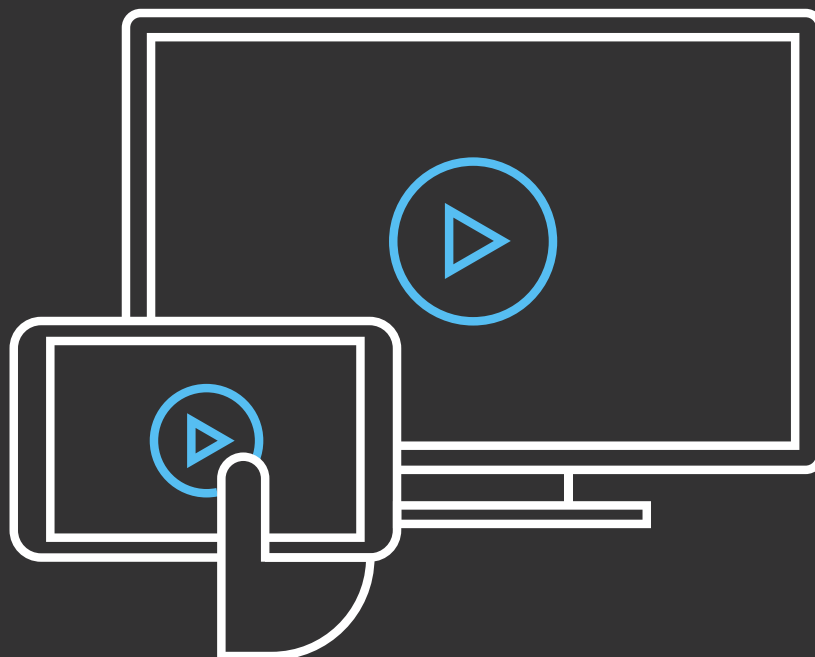
Audience engagement for linear broadcasters is about turning your captive audience into an interactive community. This is becoming increasingly important, as digital live content platforms become more complex, intuitive and interactive, TV broadcasters need to adapt in order to continue innovating.

It's no longer enough to simply broadcast to your audience. Modern audiences expect interactivity and agility in their broadcasts – we all watch TV with a second screen device in our hands; if you're not tapping into that resource, you're missing out on swaths of potential engagement opportunities.

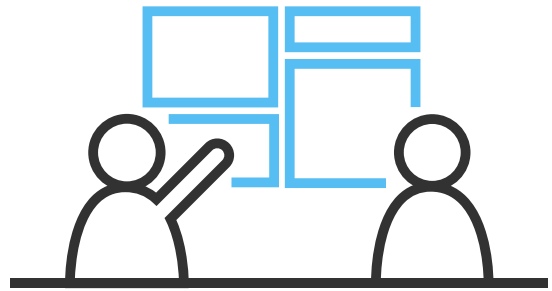
Your audience will be sharing clips and highlights from your show, discussing key moments and interacting with your hashtags.

What are you doing with all that engagement data?

We'll help you to use it to enhance your live shows, encourage tune-in and bolster audience loyalty.



## Sports content creators

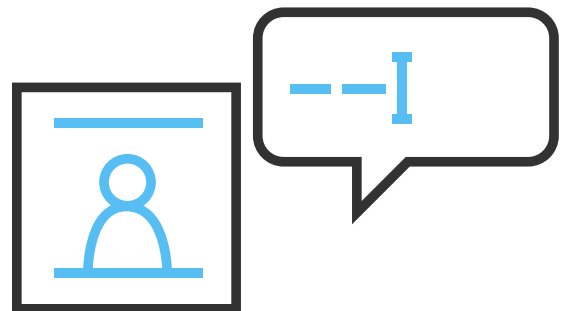


Audience engagement for sports content creators is about bringing your community together in a way that's safely moderated.

It can be incredibly difficult to bring your people into the conversation, especially when emotions are particularly high, and opinions can be volatile!

We'll run through everything you need to do to ensure your engagement is done in the right way.

## Digital content creators

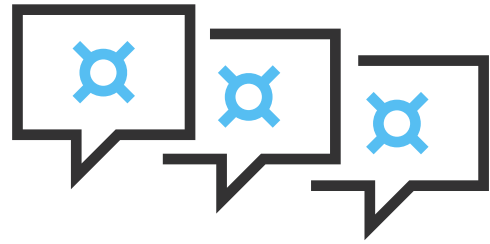


Audience engagement for streamers, YouTubers and other digital content creators is all about projecting the best version of you possible.

There's no reason why you can't bring a high level of professionalism to your live broadcasts and compete with the big boys.

Let's talk you through all the key steps you should take towards creating a streamlined, professional and engaging broadcast.

## Brands



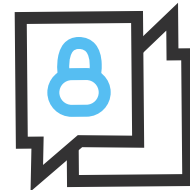
For many brands, audience engagement is a relatively new concept, but one that ought to be wholeheartedly embraced.

Gone are the days of putting out a brand message and receiving no immediate feedback. Audience engagement for modern brands focuses around keeping your conversation going.

Do you know how your advertisements are being received? Have you got methods to directly engage with your target audience?

Audience engagement is a fantastic way to conduct thorough market research, and much of what we talk about in this guide can and should be used to inform your brand's ongoing marketing efforts.

## Corporate



Many consider audience engagement to be a trick of broadcasters and marketers, but many corporations are beginning to engage with the practice, too.

If your corporation regularly broadcasts to a large, internal audience, how do you know if they're engaged with what you're saying?

Audience engagement for corporations is all about determining how you're going to reach your audience.

Between Zoom calls, on-screen graphics and interactive messaging, there's a whole host of different ways to get more from your people.

In this guide, we'll run through everything you need to know about audience engagement for your live content.

So whether you're an established live broadcaster, a corporation looking to engage their employees, or anything in between, you'll be able to make the most out of your audience at every opportunity.

# **The Business Benefits of Live Audience Engagement**

**So, why go through the effort?  
Simply put, engaged audiences  
are more satisfied, interested and  
are far more likely to invest in your  
business.**

Put somewhat less simply, audience engagement helps you to:

## Open unique revenue opportunities



By integrating audience data directly into your broadcast, you're creating additional avenues for both communication and revenue:

- Overlays can alternate between advertisements with direct calls to action, and information relevant to your broadcast, such as what's coming up next, or key stats and figures they need to know.
- Unique promotional codes that are dedicated to a specific live stream, can create an urgency to shop.
- Integrating personalised apps into your live content can be the perfect environment for audience conversations and sponsors' messaging.
- QR codes are an incredibly powerful tool, and can drive people to third party pages, be that sponsors' pages, merch shops, your website; the possibilities are endless!
- "Super chats" on YouTube and Twitch are a direct form of monetisation, where audiences pay to feature their message front and centre of the live content, allowing them to influence the narrative. This, naturally, encourages others to do the same.

Research shows that broadcasts that engage their audiences have a significantly higher potential when trying to grab the viewer's attention, bringing more eyes to your actionable content, and generating more revenue opportunities as a result.

Not only this, but having a well-produced show legitimises the content that you're producing, meaning that, even on a lower budget, you can catch audiences' attention and potential sponsors' interest.

There are many more audience engagement tools that allow you to encourage your audience to take actions that generate you revenue. Be creative, and ensure that you're offering your audience something that they want, and they'll happily oblige.





## Increase tune-in

Have you ever been scrolling through your favourite social media platform, only to see someone shouting about a show you'd forgotten was live **right now**?

More engagement means more people talking about your broadcast online. More people talking about your broadcast means that more people will hear about it. More people that hear about your broadcast means more people who tune in.

What do those new viewers then do? They engage with your broadcast, and the cycle continues. Engage with your audience, encourage interaction and enjoy increased viewership. A win-win in every book.

## Ensure your audience feel valued

Audiences who have their questions answered, their thoughts featured on air and their opinions validated are audiences who feel valued.

Take Channel 4's broadcast of Crufts, for example. The team at Channel 4 are experts at placing their audience (and their dogs!) at the centre of the live broadcast.

Through simple calls to action on screen, and prompted by the host, Clare Balding, viewers shared their questions for the guest veterinarian during a live Q&A, getting an immediate answer and feeling that their question and perspective is valuable to the broadcast.

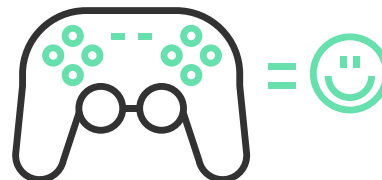
Not only this, but it started a conversation on social channels and other apps where like-minded viewers interacted with the question, further increasing the reach of the broadcast (Channel 4 saw over 33,000 direct interactions on WhatsApp alone!).

By making the audience feel that their opinion is valued, they are far more likely to return to future broadcasts, they'll be far more engaged with your content and will become increasingly active in your community, further growing your audience.

You can see Channel 4's process in action by [clicking here](#).



## Improve enjoyment through gamification



Gamification is the process of creating a game out of something otherwise mundane in order to motivate and engage an audience.

In the right circumstances, gamification can vastly improve your audience's enjoyment of your content, while encouraging valuable social interactions.

Between 60-70% of your viewers are actively interacting with a second screen while watching TV/other content. If you channel that behaviour into an interactive environment (such as a poll, game, etc.), you can engage your audience on both the primary and secondary level, ensuring that their attention is solely on your content.

We talk in detail about gamification on page [15](#).

## Stay at the forefront of innovation



Your competitors will likely be looking at how they can improve audience engagement across their broadcasts.

Therefore it's crucial that you innovate in your content. By diversifying your engagement strategy, you'll set the bar for how live broadcasts in your industry should look and feel. In the rapidly changing world of live content, you want to ensure that you're at the front of the pack, otherwise you'll find yourself lagging behind.

This is because people return to a broadcast for the experience, not necessarily the content. While great content is, and likely always will be, king, it's becoming increasingly important in the modern broadcasting space that the experience you provide is exceptional, too.

If your content is at roughly the same level as a competitor's, it's the audience engagement that will split the difference.

Having superb engagement can, and will, make your broadcast the obvious choice.

## Influence the narrative

By featuring your audience's opinions live on your broadcast, you can actively allow viewers to influence the narrative of your content.

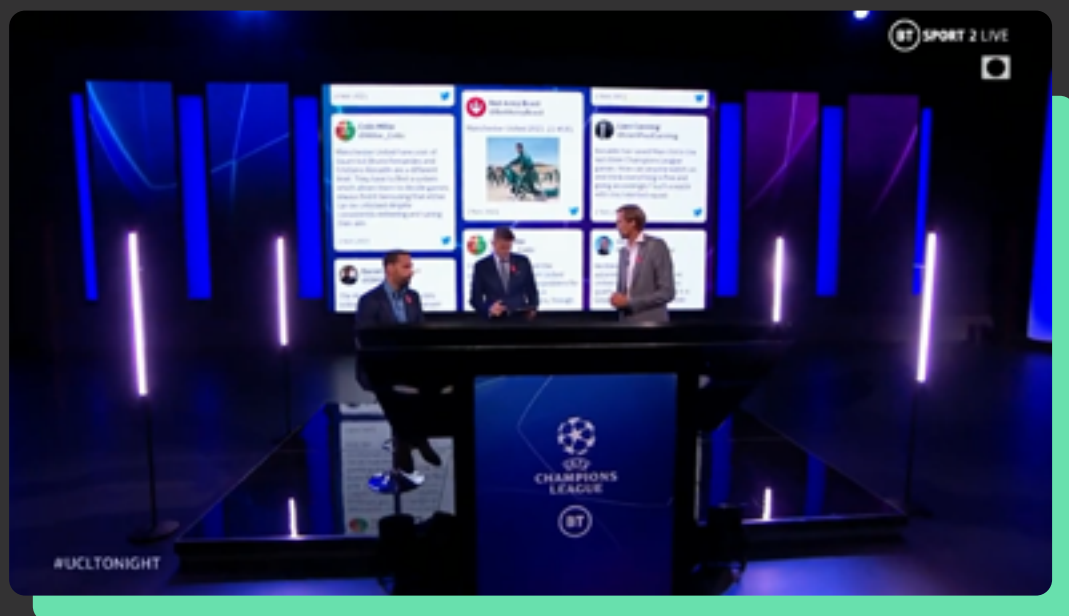
This has two key benefits: a viewer that has their opinion featured will become far more loyal to your content, and it provides organic avenues for your presenters' conversation to flow.

An example of this is how BT Sport use live audience engagement tools in their pre- and post-show live content.

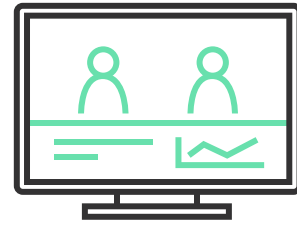
By integrating live viewer reactions into the broadcast, Jake Humphrey and special guests follow an in-studio screen with a social wall that features questions and live reactions from fans, providing the hosts with key talking points that are hyper relevant to what their audience want to discuss at that exact time.

Keeping your finger on the pulse of what your audience is saying, and allowing them to influence the narrative is an incredibly powerful way to make your audience feel truly valued.

See how BT Sport do it by [clicking here](#).



## Elevate your broadcast's quality



Dynamic graphics, visualisations and overlays are a brilliant way to add texture to your broadcasts.

Just because you may not have the budget of some of the bigger players in your industry, doesn't mean that you can't use high-quality graphics to elevate your broadcast. For example:

- For sports broadcasts, adding an L-bar along the bottom gives the premium experience that viewers are used to.
- Automated graphics can be used to provide calls to action, sponsorships and more.
- High-quality social integration graphics can be used to show off audience opinions.

These are just a few examples of what you can do to improve your live content's quality, allowing you to go toe-to-toe with TV broadcasters with huge budgets.

## Access data that was not previously available

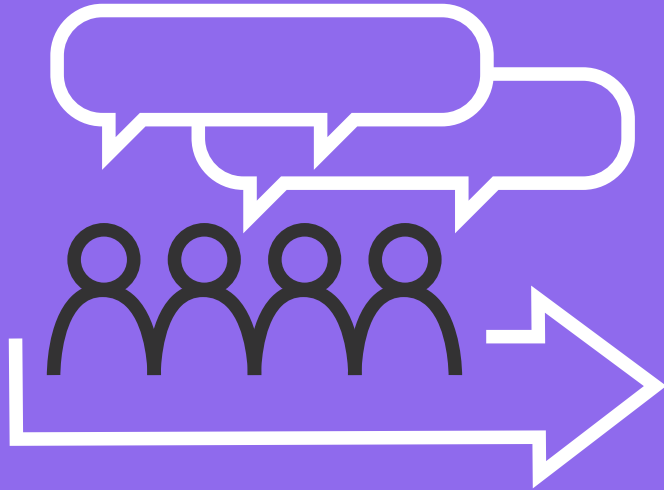


Social data goes far beyond audience engagement - it will provide insights that were not previously available to you, too.

Understanding exactly how your audience think and feel is essential when it comes to planning and executing your live content.

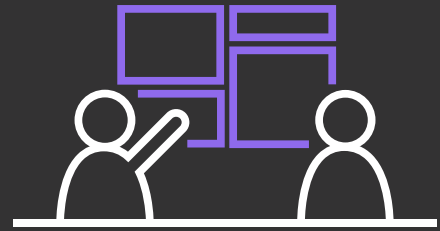
Implementing demographic data, opinions, conversion rates and more into your plans allows you to enhance the quality of your broadcasts by fine tuning your strategy and what you're discussing.

Making live content, as with many things, is an ongoing process. Trial and error is key, and you won't get everything right the first time. Audience data will provide the key information that you require to ensure that your work is truly what your viewers want to see.



# How to **Drive** Audience Engagement

## Social overlays

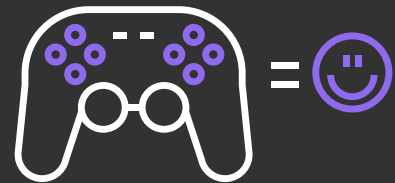


Featuring your audience's thoughts and questions directly on screen is an incredibly powerful engagement practice.

Social overlays allow you to connect with the growing world of social media and messaging platforms, all while moderating and managing users to ensure that the content featured is both brand safe, formatted correctly and topic relevant.

This proves that you're listening to the audience, satiating that natural human urge to want to be heard. Displaying your audience's insights on the primary screen immediately builds brand loyalty in the consumer.

## Engagement games (gamification)



Implementing interactive engagement games can be incredibly powerful.

Engagement games (such as polls, scorecards, rewards, leaderboards, etc.), are superb ways to encourage people to take part in your engagement efforts, and can be immediately implemented to great effect.

For example, when something exciting happens in a football game, you can create a quick poll to spur engagement: "Who was the best player on the pitch today? Pundit A says X, Pundit B says Y, the official man of the match is Z - your turn to vote!".

Games are particularly good as they will encourage viewers who don't often engage to do so - if there's some form of competition, quiz or meaningful reward, then people will want to be involved.

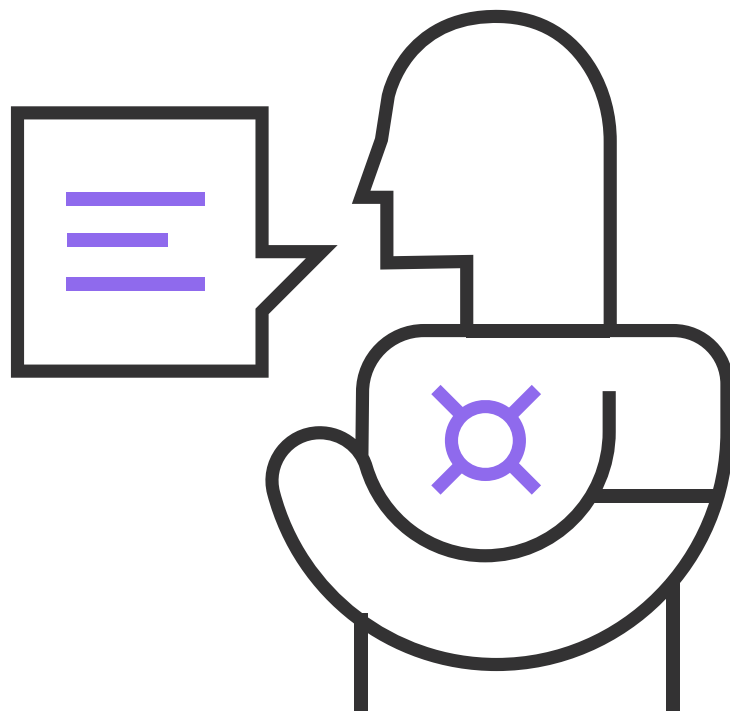
## Humanise your brand (talk to our people etc.)

Every brand that produces live content needs some sort of human touch in order to connect with their audience.

Historically, this has come in the form of charismatic presenters and charitable efforts, but many modern broadcasts are relying on live audience engagement to help them bring that personal touch into the fold.

Not only this, but automated responses can help to bring a more human touch to your audience interactions. Has an audience member messaged you about an upcoming broadcast? An encouraging message along the lines of, “Thanks for your message! Don’t forget to tune in at 7:30 to see if we answer your question live,” can make a world of difference.

All of these processes are designed to make it as simple as possible to connect with your content. The easier and more human the process is, the more likely someone is to properly engage.







## QR codes

QR codes were struggling to find their place, before a certain global event thrust them back onto the public stage in a big way.

Now, modern broadcasters understand the value of including QR codes as calls to action in their live shows.

They even invaded the minds of millions through Coinbase's 2022 Super Bowl stunt, where a silent QR code floated lackadaisically, causing so many people to scan it that their app crashed.

QR codes can also be generated in seconds, meaning that you can drive people to your content as and when it's required. For example, during a chat show, a guest might be talking about a new book. Pop a QR code on screen and drive traffic to the book's sale page. This allows you to immediately adjust to anything that your broadcast requires.

People are naturally curious, and we all want to know what's hidden behind that delightful little code – a great way to drive traffic to your key landing pages/content.

## Don't be afraid to express your values



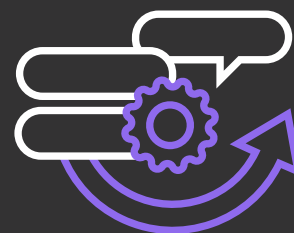
Audiences engage with brands, businesses and broadcasters who resonate with their own beliefs.

Your live content is the perfect platform to drive your core value messages, and encourage audiences to discuss and debate issues that matter to you as a broadcaster.

Include polls that both start discussions and bring new viewers into the fold, and include questions that challenge opinions and create genuine discussion among your audience.

Get this right, and you'll bolster your audience's opinion of your organisation. Modern consumers want to engage with content that they truly believe in; it's not enough for broadcasters to remain indifferent anymore.

## Continuously innovate your platform



If you allow your broadcast to stagnate, you'll likely notice that engagement rates drop.

By introducing new, innovative ways to interact with your broadcasts, and by revamping your graphics regularly, you'll ensure you maintain both a fresh look and an intriguing prospect for anyone tuning in to your shows.

In addition to regular updates, you should update the look and feel of your graphics to resonate with any current campaigns that are relevant to your broadcast. This might be elections, a new sport season, changes to the transfer market, etc.

It's your platform – keep it fresh, your audience will thank you for it!

## Interactive web apps



A percentage of your audience will be comprised of people who would like to engage, but do not wish to do so publicly.

Allowing these people to engage through the use of private messaging apps (such as WhatsApp), or an anonymous web app (that can be linked to directly from your broadcast's overlay) provides opportunities for people who want to remain private to do so.

While this doesn't directly benefit your broadcast through tune in and reach, it does help to reinforce brand loyalty with those who otherwise would not interact.

By driving people from social/other broadcast environments to your own apps, you then have full control over the content that your audience is seeing, and there's less chance that they'll get distracted or tune out.

## **Social listening (discussing topics that are hot off the press)**



You should always keep your ear to the ground, listening to what your audience have to say, before incorporating these topics into your broadcast in some way, shape or form.

Hashtags are incredibly useful for this. If your broadcast started a conversation that you'd like to see continued on socials, create a unique hashtag that people can use and that you can monitor. This will help to inform future broadcasts, and is absolutely free!

## **Speak directly to your audience (answer their questions)**



Answering questions live on air creates a direct connection between the audience and your talent.

Not only this, but many broadcasters find that guests are far more likely to be open and honest in interviews if a question comes directly from an audience member

## Give control directly to your host

By providing your hosts with the tools they require to interact directly with the audience, they can actively guide your broadcast in the direction that best suits the audience.

This allows the conversation to flow at the host's pace, taking some of the pressure off of the producer, who has ensured the right content is selected for the presenter to choose from.

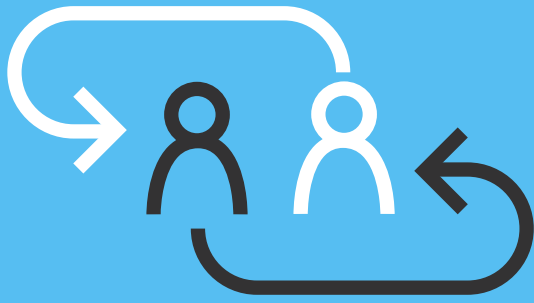
Take ITV's Martin Lewis Money Show Live, for example.

The team pick relevant content from a list and the hosts can instantly hero it on their displays with the click of a button using a tablet or iPad, allowing them to actively control the pace of the show.

In doing so, the producer green lights the content, and the host then dictates how and when it's displayed.

See how The Martin Lewis Money Show give the host control by [clicking here](#)





# Creating an Engagement Strategy

**Engagement strategies are ongoing – you need to try new things in order to figure out what works.**

We recommend a three-stage approach to engagement strategies:

## Plan

Your plan should revolve around your audience:

- What platform do they watch your content on
- What social media platforms do they use?
- Identify key things that your audience **want**
- Research key demographics - average age, geography, job titles, etc.

Once you know exactly who your audience is, you can start to create your engagement strategy. Consider:

- **Visual elements** - Your content needs to look great, and an out of date overlay will negatively impact the overall look and feel of your broadcast. Your visual elements should be sleek, on brand and clear. Keep it simple, and you're off to the races.
- **Calls to action (CTAs)** - Consider what actions you want your viewers to take; do you want them to use your hashtag to get in touch, or do you want them to buy a season ticket? Clear, unobtrusive CTAs will help drive engagement and revenue opportunities.
- **Gamification** - Are you planning on implementing on-the-fly polls, games and more? This helps involve your audience in the broadcast, making their opinion centre stage and encouraging conversations.
- **Camera angles** - Humans get bored looking at the same thing for extended periods of time. Consider regularly switching between camera angles, or featuring full-screen overlays to break up your broadcast.
- **Interaction** - Last, but not least, interaction is key. No matter what type of live content you're producing, having the speaker/host interact directly with what the audience is saying is incredibly powerful, and should be considered.





## Implement

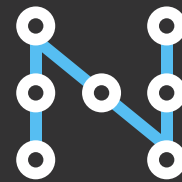
Once you've mapped out exactly what you want in your broadcasts, and how you intend to do so, it's time to implement your plan!

The best way to do so is to rely on intelligent, powerful software, such as the **Dizplai** content sourcing and engagement tools.

Cloud data display platforms allow you to manage your broadcast, sourcing and moderating data from across your audience, consolidating it onto your platform and allowing you to use it live on air.

This allows you to execute your plan flawlessly, all from a single laptop or computer.

## Reassess & reconfigure



Now that your broadcast has finished, it's time to evaluate how successful your efforts were.

Key stats to consider are:

- Overall viewership
- Tune-in over time
- Hashtag usage
- CTAs clicked

Essentially, how did the broadcast go, and are you happy with the results? If not, don't change everything immediately, it may take a little while for your audience to adjust to the new aesthetic.

Run a few broadcasts, see how it's going, then return to the planning phase, rinse and repeat. Over time, you'll start to notice more people tuning in, both out of interest and of curiosity.

*Need help designing/implementing your audience engagement strategy?  
**Talk to our specialists today.***

# How to Source and Moderate Live Social Content and Data

**In order for your live content engagement to be successful, it's crucial that any gathered data is fully vetted and moderated before it comes anywhere close to broadcasting.**





## Why is social data essential in engaging your audience?

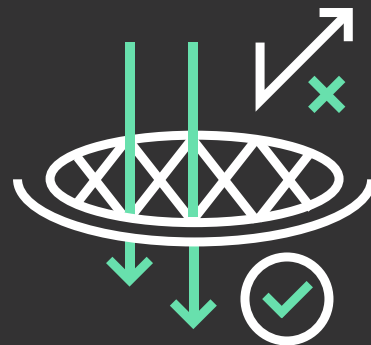
Social data should be the cornerstone of any modern engagement strategy. Social media is a direct line to your audience's wants and needs, and is the single most powerful resource that your broadcast team should be regularly tapping into.

As mentioned earlier, your audience **want** to be heard. It's your job to provide them with the avenues to do so, they'll do the rest of the work.

Provide a convenient way to engage with your content, and people will continue to return.

You can gather a lot of super valuable data from socials about what your audience like/want to see.

This engagement allows you to tailor your offering and makes the audience far more likely to take a positive action (subscribing, purchasing a product/merch, etc.).



## The importance of moderation

Without intelligent tools to source and moderate social data at a rapid pace (and large volume), you might quickly find your broadcast flooded with undesirable messages, which can be incredibly detrimental to your brand's image.

In order to fully vet incoming social data, you'd need a substantial team and a lot of resources. Fortunately, there are far more convenient options (ones that can be manned by a single person with a laptop!).

## Real-time engagement tools



Engagement tools are designed with the end user in mind, and can integrate with your preferred methods of broadcast and social platforms of choice.

They work to automatically filter out any low-quality data, allowing the producers of your content to easily and rapidly select and feature your audience's thoughts on the fly during live broadcast.

Broadcasters the world over rely on tools such as Dizplai's could data display platform to source social data, carefully moderate it and produce engaging viewing experiences for their audience.

Doing this manually is incredibly laborious; make your life easier and choose Dizplai.

# Audience Engagement Tools, Content Sourcing and Graphics with Dizplai

At Dizplai, it's our mission to drive your broadcast's engagement, increase your reach and connect your audience beyond the primary screen.

We help broadcasters, producers, brands and event organisers to deliver interactive experiences from anywhere in the world.

Enjoy engagement like never before, all with full 24/7 support from our passionate team? Click the link below to talk to one of our specialists – the first step towards transforming your broadcasts.

The logo for Dizplai, featuring a stylized blue 'D' icon followed by the word 'izplai' in a bold, black, sans-serif font.

[dizplai.com](https://dizplai.com)

