

we write about the things we build and the things we consume



written by Chris Jackson on 13 February 2017 in Atlas, events

#metabeers 15 february 2017: shortform content

For the final winter edition of [#MetaBeers](#) we're returning to our regular spot, the [Crown Tavern](#) on Clerkenwell Green

This follows on from a one-off, at the rather fetching [Mulberry Bush](#), right behind ITV on the Southbank. It claims to be the best pub on the Southbank, and we didn't find any reason to doubt them, as we welcomed guests from across the industry, talked about movies, ate some delicious food, and enjoyed the only metadata pub quiz with floral prizes.

The next date for your diary (as advertised in our [newsletter](#)) is Wednesday 15 February from 6:30pm for a 7pm start.

#MetaBeers are our monthly get together with colleagues, friends, partners, and likeminded folks. They are spoken in plain English, and are a fun night out where we all expand our views as we consume the best ales and finger foods an English pub has to offer.

february: shortform content

In February we'll look in again at short form content. It'll be 12 years and one day since YouTube started. What role does video shorter than a full episode pay today, how has it changed, and how will it change in the coming years?.

the plan

We're putting the finishing touches to our schedule. Here's the plan for the evening, so far:



- **Chris** — shortform makes TV better
- **Martins** — 12 years of YouTube
- **Emils** — comparing apples and cats
- **Devo** — shortform content and gaming
- **Mirona** — shortform and the journey to online tv
- ...and finally **Adam** — for the one and only metadata pub quiz, with prizes in bloom

how does it work?

You [sign up to #MetaBeers](#), let us know you're joining, and come along with all the +1s you like. We prepare talks, buy pints & treats, then we all gather round and

make merry. We're having as many 5 minute talks as needed to cover the theme, but never more than 1 hour. If you'd like a spot (this month, in May 2017, etc.) on the running order, do get in touch .

back in january: what makes a perfect series?

This all follows on from January, when we we restart MetaBeers for 2017, by finally talking about movies. From Christmas viewing, to Oscar season, we looked at what role video content over 90 mins still has, and how can we help people discover the best movies. Here's the evening in tweets:

settling in at the Mulberry Bush pub round Waterloo/ITV Studios. 30 min to [#MetaBeers](#) talks on future of movies ^MI pic.twitter.com/hk1zQb1psG

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

here are some drinks. 10 minutes to the first [#MetaBeers](#) of 2017. on way to Oscars, are movies in or out? ^MI pic.twitter.com/Oj3OCGpC6t

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

[#MetaBeers](#) is go, at a very busy [@Mulberrybushbar](#). I started by highlighting he difficulties of watching movies at home ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

The experience in the cinema keeps getting better, but a home subscriptions buys very little of the top content [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

Different view from [@justsayyes](#). He points out Netflix has good deals for some newer movies. Interesting discussion going on [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

A story: [@aritaclopes](#) tells us about her Christmas Cinema Spree [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

What makes a good movie? Dragos talks about his thoughts: characters and the quality of the visual experience are vital [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

Luke has a bugbear: the conflation of good movies and fun movies. You should see both, in his view the [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

Finally, [@gorgeoux](#) talks about shortform content. Is it time for a resurgence of shorts? [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [January 18, 2017](#)

next time: what about march?

In March we'll check in on online-only content. Content that's not broadcast is now very real indeed. We'll look at what's working well, what looks like early hubris, and where this is all heading next. That's on the 15th, too.

and in april?

Looking further into the future, on 12 April we're going to swing unapologetically to the other end of the spectrum, and talk about the good old linear schedule. Love it, or loath it, it works, and remains the most popular way of discovering content. We'll talk about what makes a great schedule, how to make it greater, and how a schedule is best presented to the audience.

and after that?

If you're the organised type, get these in your diary! Dates for the rest of 2017 are: 17 May, 14 June, 19 July, 16 August, 13 September, 18 October, and 15 November. And the first [#MetaBeers](#) of 2018 is already set for 17 January.

But that's still a way away. For now, please do join us on Wednesday, February 15th.

* drop a comment here, pick up the phone, tweet at [@metabroadcast](#), reply our invite ([signed up yet?](#)), write us an email, come to the pub and register—lots of ways to get in touch with us!