

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



written by Chris Jackson on 17 August 2016 in Atlas, events

## #metabeers 16 august 2016: olympics

This is it: Summer, great weather, the Olympics, and #MetaBeers returning shortly. This month we'll be in another new location, the [Crown Tavern](#) on Clerkenwell Green. In July we talked about live events, then we had the only metadata pub quiz with floral prizes, some seriously spicy mexi-cali food, and drinks including many pints of ice cold pilsner, poured from our own tap. Just what the doctor ordered on a day where the thermometer barely dipped below 30 degrees.

The next date for your diary (as advertised in our [newsletter](#)) is Wednesday 16 August from 6:30pm for a 7pm start. We'll be talking about the Olympics, and what we can learn from them for other event TV. Join us!

#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.

### august: olympics

In August TV has been dominated by the Olympics, those 2 weeks in every 4 years where a significant part of the world comes together to watch live a set of mostly otherwise minority sports. #MetaBeers is right in the middle of it. We'll watch some, talk some, and discuss what can be learned for the other 206 weeks of each 4 year Olympic cycle. Tell us your view...

### the plan

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

- [chris](#) — olympics!
- [rita](#) — how (intensely) I live the olympics
- [romain](#) — the olympics, in catchup
- [dragos](#) — athletes superstitions
- [martins](#) — why the olympics aren't for me?
- [thomas](#) — an uninterested person's journey to the olympics, via way of google's ui
- [chris](#) — olympics: the second dimension
- [mirona](#) — olympic immersion
- ...and finally [adamm](#) — for the one and only metadata pub quiz, with prizes

### how does it work?

You [sign up to #MetaBeers](#), RSVP the invite, 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, etc.) on the running order, do get in touch .

## back in july: live content

This is all follows on from July where we talked about *live tv*. Whether on TV or on a phone, whether it's a huge global event or your friends doing something interesting, there's a power to watching something that's happening right now... Here's the evening in tweets:

The pour-your-own Pilsner tap will be operating this evening :) [#MetaBeers](#) start at 7pm and debate live events ^MI [pic.twitter.com/j7kj4QXZVP](https://pic.twitter.com/j7kj4QXZVP)

— MetaBroadcast (@MetaBroadcast) [July 20, 2016](#)

We're off and running with [#MetaBeers](#) at a different venue, [@DraftHouseCH](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [July 20, 2016](#)

Live event video remains v popular, and loads of orgs are getting involved. I argued broadcast TV is still the gold standard [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [July 20, 2016](#)

For example, you can get loads of [#tourdefrance](#) video on [@periscope](#), and from multicam services, mostly entirely irrelevant [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [July 20, 2016](#)

Next up [@EsmuPliks](#) talked about discovery on Twitch. There's a simplicity of UX (and rights simplicity) that is very helpful [#MetaBeers](#) ^CJ

— MetaBroadcast (@MetaBroadcast) [July 20, 2016](#)

The importance of commentators: [@Saparko](#) talks about how they add

emotion and often entertainment, to sports and to esports #MetaBeers ^CJ

— MetaBroadcast (@MetaBroadcast) July 20, 2016

Eliminating the middleman: @aritaclopes on finding niche sports. Free streams are often available, athletes often post links #MetaBeers ^CJ

— MetaBroadcast (@MetaBroadcast) July 20, 2016

Another vote for linear from @Dalamar42. Lots of problems with today's VoD services, and few solutions. This needs to change #MetaBeers ^CJ

— MetaBroadcast (@MetaBroadcast) July 20, 2016

About games streaming from consoles. It's been hard says @m\_irbe, until PS4. Integrations are needed for games streaming #MetaBeers ^CJ

— MetaBroadcast (@MetaBroadcast) July 20, 2016

Finally, @gorgeoux talks about the Olympics. Perhaps the biggest live event in the world #MetaBeers ^CJ

— MetaBroadcast (@MetaBroadcast) July 20, 2016

And that's it. Sharing platters are arriving, and it's almost time for our famous metadata pub quiz. We're back Aug 17 #MetaBeers ^CJ

— MetaBroadcast (@MetaBroadcast) July 20, 2016

## next time: what about september?

In September we'll talk about the immersive power of TV shows that feel like movies. Mad Men, Sherlock and True Detective come to mind.

## and in october?

Looking further into the future, in October, as winter approaches, we'll discuss what makes the perfect TV series.

But that's still a way away. For now, please do join us on Wednesday, August 17th.

\* 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!  
Updated: a few times 15-17 AUGust, to add to the schedule.