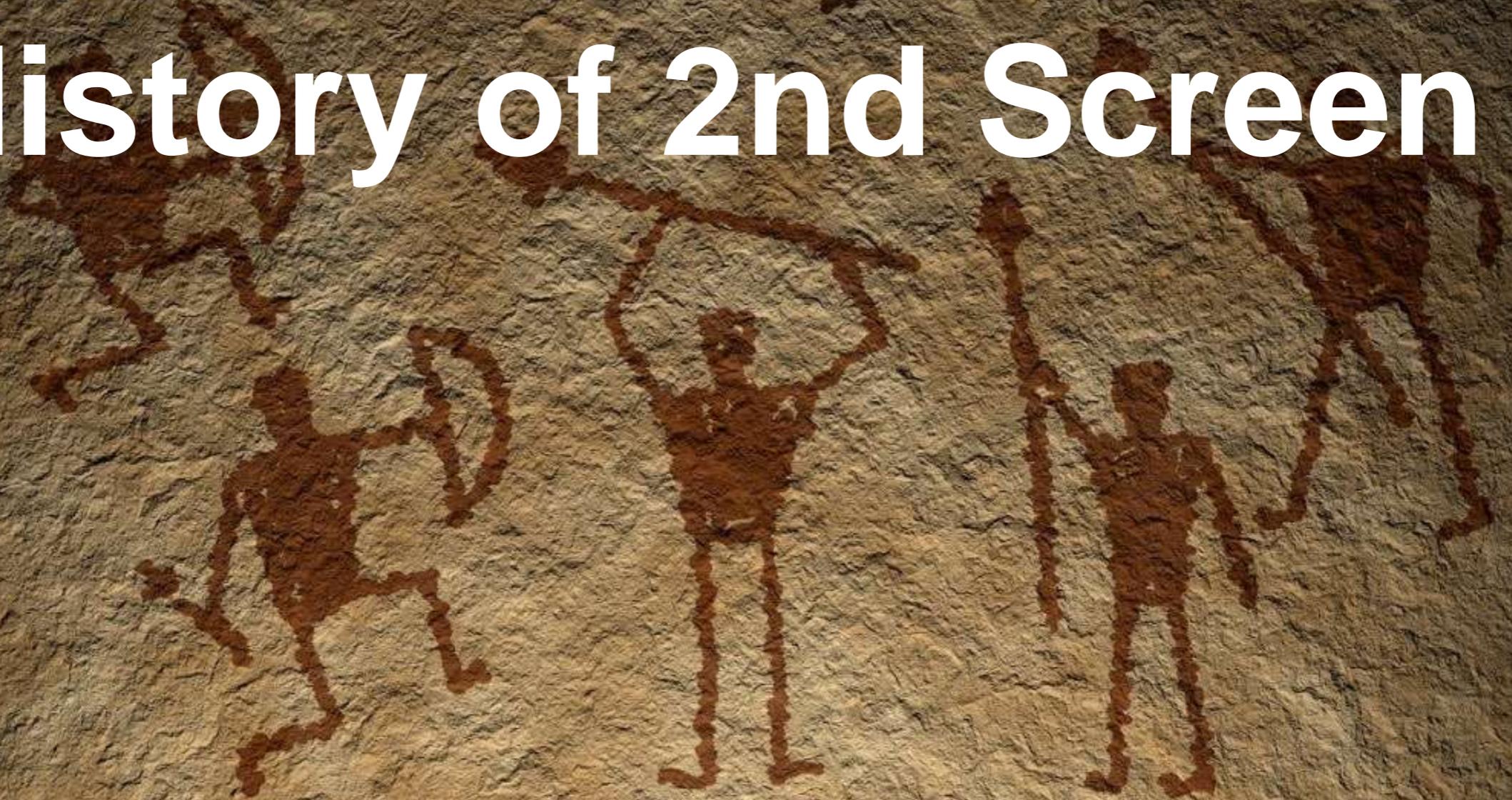
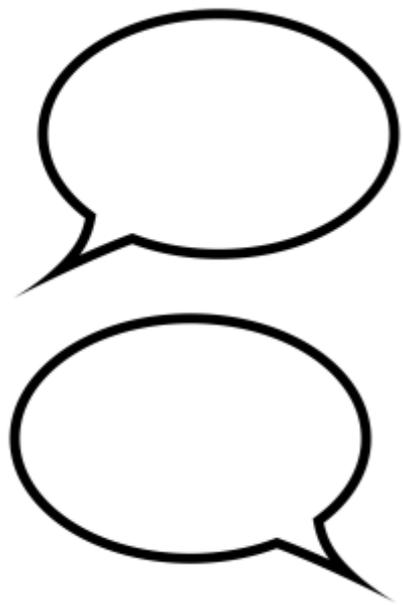


The Wonderful World of Second Screen

Alan Wolk
10 May 2016

History of 2nd Screen





Loved it



Liked it



It was ok



Disliked it



Hated it

User Interaction



NEM





Solve For Each Show

SOME EXAMPLES

SYFY

Syfy

Sync

i Summer in Antarctica



The Arkfall event of 2030 transformed the landscape of the planet, mutated plant and animal life, and made radical changes to Earth's weather. Some believe Antarctica has become a tropical paradise, complete with palm trees and sandy beaches. Of course, few people who tell these stories have actually been there.

Syfy

Join the Conversation

LATEST COMMENTS

Syfy
RT @SamWitwer: I dunno guys. I mean they're good actors, but I just don't buy...

Syfy
RT @SeaAndBeScene: STAY LOW NEW YORK!!! STAY LOW!...

Syfy
RT @SamWitwer: Live tweeting tonight's #BeingHuman. Bo...

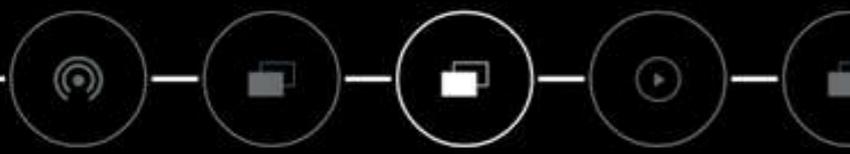
Go



Dirty Little Secret



We're going to go out on a limb and say that Cole doesn't want Cassie to know about this.



EVENTS SOCIAL LIGHTS



✓ Sorry for the title kids, we couldn't help ourselves. Now, on to the question - do you think Jones is doing the right thing by sending Cole back at a time like this?



Yes, it's their only hope.



No, he should stay and fight!



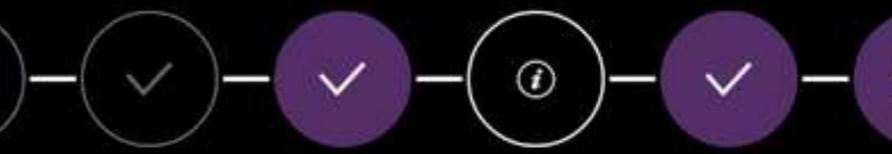
EVENTS SOCIAL LIGHTS



Practice Makes Perfect



Kirk Acevedo (Ramse) has been prepping for a lifetime to take on The 7. The actor has appeared in other rough & tough TV shows like: "The Walking Dead", "24" and "Blue Bloods".



EVENTS SOCIAL LIGHTS



The Expanse - Welcome to the Future

Syfy's *The Expanse* is set hundreds of years in the future, where mankind has colonized Mars and the outer asteroid belts. This app allows you to experience settings from the world of *The Expanse* in full 360-degree virtual reality. You can use [Google Cardboard](#) or just your mobile device. *The Expanse* returns for a second season in 2017.



THE
EXPANSE Syfy
Season 2 Coming in 2017



02

01

COMING
SOON

**THE
VOICE/AUSTRALIA**





HOME Do you want Artist A on your team? PLAY



Choose 14 more artists in 9 Blind episodes



273,034 visits

57 minutes

GOP DEBATE ON FOX





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GET IN
 ON THE
 DEBATE

The GOP candidates are squaring off! Fox News and Facebook have teamed up to bring you the first Republican presidential debate - and we've decided YOU should ask some of the questions. Submit your comments, pictures or videos below.

Watch it all unfold -
 Only on Fox News Channel August 6th at 9pm ET!



Here's what we want:



What's your one question for the candidates?
 Tell us in a comment, picture or video

SUBMIT



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More

Share

What's your one question for the candidates?

Tell us in a comment, picture or video

Your Submission

Please use the form below to create your submission and upload content.
*Indicates Required

FIRST NAME*

LAST NAME*

E-MAIL ADDRESS*

CITY*

Your e-mail address will not be shared.

STATE*

OTHER REGION

UPLOAD A VIDEO OR IMAGE

Accepted video files include: wmv, mov, avi, mpeg, 3gp, mp4, flv and must be 1000MB or smaller. Accepted image files include: jpg, png and must be 20MB or smaller.

COMMENT*



Alex Chalgren



FOX NEWS
LIVE

FOX NEWS
DEBATE

40,000 questions

6 million views

4 users on-air

CNN FACEBOOK LIVE

facebook Live



F8 Intro of Live Studio powered by Telescope



Patrick Sutton

Did media dismiss the Trump "phenomenon" from the beginning? would you say the same for Bernie Sanders?

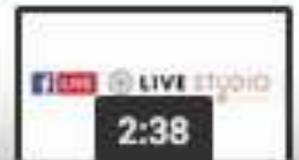
Doesn't seem like he has the numbers.



Abb Clark Sr. At least Trump is real and keeps it real. Not like all these career politicians.



Patrick Sutton Did media dismiss the Trump "phenomenon" from the beginning? would you say the same for Bernie Sanders?



F8 Intro of Live Studio powered by Telescope

The screenshot displays the Facebook Live Studio interface. On the left, a video feed shows a man speaking. Below the video, it indicates '164K Total Views' and provides buttons for 'END LIVE VIDEO' and 'REMOVE GRAPHICS'. A 'STATS' section shows Facebook data for the live video post: 789 likes, 899 loves, 10 haha reactions, and 500 wow reactions. It also shows '5K Comments' and '541 Shares'. At the top right, there are navigation options like 'Welcome, Jane | Log Out' and the 'TELESCOPE' logo. Below the video, 'On-Air Options' include 'Comments', 'Full', 'Trending', 'Live', and 'Custom'. The main control panel is titled 'TEXT TO AIR' and explains that users can display messages on the live video stream by typing a message, setting a duration, and 'putting on air'. It features a 'Type Message' section with a 'First Line' input containing '!E BE A BROKERED GOP CONVENTION?' and a 'Second Line (optional)' input containing 'D TELL US WHY USING #YES AND #NO'. A 'Duration' dropdown is set to '5 Seconds'. There are 'PREVIEW' and 'PUT GRAPHICS ON AIR' buttons. A 'Graphics preview' window shows a grey silhouette of a person's head and shoulders.

2:15 / 2:40

CC HD YouTube



Live · 140k viewers

CNN

61%

#Yes

39%

#No

WILL THERE BE A BROKERED GOP CONVENTION?



Justin Calderon America needs to wake up and realize that this isn't a reality television show. Presidents matter.



Brent Tallis Trump is gonna win.



Jamie Chang Such a crazy election year!

2:00

Key Takeaways

- Explain complex storylines
- Showcase new technology
- Engage users with live programming
- Allow for voting on competition shows
- Allow for viewer participation via Facebook
- Insert polls and interactive elements into live video

Köszönöm

OVER THE TOP

**HOW THE INTERNET IS
(SLOWLY BUT SURELY) CHANGING
THE TELEVISION INDUSTRY**

BY ALAN WOLK

@awolk