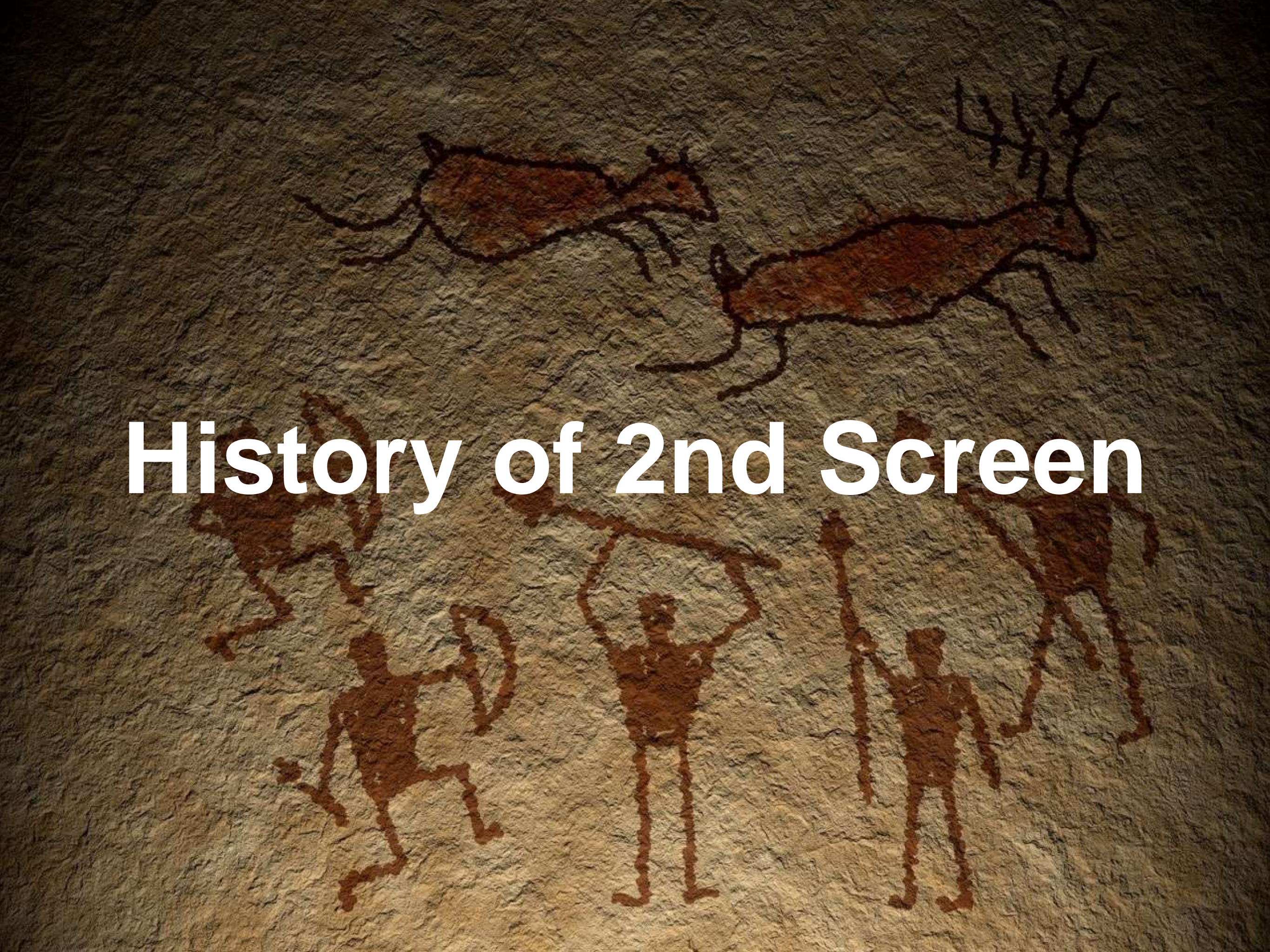
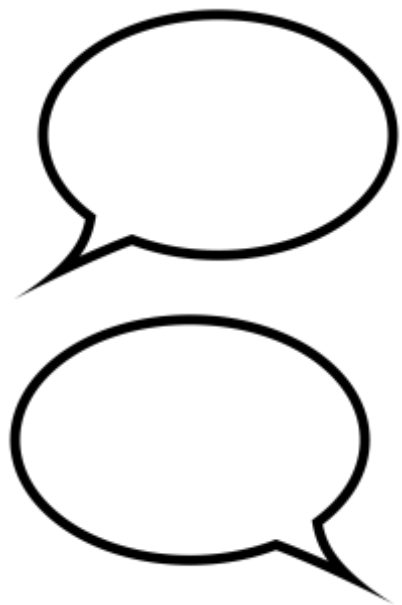


The Wonderful World of Second Screen

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

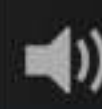
SOME EXAMPLES

SYFY

Syfy
Sync

Exit

DEFIANCE

Episode 1
PilotPoll
Get PsychedInfo
Make Love, Not WarInfo
Summer in AntarcticaPhoto
Nolan's ArkQuote
Johnny and JuneInfo
Buy the Game!Info
Game Cross

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

Who's your favorite character?

View Results

Turn 12 monkeys into a fully immersive lighting experience. [Learn more](#)

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

Turn 12 monkeys into a fully immersive lighting experience. [Learn more](#)

✓ 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

Turn 12 monkeys into a fully immersive lighting experience. [Learn more](#)

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



Artist A

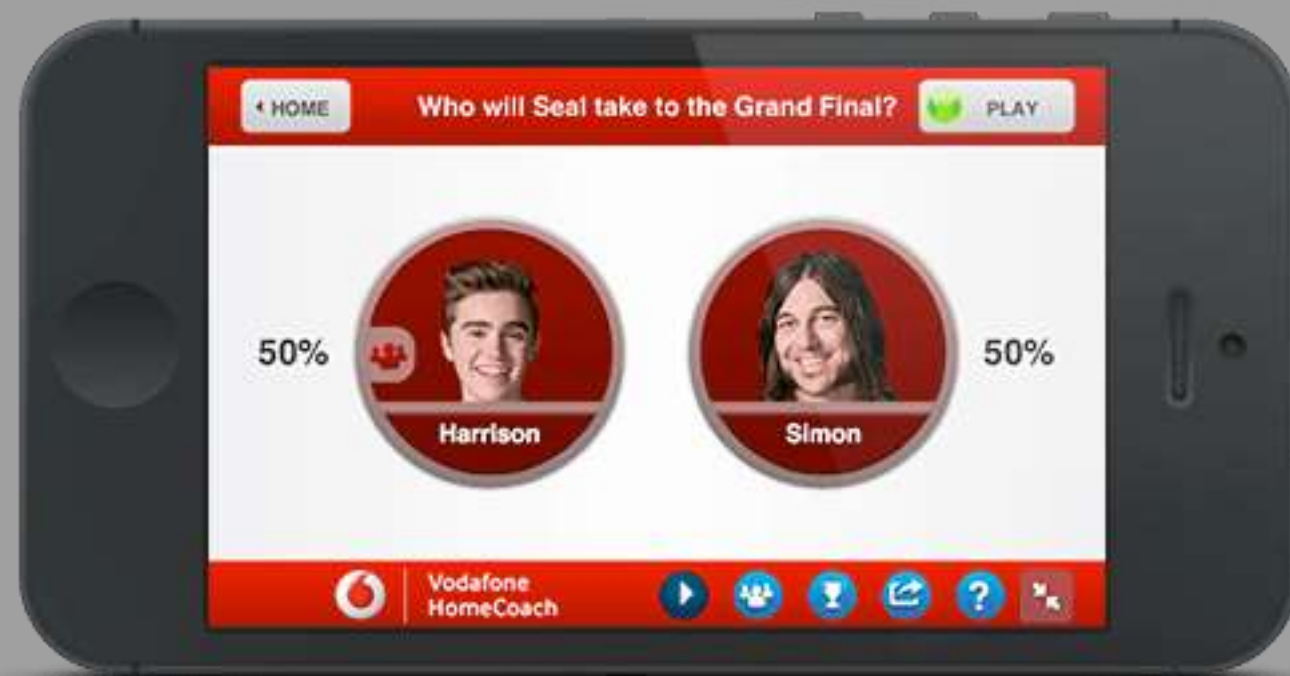


Choose 14 more artists in 9 Blind episodes



Vodafone HomeCoach





273,034 visits

57 minutes

GOP DEBATE ON FOX





Fox News

Media/News/Publishing
The Official Fox News Facebook Page

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Follow

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Timeline

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Photos

Debate Uploader

More

Share

**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



Fox News

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Follow

Message

...

Timeline

About

Debate Uploader

Photos

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*

Your e-mail address will not be shared.

CITY*

STATE*

OTHER REGION

UPLOAD A VIDEO OR IMAGE

BROWSE...

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

f 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?

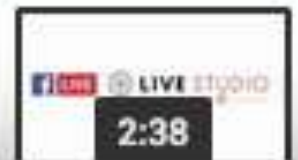
doesn't seem like he has the numbers.



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

On Air Options: Comments Full Trending Live Custom

Live 16K Views



164K Total Views

END LIVE VIDEO REMOVE GRAPHICS

STATS

Facebook Data for Live Video Post

789

899

10

500

5K Comments

541 Shares

TEXT TO AIR

Display a message on the live video stream by typing your message, setting a duration and "putting on air"

Type Message

First Line

!E BE A BROKERED GOP CONVENTION?

Second Line (optional)


D TELL US WHY USING #YES AND #NO

Third Line (optional)

Duration: 5s

PREVIEW PUT GRAPHICS ON AIR

Graphics preview



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