Best of Second Screen

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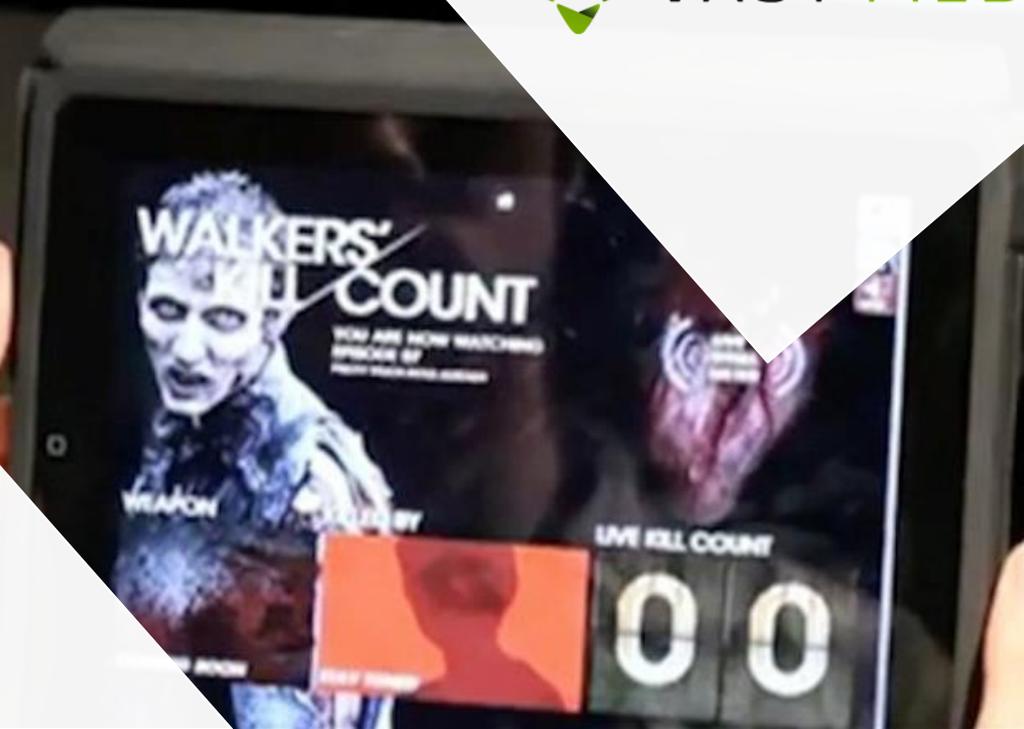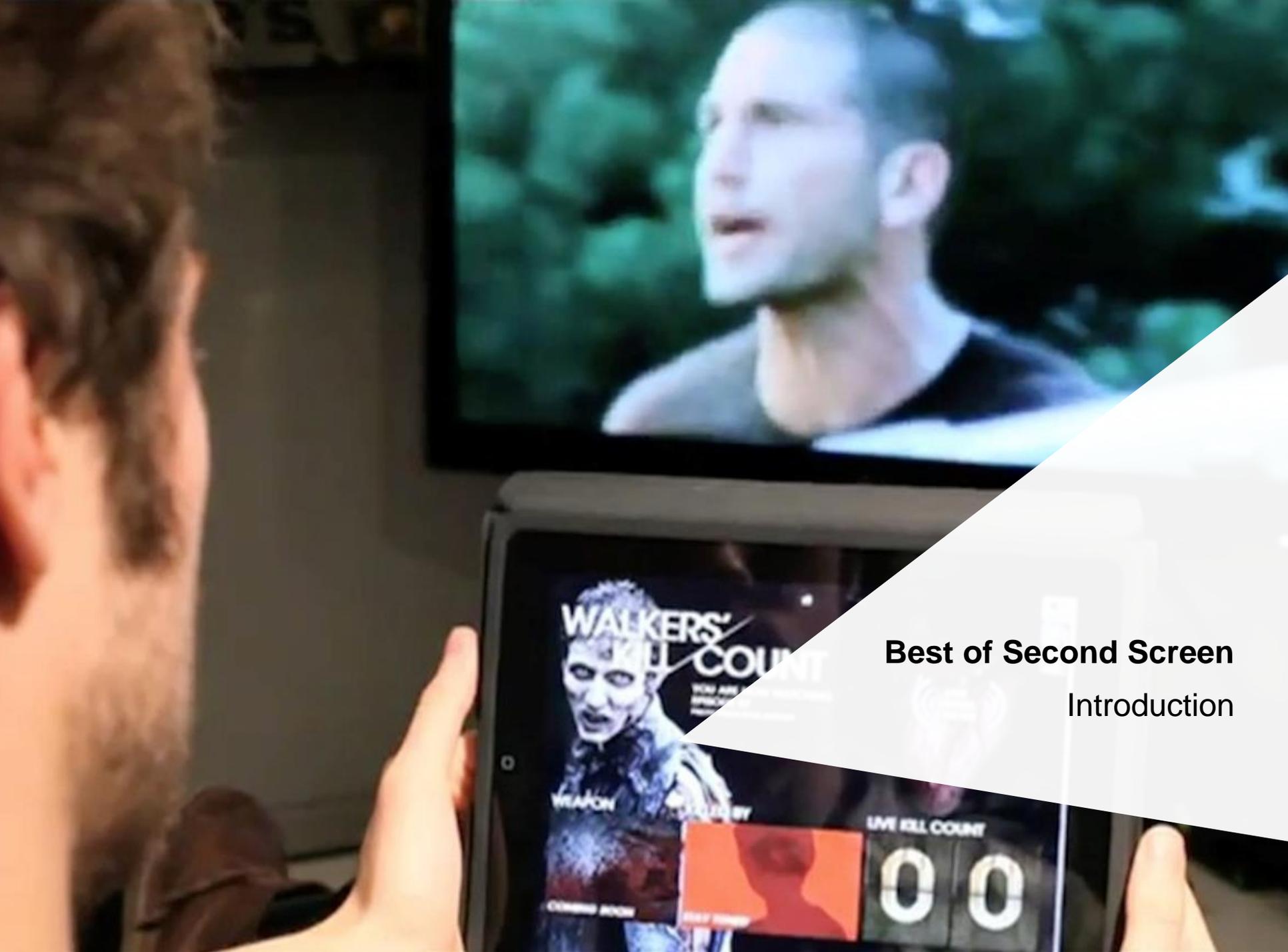
Best of Second Screen

Introduction

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Responding to the undeniable habit of audiences to use a second (or even third) device while watching TV, broadcasters and producers are constantly developing new types of applications that are supposed to engage the audience and improve their experience with the TV content.

Second-screen applications can generally be clustered into three main types: social viewing, live-streaming and companion. Naturally, the distinctions are often blurred, with many apps combining the possible features, offering the viewer a comprehensive way to experience and interact with their favorite shows.

Social viewing applications re-create and enhance the social component of watching TV, functioning as digital watercoolers by enabling users to interact with other viewers. Live social streams aggregating content from the various social networks such as Twitter, Facebook or Instagram are displaying the chatter from the viewers, but also the cast and crew of shows. While there are third-party applications such as zeebox as well as broadcaster apps especially designed for these user interactions, broadcasters usually integrate social media feeds as one amongst many other functions into their show's apps.

However, social viewing can also happen outside of specific apps, when channels promote and extend shows across various social networks (**"Premios Tu Mundo", page 8**) utilizing overarching hashtags to boost interaction all over the social web.

Many big shows and events are offering a second-screen that not only functions as an additional viewport for the fans but also provides them with a variety of exclusive additional content.

So, apart from live-streaming the actual event, apps like **MTV's 'All Access Live' (page 11)** for the **"2013 Video Music Awards"** let viewers choose from different camera angles and offer exclusive insights into the happenings on the red carpet and behind the scenes. Often, the second screen also acts as a central information center, with real-time statistics, commentary and analysis during events, as for example offered by **Canal+ (page 14)** and **ZDF (page 15)** within their **soccer applications**.

Companion applications range from the simple delivery of additional content relating to shows, to play-along games and interactive campaigns up to apps that let the viewers actually have an impact on the shows they are watching. All have in common that they aim to expand the viewing experience for the audience.

Classic companions are utilizing audio recognition and fingerprinting technologies to offer synchronized additional content such as behind-the-scenes footage or background information about the episodes and characters from the show the user is watching **('SOA Reloaded 2012', page 17)**.

Similarly, play-along applications syncing with the broadcasts let viewers participate in polls, answer trivia questions and make predictions while watching. The chance to earn points, rewards and actual prizes keeps the audience engaged. Play-alongs have been implemented for any type of show, from fictional TV series **('Modern Family Live', page 22)** to singing competitions **('The Voice Predictor Game', page 29)** and sport events **('Tour Du Sofa' page 24)**.

Apart from simply pushing content to the users and letting viewers play along for their own entertainment or the chance to win prizes, there are recent efforts to offer ways of two-way interactivity, allowing users to actually influence the events in shows from within the application. Israeli singing competition **"Rising Star" (page 32)** being a case in point, as the show completely relies on the second-screen and the audience's voting, with other competitions such as **"The X Factor" (page 33)** following that approach, giving app users more and more power to influence the judges' decisions.

What follows is a selection of 30 second-screen applications and campaigns, aimed at illustrating the broad range of possibilities the second-screen is offering broadcasters and producers, also representing the current state of the second-screen market.

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1) Before and during the broadcast of the award show "Premios Tu Mundo" on August 15, 2013, the Spanish-language network Telemundo offered its viewers a comprehensive Social TV experience, using the social networks Vine, zeebox, Twitter, Instagram and Facebook.

2) Telemundo used Instagram to promote and extend the show online. The channel set up an exclusive confessional booth behind the scenes of the show's rehearsals. In this booth, celebrities were answering questions from fans via Instagram video.
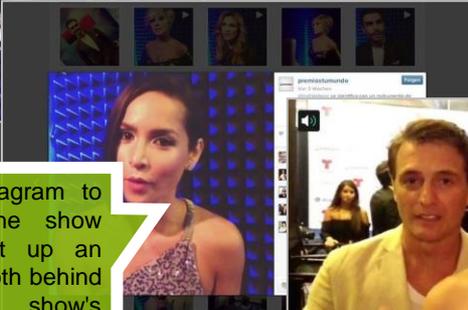
3) In the 'People en Español Vine Booth', arriving celebrities were giving short six-second interviews, while TV personalities from Telemundo served as 'Celebrity Viners" and were also sharing exclusive Vine videos from the blue carpet.

4) On Vine, Telemundo also exclusively revealed the winner of the 'Más Social' award, even before the winner was then announced through that Vine video during the live broadcast of the show.

5) Telemundo additionally used the second-screen platform zeebox. Vine and zeebox were working together to boost social media interaction. In the official "Premios Tu Mundo" TV Room, fans could not only discuss the show, but also had access to all content relating to it. In addition, users could vote for the 'Best Dressed' celebrity and make predictions on which celebrities will take home the awards.
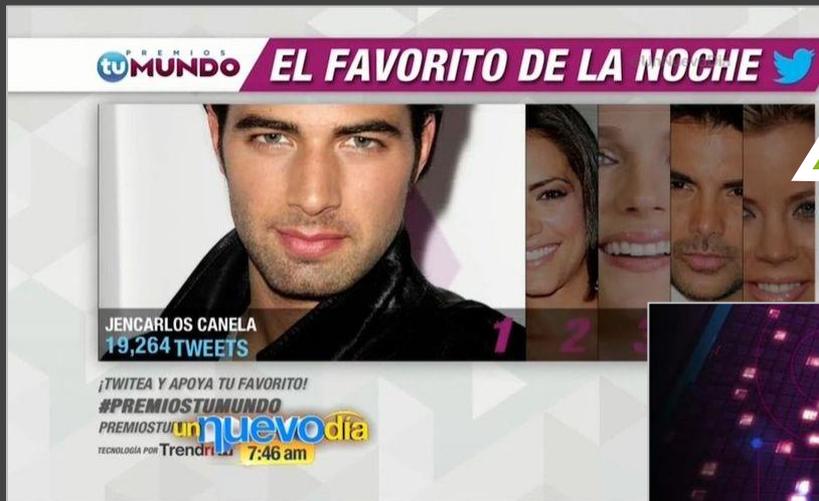
1) In addition to the integration of Instagram, Vine, Facebook and the use of an official zeebox TV room during the award show "Premios Tu Mundo", Telemundo asked Twitter users to give out the 'Favorito de la Noche' award. They could vote for their favorite celebrity by tweeting his or her name along with the hashtag #PremiosTuMundo. The winner was then announced at the end of the award show's live broadcast. Additionally, fans could submit questions they wanted the hosts to ask the celebrities on the blue carpet.

2) On the official website of "Premios Tu Mundo", fans could access a Twitter Tracker to see the current places of the celebrities. The social popularity of nominees, performers, and presenters during the event was curated by Curatorr, a company owned by Trendrr. The show received more than 406,000 social interactions during the broadcast.
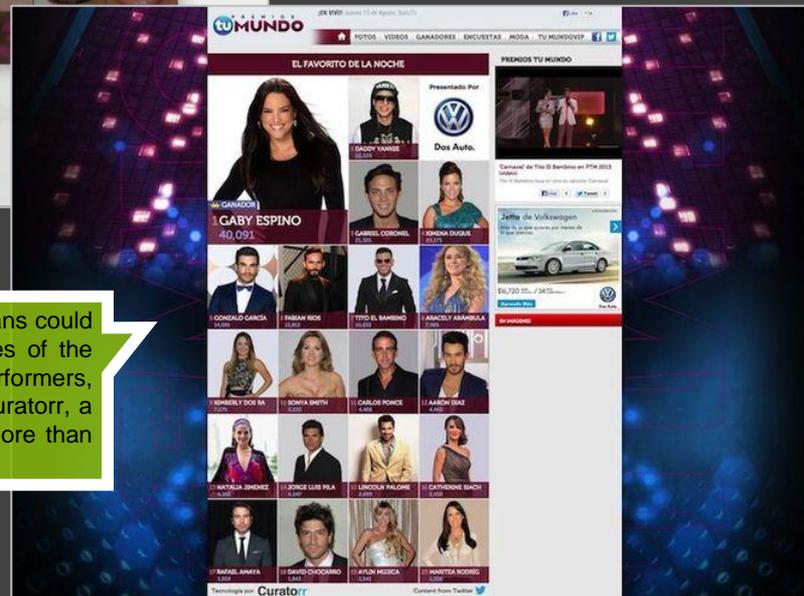
1) A few days ahead of the 2013 "Video Music Awards", MTV released the social hub 'Social Radar'. The web-based aggregator tracked all "VMA"-related posts on Twitter, Facebook, Instagram, Vine and mtv.com. It was also integrated in the red carpet broadcast, which took place before the actual award show.

3) A drop-down menu at the top allowed for filtering of the content by e.g. artist or the hashtag #VMA. The 'Social Radar' was powered by Mass Relevance, which was also in charge of the previous years' Twitter trackers for e.g. the "MTV Music Awards". The same 'Social Radar' was brought back for the "MTV Europe Music Awards" in November 2013.
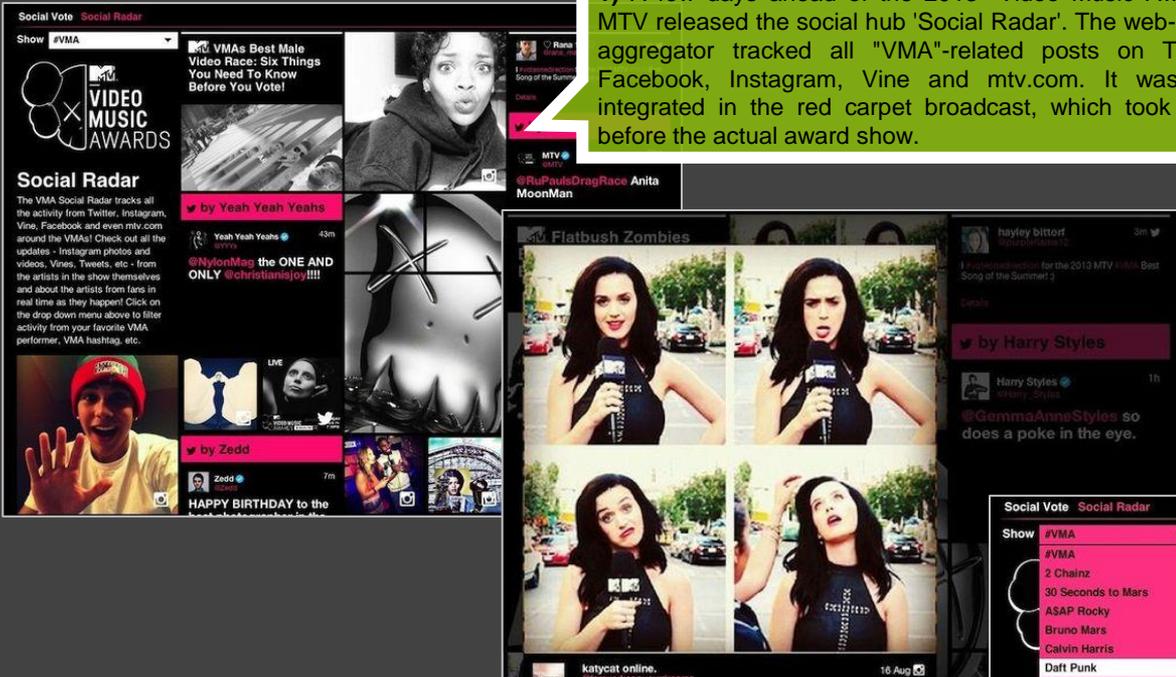
2) Every news post, picture, video etc. was displayed as a tile which could be clicked to access more details such as account name, message, larger photo oder video player. Additionally, each entry was marked with a small icon at the lower right representing the originating social network.

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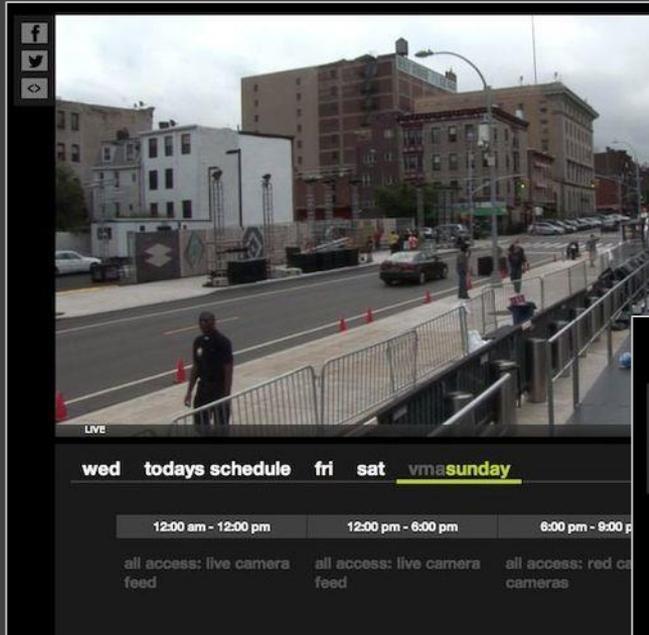
1) MTV launched a 24/7 video feed a few days ahead of the 2013 "Video Music Awards". The feed showed live footage from the Barclays Center in Brooklyn, New York as well as recorded programming such as interviews, music videos etc. During the pre-phase, a schedule at the bottom displayed the programming blocks for each day until the event.
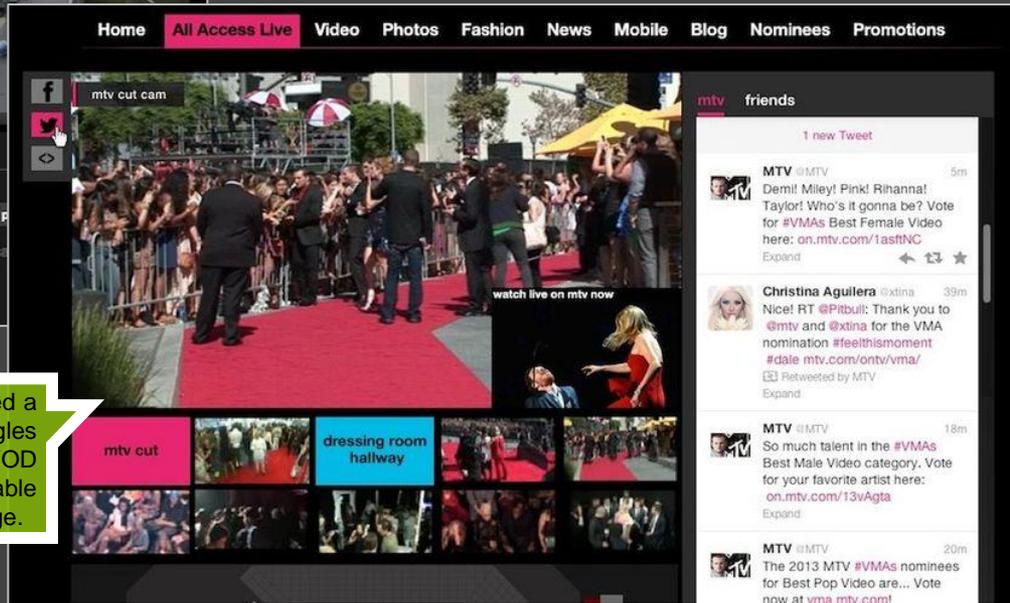
2) The day of the "VMAs", MTV unlocked a multi-camera view with 10 different angles with e.g. a Red Carpet report and VOD clips. There is an overview off all available camera streams at the bottom of the page.

CELEBRITY BIG BROTHER: PROMI BIG BROTHER CONNECT // SAT.1 // GERMANY

1) The celebrity version of "Big Brother" premiered on Sat.1 on September 13, 2013. The private broadcaster integrated its Social TV platform Sat.1 Connect providing a live stream, fan chats, voting options influencing the events in the house and a web show.

3) Sat.1 also launched a specially produced web show for "Big Brother" which was featured on the social platform before and after the broadcast of the original show as well as during commercial breaks. Two hosts provided exclusive insights into the house, latest insider news and interviews with departing candidates. The daily web show began 15 minute before the original show in the Sat.1 Connect app. The official hashtag #PromiBB was in the worldwide trending topics on Twitter during its premiere show.

2) For the first time ever, viewers could influence the events in the "Big Brother" house through the second-screen app, e.g. by voting on which candidate had to participate in live matches. Additionally, viewers could choose to receive push notifications if they used the second-screen app Sat.1 Connect on a mobile device. The notifications contained e.g. latest news from inside the house.

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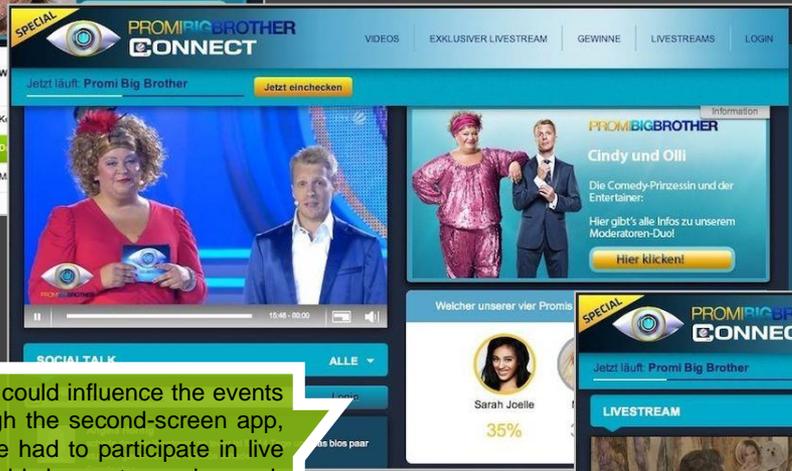
1) On September 2, 2013, the so-called 'TV Duell', the debate between both candidates for German chancellor took place. It was broadcast simultaneously by the four main German channels Das Erste, ZDF, RTL and ProSieben with every broadcaster offering different social web extensions for the political debate. Pubcaster ZDF released the web app #'ZDFnetzradar', which mapped the real-time reactions of viewers on Twitter and Facebook.

3) The Facebook Like Monitor showed the increase of Facebook Likes for both candidates since the beginning of the 'TV Duell'.

2) The debate had its own hashtag #tvduell, so did each of the candidates: #merkel and #steinbrueck. The social graph represented the Tweet amount for each hashtag per minute. Special highlight moments are represented by an orange circle. By hitting one the three hashtags on the left side, a default Tweet was generated with the currently discussed topic. The three most retweeted Tweets were displayed at the bottom of the page.

4) When the debate ended, a catch-up video of the debate could be accessed on the subsite to review certain statements in combination with the current Tweet mount.

1) In September, 2012, Canal+ launched a second screen soccer app during the live broadcast of the first headline match of the season between Stade de Reims and Olympique de Marseille. The free app is available for iOS and Android tablets. The app provides users with videos of various camera angels, ...

2) ... up-to-the-minute statistics, graphics and analysis as well as highlights and additional material like slow motion action replays. The app also includes interviews with experts and statements of the commentators. Besides, users can access the conversation on social networks using the app. The app includes Twitter feeds of commentators of Canal+.

3) Another feature of the app is that users are able to compare players, rate them and take a look at the player ratings of other app users.

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1) For the start of the new Champions League season in September 2013, German pubcaster ZDF launched 'Web-Tribüne' (Web Stands). The centerpiece of the platform platform is the editorial blog 'Web-Tribüne', in which the livestream of the match is accompanied not only by comments, evaluations and statistics in real time, but also by videos, photos and polls on happenings in the match as well as a social media streams displaying the discussion across the web.

3) Additionally, the platform features a large statistics area that presents fans with a comprehensive overview of the tournament. Apart from a match schedule and standings, fans are provided with statistical evaluations and analysis of the teams and players, which they can also directly compare to each other.

2) A live ticker provides fans with real-time information on all the matches of a match day. It can be customized: Users can choose whether they want to get short text updates of all matches or only selected ones. The data depth is also adjustable. Viewers can identically customize the 'Tor-Alarm' (goal alarm). While watching the live broadcast of a match, they are notified about goals in other simultaneous matches.

4) In addition to the livestream of the matches, fans can watch an online-exclusive pre-show with impressions from the stadium as well as the arrivals and warm-ups of the teams. After the matches, the press conferences with the coaches are streamed on the platform as well.

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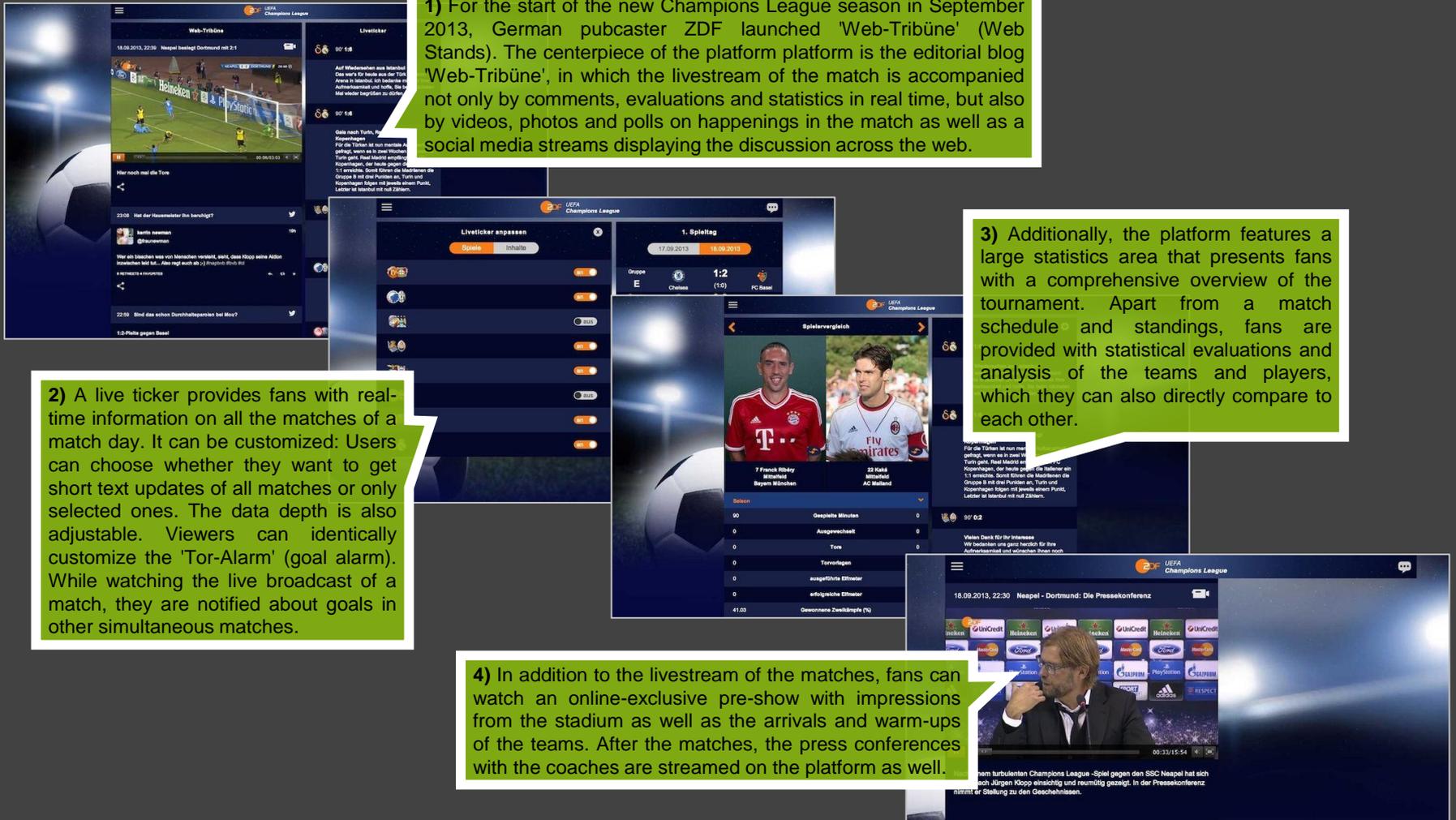
1) "Kassa" is a weekly consumer magazine on Vara that exists since 1989. In late September 2012, the broadcaster introduced the second-screen app 'Kassa Panel'. The app, designed by Ex Machina, is directly integrated into the programming.

4) Since the launch of the Kassa Panel app, the show has been a trending topic on Twitter every week. The app reached more than 170k people last season, with 60% remaining active during the entire broadcast.
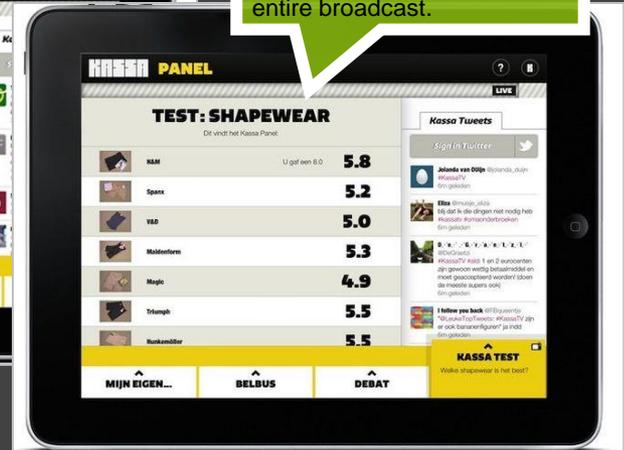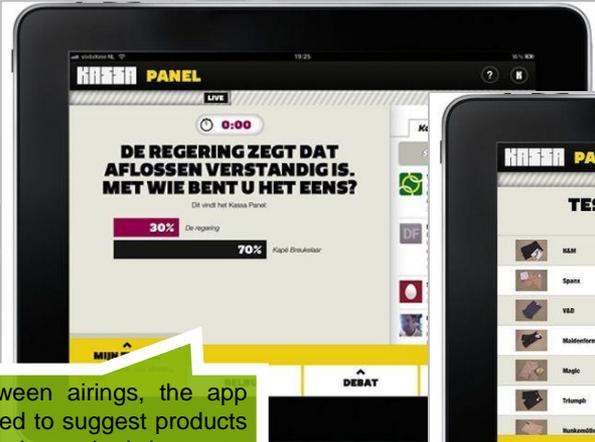
**2)** The app allows viewers to share their opinion on consumer issues, answer polls asking whether the guests' responses are believable and to join product tests from home. The results are instantly shown live on air and guests are confronted with the audience's opinion during the program.

3) In between airings, the app can be used to suggest products to be tested or submit issues to be discussed on the show.

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1) FX motorcycle club drama "Sons of Anarchy" returned with its fifth season in September 2012. So far, two format-related apps had been launched: the SOA app and SOA Gear. The official SOA app was downloaded more than 400,000 times since its launch. Now, the cabler has combined the best of the two apps into one dedicated SOA app - available for Android and iOS devices.

3) Fans can access the in-app second-screen feature SOA Gear in sync with on-air or catch-up episodes. Items appearing on the TV screen can be accessed and purchased - similar to the previous SOA Gear app. Additionally, a Twitter stream has been integrated into the SOA Gear timeline displaying selected tweets during specific key moments of the story.
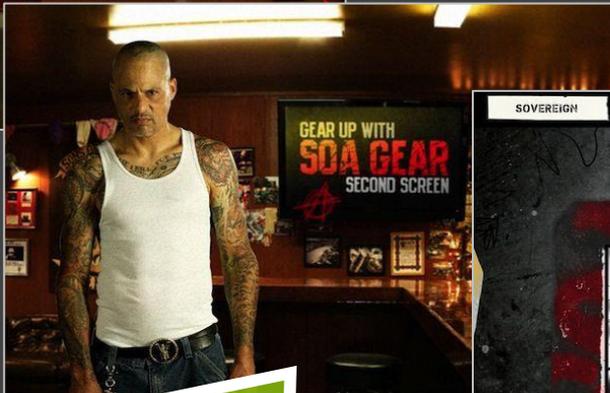
2) Users can take a virtual tour through the motorcycle gang's headquarter. They can navigate in two different ways: In the SWIPE mode, users can browse through the app by wiping with their fingers. The GYRO mode allows users to browse by rotating on their own axis. Within the virtual rooms, red 'A' signs lead to additional content or a new room to explore.

4) The app also provides background information about characters, productions notes and trivia, as well as access to appisodes, which were released two times a week.

PRETTY LITTLE LIARS: FINALE PARTY & REACTION CAMPAIGN // ABC FAMILY // USA

1) On August 27, 2013, the day of the summer finale of the fourth season of "Pretty Little Liars", ABC Family hosted another 'Finale Party' for fans of the series on their Facebook page and the show's website.

2) Before the finale aired, fans were able to submit questions for Lucy Hale, one of the stars of the series, who was then live chatting with fans during the broadcast of the finale. After the episode aired, fans got to see an exclusive video with her.

3) ABC Family gradually unlocked specials for fans to fuel their excitement. Fans got access to a page of the script, 5 secrets about Lucy Hale and could download a 'Pretty Little Party Pack'. Before and during the broadcast, fans could follow the discussion about the show in a live Twitter feed. According to SocialGuide, the season finale was mentioned around 2 million times on Twitter overall and more than 600,000 times during its broadcast.

4) ABC Family additionally created the '#PLLReaction campaign'. Directly after the finale aired, fans were asked to tweet a photo of themselves reacting to the big reveal of the episode using the hashtag #PLLReaction. ABC Family collected the photos and included them in a large photo mosaic displaying Ezra, who was revealed to be 'A' in the episode, that was posted on the show's official Facebook page the next morning.

5) Fans could zoom in and out to look at the photos more closely and to search for their own. Overall, almost 64,000 fans posted their reaction on Twitter.

1) During the broadcast of the "Pretty Little Liars" summer finale on August 27, 2013, ABC Family launched the Twitter challenge '#RavenswoodReveal' to promote their new spinoff series "Ravenswood". The challenge let viewers reveal clues about the spinoff.

2) The challenge was kicked off on Twitter by Tyler Blackburn (@tylerjblackburn), one of the stars of the series. He tweeted the first portion of a photo that would reveal a secret about "Ravenswood". The tweet had to be retweeted at least 1022 times (because the spinoff will premiere on October 22) before four of the other cast members would tweet the other portions of the photo bit by bit (each of their tweets had to be retweeted 1022 times for the next portion to be posted).
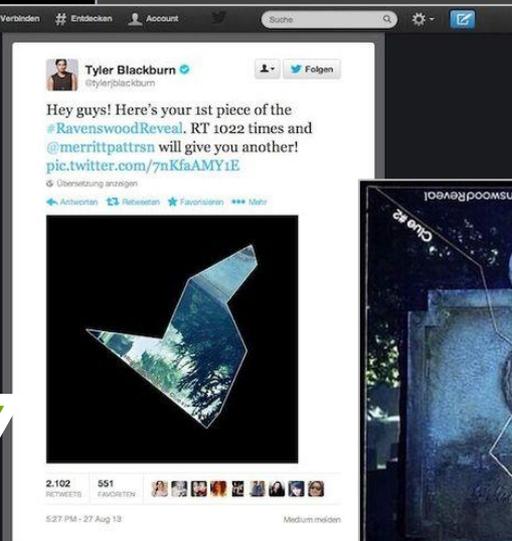
3) About 2 hours after Tyler Blackburn's tweet, cast member Nicole Anderson (@HeyItsNicoleA) finally posted the last piece of the photo. When the fans managed to assemble the pieces correctly, they got a clue that was also indirectly related to a promo video for "Ravenswood", which was released during the "Pretty Little Liars" finale as well.
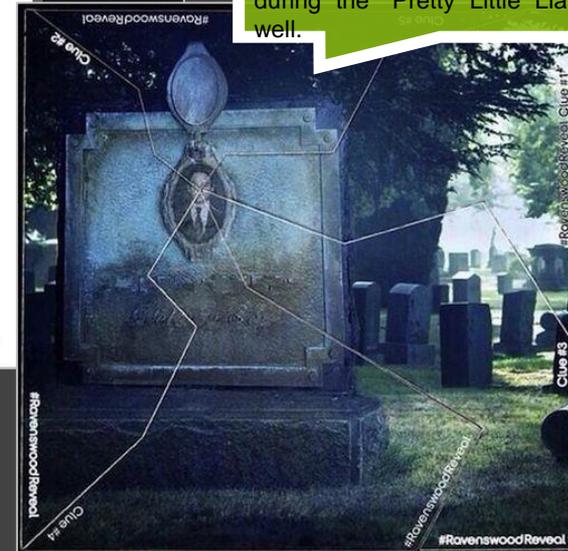
1) TNT's sci-fi drama "Falling Skies" returned in early June 2013. For the season premiere, the broadcaster launched a Twitter-based 'Battle for the Handle' viral campaign on various social networks. Fans were asked to choose a side (Aliens or Humans) with a default hashtag.

2) They were asked to tweet to the official series' Twitter handle @FallingSkiesTNT in combination with one of the default hashtags #Resistance or #Aliens to join the humans' fight or the aliens' team.

3) In real time, selected fans who were engaging with the #FallingSkies show during the premiere received graphic novel style digital artwork containing their username and sometimes even a visual representation of their profile picture.

4) After the broadcast, the "Falling Skies" Twitter page was re-skinned featuring the side with the most tweets. Additionally, a video depicting the battle showing the same graphic novel visuals featuring the most active fans was posted.

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1) On September 17, 2013, ITV2 launched "Crazy Beaches", a new interactive reality show that lets viewers play along. The show follows a different group of young Brits on holiday each week, partying somewhere in Europe, and invites viewers to predict what will happen next.

2) At various points during the show, the characters (the British holiday makers as well as locals such as the hotel owner) find themselves in certain situations. The show is paused at these points and viewers are then given three options of possible outcomes (e.g. what will the cleaning ladies find under the mattress?).

3) Viewers can predict what will happen next via Twitter by retweeting the tweet of the official "Crazy Beaches" Twitter account featuring the respective hashtag. After the resolution of each situation, the funniest comments on Twitter from the viewers are read out live on the show.

@crazybeachesitv

#LUCKY   #SLAP   #MATE

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1) ABC's comedy series "Modern Family" premiered on USA Network on September 24, 2013. In addition to various engagement opportunities the network is offering fans of the show on their digital hub 'MOFY Nation', USA Network rolled out 'Modern Family Live', an app that lets fans play-along to the show every Sunday night. It is accessible from any device on modernfamilylive.com.

3) …and quiz questions (e.g. "Who co-played Lily in the first two season of Modern Family?") to earn points.

2) During the live broadcast of the series on USA Network, fans can answer polls (e.g. "What do you think of Phil's shirt?") …
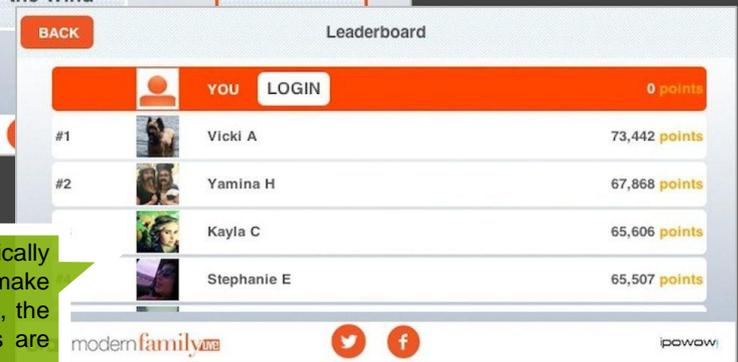
4) Players that log in with their Facebook accounts automatically get the chance to win a 'Modern Family Prize Pack' if they make it to the leaderboard of the night's top scorers. Additionally, the Facebook profile pictures and names of the top 5 players are displayed on air at the end of the broadcast.

1) NBC's new game show "The Million Second Quiz" premiered in early September 2013. Weeks before the premiere, NBC released a second-screen game app with the same title. Successful players have the chance to be invited to the show and play live on stage against a contestant in the studio. When the show is on-air, players at home can play-along ...
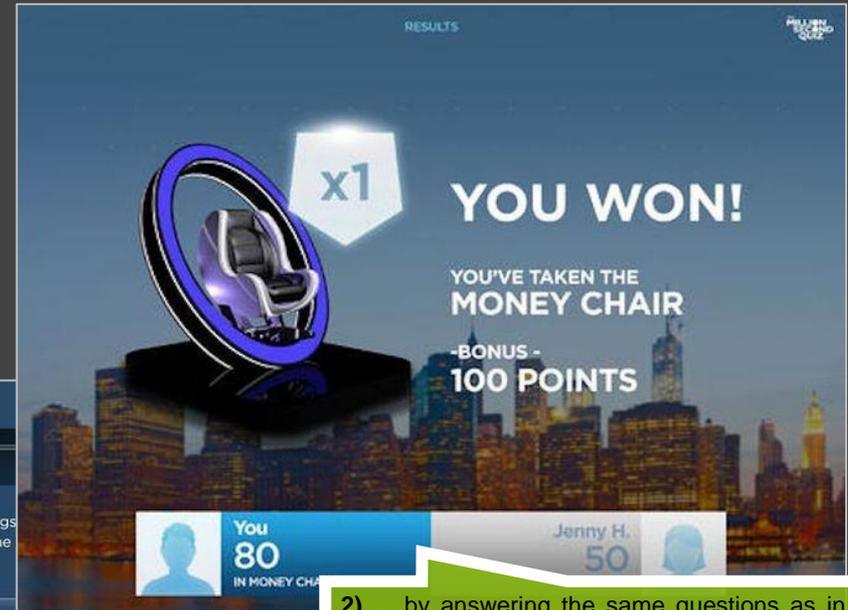
2) ... by answering the same questions as in the game show. By earning enough points, they increase their chance to get on stage in "The Million Second Quiz". Friends can be invited (via Facebook, Twitter and Google+) to compete with. Also, other players can be matched to play against them. The 10 trivia questions range from pop culture to history.

1) In June 2012, ŠKODA, one of the main sponsors of the Tour de France, wanted to make the cycling event more interesting for the viewers by offering an engaging second-screen game. The app, which was developed by Achtung! in collaboration with RTL Nederland, synced with the broadcast in real time.

3) By predicting sprints, climbs and finishes, the players could earn extra points and climb up in the digital peleton. Players could compete for the grand prize against the entire nation or privately against their Facebook friends.

2) Players could join the peloton from the comfort of their sofa. Points could be earned by reacting quickly when anything out of the ordinary happened in the actual race. For example when real tour riders crashed, the player could avoid going down with them or get a drink (i.e. points) when a tour rider is handed one, too.

4) Every day, broadcaster RTL picked some of the most fanatic sofa riders and invited them to show their skills live on TV, which also encouraged new viewers to join the peloton. 'Tour du Sofa' was a success with 290.000 visitors and 12.000 active players by the end of the Tour de France.

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1) In early February 2012, FX UK launched a free companion app for iOS in cooperation with Red Bee Media for the second season of zombie drama "The Walking Dead". The second-screen app uses digital audio watermarking technology for syncing with both on-air an recorded episodes.
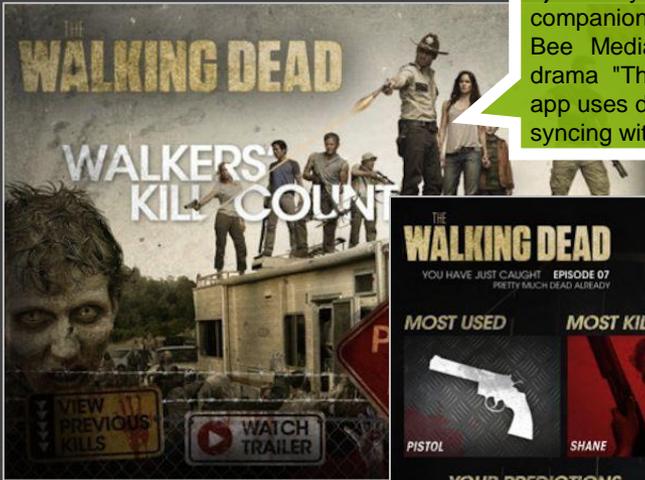
2) Users are asked to predict the number of killed zombies for each episode and post the results on Twitter and Facebook.

3) Users can access previous zombies kills according to episode, weapon, and character. The app also features trailers for upcoming episodes and Twitter and Facebook streams.

4) The app was awarded with the Bronze Lion in the Mobile Lions category at the Cannes Lions International Festival of Creativity in June 2012. During the first week since launch, the app made it into the top ten list in the iTunes Store. It was downloaded more than 62,000 downloads in the first 60 days and achieved around 300,000 gameplays in the first 60 days.

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1) A&E released a second-screen companion app titled Storage Wars Fan Challenge for Season 3 of "Storage Wars". The app syncs broadcast and iPad by using audio fingerprinting.

3) Users can also compete with others on show-related quizzes and trivia questions and tweet along in order to earn more points.

2) Users can enter weekly sweepstakes for a chance to win $1,000 each week. To play, users pick their favorite contestants and earn points based on their performance in the show.
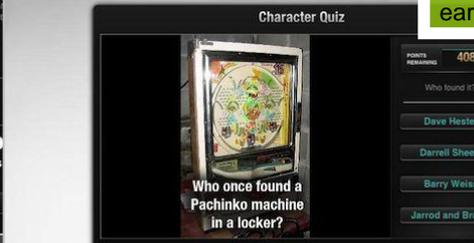
4) Additionally, the app provides a global leaderboard, background information, and bonus material.

1) RTL5 released a second-screen game for "Expeditie Robinson" (a local adaptation of "Survivor") in August 2012. The game offered users the opportunity to win an own expedition if they achieved a place in the top 3 or got hold of a golden coin. To play along during the broadcast, viewers had to log in on the website with their Facebook account.

2) Players had to answer various questions during the broadcasting which were directly followed by the score that was earned. It was also possible to see the percentage of people who answered the question correctly. All earned points were shown at the end of every episode.

3) At the beginning of each new episode, players had to answer the question "Who will win the expedition?". All earned points during the complete season were added to the player's score in the final episode. Overall, it was possible to earn 850 points.

4) The game didn't stop after the episode's broadcast. Players could earn additional points by watching exclusive videos on the website and by finding the silver and golden Chio-branded coins that were hidden in Chio chips bags in stores across Holland.

5) Besides playing along, users could tweet their opinion on the current on-air happening with the hashtag #ER2012, access character profiles or watch videos.

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1) RTL4 launched the app 'The Voice of Holland Thuiscoach' ('Home Coach') in conjunction with the season 2 premiere in late September 2011. Users can virtually take over one of the coaches' seats.

2) During the blind auditions users get to listen to the candidates' voices of the upcoming episode…

3) …and can pick these candidates for their own team.

4) In the battle rounds, users are able to guess who is going to win. These picks are matched with the votes of the judges and of other users.

5) In the live shows, users get to pick their favorite candidates again, guessing which ones will advance to the next round. Each performance can be rated with a slider. The slider feedback creates a real-time graph of all app users, which is also shown on air.

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1) A few days prior to the season 2 premiere of "The Voice" on BBC One, the broadcaster launched the play-along game 'The Voice Predictor Game'. The second-screen game is set up into different phases related to the show: Blind Auditions, Battles, Knockouts and Live Stages.

2) During the Blind Auditions, players can take the role of a coach and decide before each broadcast whether a contestant will make it to the next round or not. In order to decide, they get to listen to six anonymous previews from contestants of the upcoming episode. The decisions are made by hitting the virtual red button or not. If a prediction is correct, players receive points.

3) When the show is broadcast, fans can play with the second-screen game in the 'Team Predictor' mode to receive points based on the live on-air happening. They have to decide which team the contestants will join. The faster the decisions are made the more points players receive.

1) Canadian broadcaster CBC launched a social voting feature for its figure skating competition show "Battle of the Blades". In the show, eight couples - consisting of an ice figure skater and an ice hockey player - have to learn a freestyle and pose certain figures. Judges rate their performances as well as viewers, whose votes co-determine the elimination of one couple each week. Season 4 of "Battle of the Blades" premiered on September 22, 2013.

3) By taking part in those challenges, users receive more votes to support their favorite ice skating couple, so they are enabled to stay in the show and join next week's competition round.

2) Users need to log in with their Facebook, Twitter or Google+ account in order to participate in varying challenges and the voting process. Challenges include taking part in social media activities, polls, quizzes or word twisters, participating in official "BOTB" events or predicting the results for next week's show.

4) The results of the challenges users participated in can be shared via Facebook and Google+. Earned votes can also be shared with friends to encourage them to also take part in the voting process and the games.

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1) When the new season of the ice figure skating show "Battle of the Blades" premiered on CBC in fall 2013, the broadcaster introduced a new social feature as a key element of the voting process.

**3)** ... the scoring process. A lot of pictures were presented on huge photo walls in the studio. Photos could be submitted on cbc.ca/battle.

2) Fans at home who voted for their most favorite pair and also sent in a picture or video were featured in the on-air show during ...

1) The new singing competition show "Rising Star" premiered on Keshet Broadcasting's Channel 2 in Israel in September 2013. The concept of the show is similar to those of familiar singing competitions, however, the four judges have far less power than in other shows. Instead, the viewers at home serve as the fifth judge and vote live on the broadcaster's official second-screen app.

2) When the performers enter the stage, they are separated from the judges and the studio audience by a "curtain" of LED video screens. When they begin to sing, the viewers at home vote on the performances with a yes/no button within the app.

3) As the viewers vote, selected images of the voters, pulled from their Facebook profiles, appear on the video screen. Also shown on the screen is a rising bar displaying the vote total.

4) Only if 70 percent of the viewers vote in favor of the singer, the curtain rises and the performer sees the judges and studio audience. More than 2.3 million votes have been tallied through the official app (as of early October 2013.)
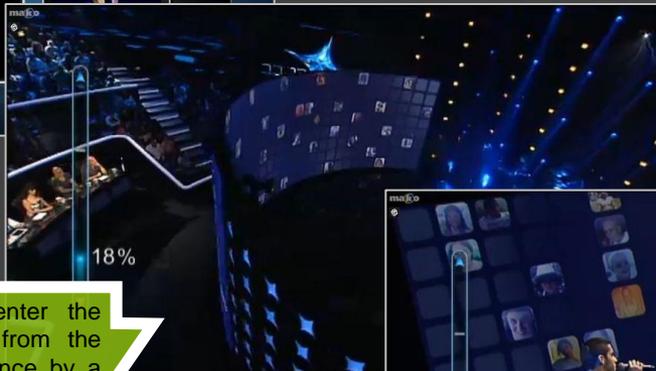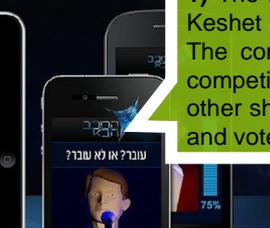
1) A few days prior to the start of the 10th season of "The X Factor" on August 31, ITV teased the possibility of a fifth judge on the "The X Factor" Twitter account, fueling rumors about who might take the seat. After a few days of speculation, ITV revealed that the fifth judge will actually be the show's viewers, which now have the opportunity to play the role of a judge thanks to an update of the official "The X Factor" app.

2) Viewers using the app can play along the show and give feedback on the performances, e.g. whether the song choice was good or bad or how they liked the look of the participant, and make predictions on which acts will go through to the next round. Fans doing well in the game can compare their score to their Facebook friends' scores and also get the chance to sit in the chair of one the X Factor judges during a visit to one of the live shows.

**3)** The app is sponsored by the pizza chain Domino's. Using Ad Sync, interactive messages from Domino's will be synchronized with the spots that air on TV. Additionally, there are branded games and a "Domino's hub" within the app, both giving fans the opportunity to get promotional codes and other rewards. The app has been downloaded 1,6 Mio times with 22 Mio. user sessions as of December 2013.
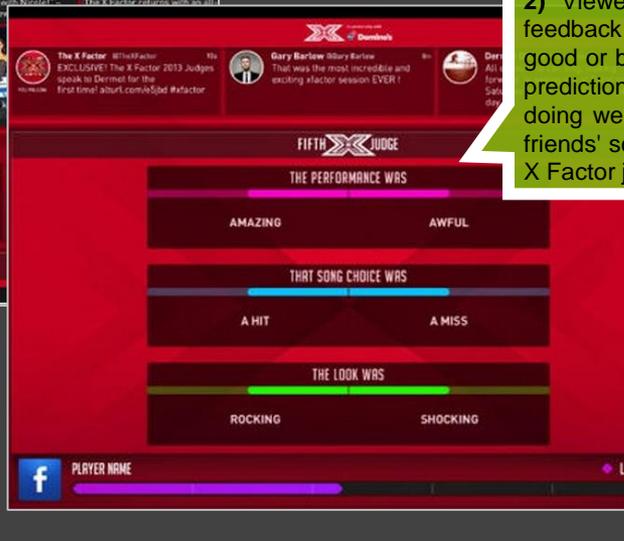
1) On October 29, 2013, Fox launched the 'Fifth Judge Hashtag Voting' campaign for the round of the Top 16 acts of "The X Factor". Viewers can express their opinion on the performing acts and may influence the judges in their decision which candidate to eliminate in that round from the singing competition show.

2) Fans were encouraged to respond to the questions "Which Boy/Girl/Group of the Over 25s has the X Factor?" by posting the hashtag #xf plus the respective name, e.g. #xfCarlito or #xfAandS. To take part in the hashtag-voting process, fans could use the official 'The X Factor USA app', vote on Instagram and Twitter as well as on the show's website TheXFactorUSA.com.
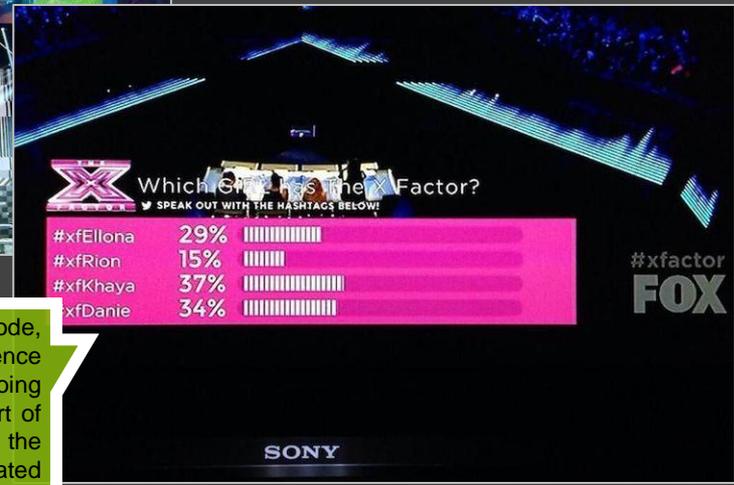
3) The poll rankings have been shown live on air. In this specific episode, every judge had to vote out one participant relying on the audience judgement. Viewers weren't really empowered to determine who is going to move further along and who's not, but their opinions became part of the show, as they were displayed for everyone to see and had the potential to influence the judges' decisions. Most of the dedicated hashtags were in the Twitter Trending Topics during the broadcast.

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1) Starting on November 6, 2013, fans of "The X Factor" in the US are able to vote for their favorite contestants using the Shazam app. Voting via Shazam however will only be possible for viewers with a registered Facebook account.

2) In addition to the voting option, users will be provided with a variety of additional content such as show videos enriching the experience of the live broadcast. Viewers will also be able to directly purchase the songs performed in the show.

1) Sprint launched a social race during the "Coke Zero 400" NASCAR race in early July 2013. Fans were asked to tweet their favorite driver's number in combination with the hashtag #Sprint60 as often as possible in the last 30 laps of the original race.

2) The social race 'Sprint 60 Unlimited' was set up in cooperation with never.no. It was the first of its kind taking place during an advertisement segment which lasted 60 seconds. It was aired in the final moments of the original race in a split-screen mode also featuring an advertisement.

3) The more tweets a driver received the faster his virtual car drove in the social race. The driver with the most mentions received $10,000 which were donated to a charity selected by the winner. The race was promoted on-air in short commercials to drive more attention.

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1) In mid-April 2013, M6 launched an interactive voting initiative allowing fans to determine the outcome of an episode in real-time. Viewers were asked to help solve a murder case by choosing one of three potential suspects.

3) The ending featuring the suspect with the most votes was actually broadcast, while the other two endings were offered as catch-up on M6 Replay for one week following the broadcast. Similar votings have taken place when CBS, Sky UK and Sat.1 aired the episode.

2) From the beginning of the broadcast up until the final commercial break, viewers could pick a suspect by voting on Facebook, Twitter, the M6 website and within the M6 app.

HAWAII 5-0

3 COUPABLES POTENTIELS, 3 FINS POSSIBLES,

LE PRÉSIDENT   L'ASSISTANT   L'ÉTUDIANT

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ÉVÉNEMENT

3 COUPABLES POTENTIELS, 3 FINS ALTERNATIVES

Épisode 12 saison 3, « Kapu »

LE PRÉSIDENT   L'ASSISTANT   L'ÉTUDIANT

A VOUS DE CHOISIR LE COUPABLE !

About the Author

VAST MEDIA

VAST MEDIA is a Berlin-based company specializing in tracking and benchmarking digital activities of broadcasters and producers worldwide.

The **TV@WEB DATABASE** is part of VAST MEDIA's unique tracking services for the television and digital entertainment industry. Daily updated, it is a comprehensive database with more than 1.600 case studies ranging from Social TV campaigns, multiplatform storytelling and digital extensions of TV shows, to second-screen apps, games and branded content.

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