

# Offroad TV Content Marketing

Broadcasters on Snapchat, Tinder, Uber, ...

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TV networks have always been confronted with the challenge of attracting new audiences while maintaining the attention of their current viewers. But building up a new fan base is not an easy task.

With the rise of the internet and social media platforms, new opportunities have opened up. Community networks are now valuable resources TV channels and producers can benefit from. Presently many of them have recognized the great advantages of promotion campaigns for TV formats across the different existing social platforms. Their audiences have changed. Since social life has shifted more and more to the internet, social networks became the campfires of our present time. On social media platforms people organize themselves, get in contact with others and give personal recommendations.

But the internet and its social reach also enable viewers to get beyond the boundaries of television and engage with their favorite TV shows in many different ways. The viewers of today are likely to talk about what they see on television online or to look for further information on the storyline or cast of a show. This outreach for more content can be used by broadcasters to draw the viewers' attention to their formats.

Especially among young audiences, TV networks have gained new marketing opportunities that help promote their formats widely and target new customers while keeping up with the ever expanding digital culture. There already is a vast array of good examples of how social media can be used to promote TV formats. As social media campaigns become the norm, Twitter, Facebook, Instagram and all the other social networks serve as additional advertising platforms. A well-designed campaign has the chance to go viral and spread rapidly across the internet.

Many TV networks have begun to make use of other digital platforms apart from the 'big three' Facebook, Twitter and Instagram. That way, TV channels and producers do not only give new apps and platforms a chance to establish themselves on the market, but also provide their viewers with an enhanced way of consuming their favorite TV shows.

Since almost every TV show and series has an official Twitter or Facebook page by now, it is clever to leave the route of 'traditional' social media promotion and to reach target audiences by engaging with them in new ways they can relate to. The following overview features campaigns from fourteen different platforms that all have done a great job in generating viewer engagement beyond the well-known forms of social media advertising. Some of the campaigns featured are primarily aimed at actively engaging viewers, while others serve the purpose of putting out messages in the form of photo or video content to be consumed by target audiences.

Amongst others, the paper features examples of uses of the instant photo messaging service Snapchat. For example, UK broadcaster Channel 4 uses the app to promote their daily soap opera "Hollyoaks". By following "Hollyoaks" on Snapchat, fans receive exclusive previews of the upcoming episodes in the form of snaps. Moreover, Channel 4 has used Snapchat to sent out spoilers for an upcoming episode of the show, revealing the killer of a series character prior to the TV broadcast.

The video platform Vine has been popular amongst broadcasters since its launch in 2012 and is used to create buzz in and beyond the digital world. HBO provided a great example of Vine's potential. To get British viewers excited about the start of the new season of its futuristic action series "Almost Human", the cabler launched a public installation wall in the streets of London and projected an holographic 'android' on the wall. Passersby were asked to send Tweet commands to the 'Droid's' Twitter account. After the android reacted to a Tweet request, a Vine video with the requested action was sent to the user's phone.

Another example of how TV networks are picking up popular platforms for promotion campaigns is the case of BuzzFeed. To promote the premiere of the second season of "The Blacklist", NBC partnered with the social news website to release several branded BuzzFeed lists designed to be easily shared across various social media platforms. Not only themed lists, but also branded advice videos were a part of VH1's campaign on the platform, which promoted the fifth season of its reality show "Couples Therapy".

Also the dating app Tinder provides new opportunities to draw viewers' attention to a particular TV format. For example, New Zealand Channel TV2 created fake Tinder profiles of young women for a special viral promotion campaign. The faked accounts first started to normally engage with Tinder users, but after a while users saw the girls' profile pictures transform into zombies and the actual purpose of the flirty messages was revealed: getting contacts to tune in to the premiere of the new season of "The Walking Dead".

Furthermore, broadcasters have recently started using mobile messaging apps like WhatsApp or Line for their news coverage. Swiss public broadcaster SRF, Spanish television channel Telecinco as well as Channel 4 and the BBC have all launched initiatives to provide users of instant-messaging services with breaking news in form of texts, pictures, video clips or audio messages.

An effective way of how viewers can be engaged through a mobile messaging platform is demonstrated by Italian broadcaster Rai2 and its cooperation with Chinese text and voice messaging service WeChat. Fans of the Italian version of the singing competition show "The Voice" were not only provided with additional content about the show and its contestants, but also had the chance to interact with other "The Voice of Italy" followers. Because the WeChat app operates not only as a messaging but also as a social platform, viewers were enabled to share content and discuss their opinion in dedicated chat rooms. They even had the opportunity to send their messages directly to their favorite show contestant. The campaign illustrates new possibilities to connect distinctive features of an app with a popular TV format.

The music streaming and audio sharing platforms SoundCloud and Spotify have also been utilized for promotion campaigns in the past. For example, HBO created 'Catch the Throne', a special mixtape of songs dedicated to the popular fantasy drama series "Game of Thrones". The mixtape was exclusively released on SoundCloud several weeks before the premiere of the fourth season of the series. All songs were available for download and could be shared on various social platforms.

A different music-related approach has been chosen by The CW in October 2013. For their popular series "The Vampire Diaries", the channel launched the 'The Vampire Diaries: Social Music' campaign. On a dedicated website, fans of the series were invited to suggest songs that should be featured in upcoming episodes of the program as well as to submit their personal "The Vampire Diaries" Spotify playlists to create an 'ultimate TVD fan playlist'.

A quite unusual promotion platform to mention is Uber, a service that connects app users who want to get a ride with local drivers. Back in 2012, Uber for example helped HBO promote the premiere of the new season of their hit series "Boardwalk Empire" and provided users with the option to get picked up by a special branded vintage car.

Two yet underutilized platforms that have great potential for interesting campaigns are Wattpad and Yo. USA Network released an exclusive 12-part prequel story on the online writing community Wattpad in anticipation of the upcoming 2015 premiere of its new drama series "DIG". The campaign is supposed to shorten the waiting time for the USA Network community. It also marks the first partnership of a television broadcaster with Wattpad - a platform that currently has more than 35 million readers and writers worldwide.

The popular app Yo was used by the French national football team surrounding the 2014 FIFA World Cup. Only three months after the launch of the app, French agency KRDS created a Yo account which sent out a 'Yo' to its followers whenever the French team scored during a match. In addition, fans were asked to engage during the matches by sending out Yos themselves whenever a particular exciting moment happened on the big screen. More than 12,500 Yos were counted during the match between Ecuador and France alone.

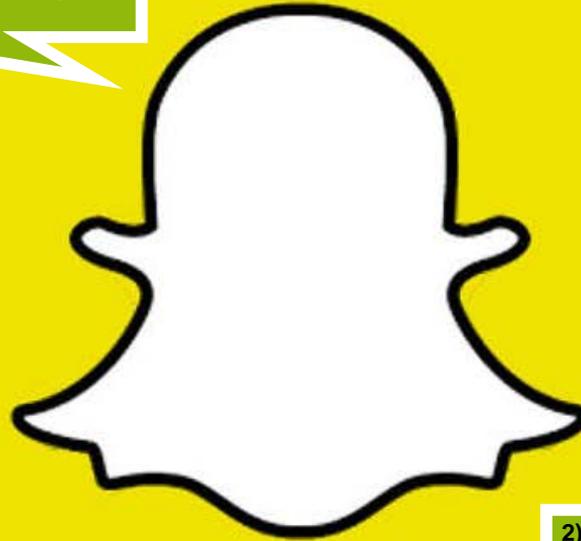
Last but not least, the social network app Whisper, which enables users to confess their little secrets by posting messages anonymously, is becoming increasingly popular amongst TV networks and producers. In addition to its BuzzFeed campaign, US-broadcaster VH1 recently teamed up with Whisper for the fifth season of "Couple's Therapy" and published a variety of couples therapy questions a few hours prior to the broadcast of the first episode. Users were asked to share their responses on Whisper using the hashtag #CouplesTherapy. The best user responses were discussed by a real therapist in short videos on VH1.com. The campaign represents a new and creative way to engage audiences.

What follows is an overview of best practice examples illustrating innovative and unique ways to promote formats and engage viewers apart from the mainstream platforms Twitter, Facebook and Instagram.

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1) Snapchat is an instant photo messaging application allowing users to take photos or record videos, edit them with a capture or drawings and send them to selected friends. Users can also determine how long the recipients are able to see their snaps, with the viewing time ranging from 1 to 10 seconds. After the set period of time, the photos disappear from the recipient's device and cannot be looked at again.



2) Since its launch in September 2011, Snapchat has expanded its reach many times over. According to the company, the app users are sending about 700 million photos and videos each day.

# HOLLYOAKS: HELLOHOLLYOAKS // CHANNEL 4 // UK



"I'm sorry I ever  
married you Freddie."

1) In late February 2014, British broadcaster Channel 4 introduced a Snapchat-based preview for fans of the soap-opera "Hollyoaks". To get these information, fans should add the official account HelloHollyoaks on Snapchat. Each day before the series airs on Channel 4, the account provides its followers with exclusive sneak previews from scenes of the latest episode.



2) As an characteristics of Snapchat, the pictures are altered with little drawings and phrases of the depicted scenes. Snaps from HelloHollyoaks are added to their 'daily story', which means, users have the chance to repeatedly watch these pictures for 24 hours. Additionally "Hollyoaks" official Tumblr website provides fans with already sent snaps and short video clips.

**LOOK AWAY NOW IF  
YOU DON'T WANT TO  
KNOW WHO KILLED  
FRASER!!**

3) On July 18, 2014, Channel 4 used the official Snapchat to exclusively reveal the killer of series character Fraser before the episode revealing the killer's identity aired on TV on July 21. Before announcing the killer at 4pm, the 'HelloHollyoaks' Snapchat sent out several warning messages to fans who did not want to see the spoiler.

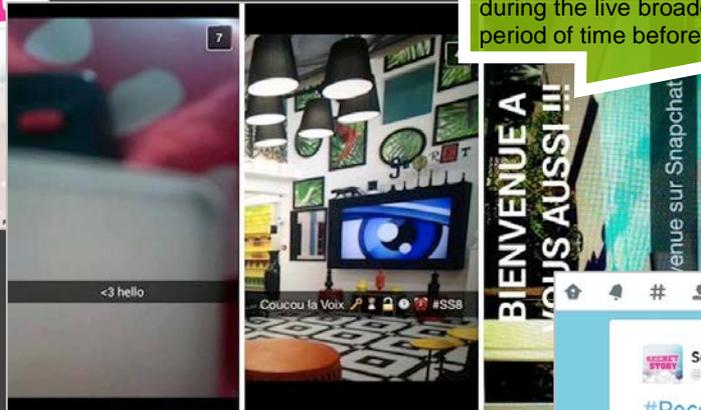
4) The killer was revealed through snaps of a flashback scene of Fraser's murder in which the killer is seen as well. That same flashback scene was included in the episode that aired on July 21.



# BIG BROTHER: SECRET STORY ON SNAPCHAT // TF1 // FRANCE



1) The eighth edition of the French version of "Big Brother" - "Secret Story" - started airing on July 18, 2014, on TF1. Fans have the opportunity to receive exclusive content throughout the "SS8" season via instant photo- and video-messenger Snapchat.

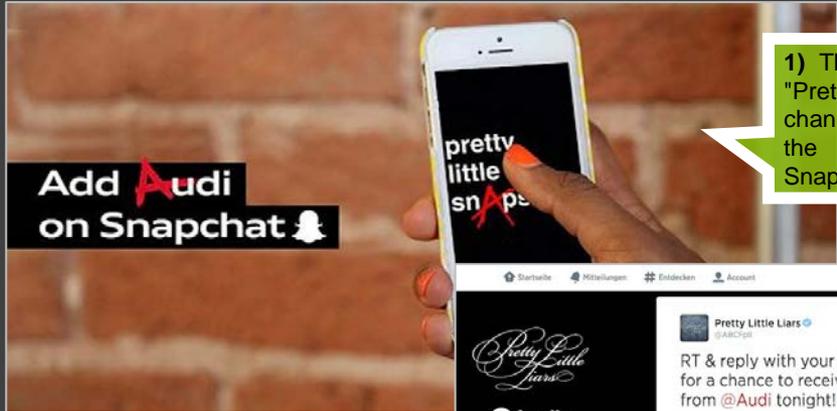


2) Snapchat users need to add SecretStory\_TF1 to their friends list in order to receive snaps that might reveal some "secrets" which cannot be seen on television. Snaps are sent during the live broadcasts and can only be watched for a short period of time before they are automatically deleted.

3) Additionally, "Secret Story" uses Twitter to keep fans up-to-date about what happens in the 'Maison des Secrets' ('House of Secrets'). Searching for #SecretStory or #SS8, users are provided with exclusive video clips. The start of "Secret Story's" new season generated a lot of social buzz, with more than one million #SecretStory-related Tweets within the first episode.



# PRETTY LITTLE LIARS: PRETTY LITTLE SNAPS // ABC FAMILY // USA



1) Throughout the fifth season of ABC Family's hit series "Pretty Little Liars", which premiered on June 10, 2014, the channel's official social media sponsor Audi provides fans of the series with exclusive series content and clues via Snapchat during the live broadcast of the weekly episodes.

2) To receive the snaps containing bonus content, fans need to add 'Audi' on Snapchat and/or tweet their Snapchat username to Audi's official account on Twitter. The snaps sent by Audi are directly connected to the scenes currently airing or give exclusive clues to the events of the upcoming episode.



3) The campaign is promoted by Audi, the official social network accounts of "Pretty Little Liars" and ABC Family as well as the series' star Ian Harding through Twitter and other social networks.



# DIG: #DIGDEEPER SCAVENGER HUNT // USA NETWORK // USA



1) To kick off the #DigDeeper marketing campaign for its new six-episode event series "DIG", which will air in early 2015, USA Network launched the '#DigDeeper Scavenger Hunt' for fans attending the 2014 San Diego Comic-Con. From July 23 to 25, 2014, fans were encouraged to search for more than 40 "DIG" symbols the network hid all over San Diego's Gaslamp district for the chance to meet the series creator Tim Kring. To participate in the search, fans had to follow 'DigOnUSA' on Snapchat.



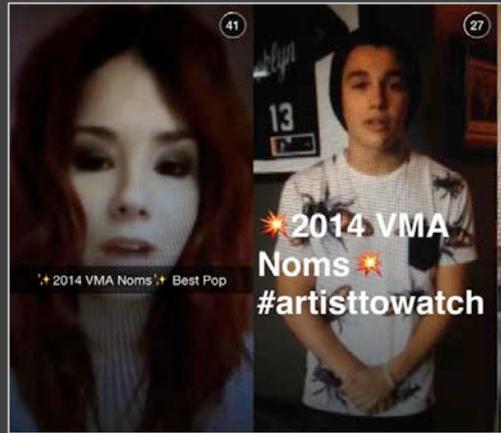
2) The symbols could be found on e.g. walls, cars, ...

3) ... store windows and even skywriting. If fans found a symbol, they had to send a snap of the symbol to 'DigOnUSA'. In addition, fans shared photos of the symbols using the hashtag #DigDeeper.



4) The series' official account on Twitter regularly posted clues that directed fans to areas of the Gaslamp district where symbols could be found. The 40 fans that found the most symbols were then invited to the exclusive meet-and-greet with Tim Kring.

# 2014 VMAS: NOMINEES ANNOUNCEMENT // MTV // USA

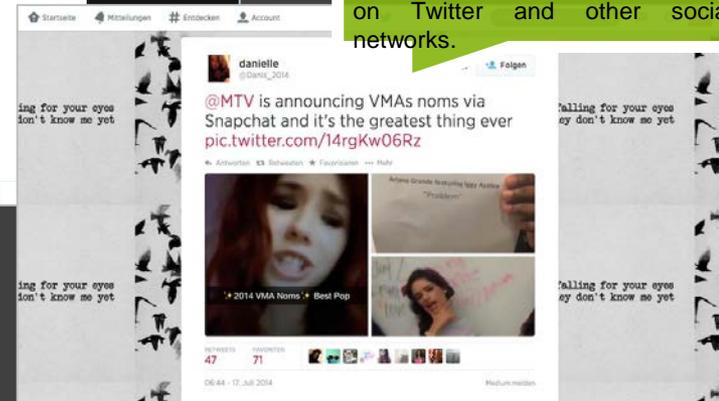


1) After having announced last year's nominees through videos on Instagram and Vine, MTV used the photo messaging app Snapchat to reveal the nominees for the 2014 "Video Music Awards". Starting at 9 a.m. ET on July 17, 2014, the nominations were revealed in eight 10-second Snapchat videos before they were announced on other media.

2) To receive the snaps, fans had to add 'MTV' on Snapchat. The videos featured popular stars like Becky G and Austin Mahone, who announced the nominees.



3) Not only the official MTV account on Twitter, also fans shared screenshots of the snaps on Twitter and other social networks.



1) BuzzFeed is a social news and entertainment website focused on reporting and viral content. BuzzFeed provides its users with shareable breaking news, original reporting, entertainment and videos across the social web.

# BuzzFeed

2) The website was founded in 2006 by Jonah Peretti, who started to collect memes and lists from the web. Since then the website has grown steadily. It is estimated that BuzzFeed generates an average of 378 posts a day. BuzzFeed also functions as a social network since registered users own a profile which includes a scoreboard displaying how many times their posts were featured on the homepage.



1) To promote the season two premiere of the crime drama series "The Blacklist" in September 2014, NBC partnered up with social news website BuzzFeed and released several show-related lists that are designed to be easily shared across various social platforms. The lists are for example called '13 Reasons James Spader Is The Baddest Bad Boy Ever' or '40 Questions Every Fan Of "The Blacklist" Wants Answered'.

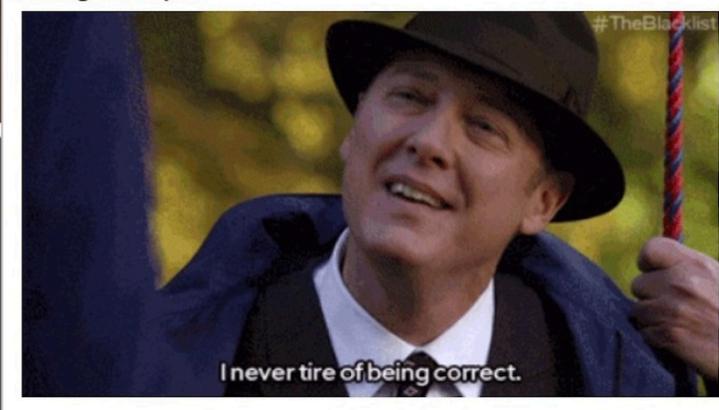
5. When someone invites you to go jogging at 5 a.m.



3) ... responding to them with either his typical facial expressions or his well-known one-liners.

2) The '21 Red Reddington GIFs That Are Your Life' list features a description of 21 common situations and includes GIFs of main character Raymond 'Red' Reddington' ...

1. When you get to your destination without using Google Maps.





1) VH1 partnered with social news website BuzzFeed in order to promote the season five premiere of VH1's reality show "Couples Therapy" on September 9, 2014. One day prior to the premiere, VH1 started airing BuzzFeed's videos leading up to the premiere of reality show.



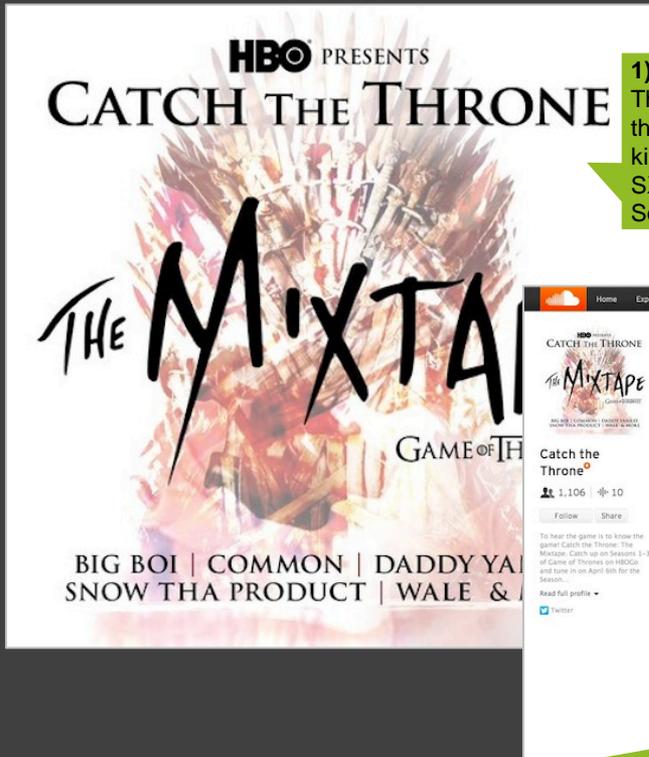
2) Additionally, BuzzFeed promoted the show by publishing couples therapy themed lists at [buzzfeed.com/vh1](http://buzzfeed.com/vh1). Main part of the social cooperation was a series of short videos which could easily be shared across social networks.

1) SoundCloud is an online audio sharing and distribution platform that enables its users to create sounds, record them and share them privately with their friends or publicly to blogs, sites and social networks. The website is also an easy way for musicians to get in touch with other artists and promote their music.

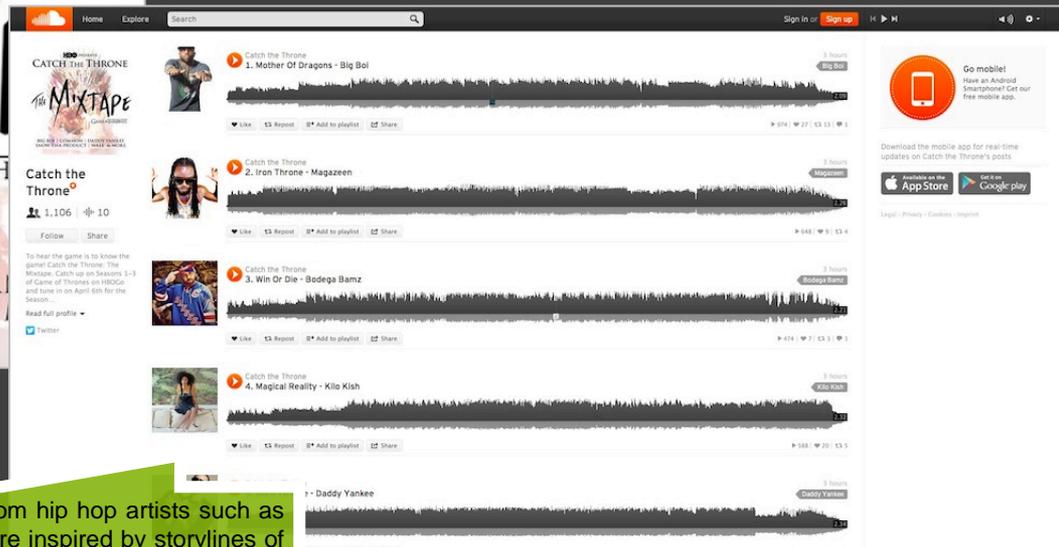
2) It takes just a click to share sounds on Twitter, Tumblr, Facebook and Foursquare. SoundCloud can be accessed anywhere using the official iPhone and Android apps, as well as hundreds of creation and sharing apps built on the SoundCloud platform.

3) SoundCloud was created in 2007 by two Swedish musicians who aimed to give other avid artists the chance to share their recordings with each other. The platform is now based in Berlin, Germany.

**SOUNDCLOUD**



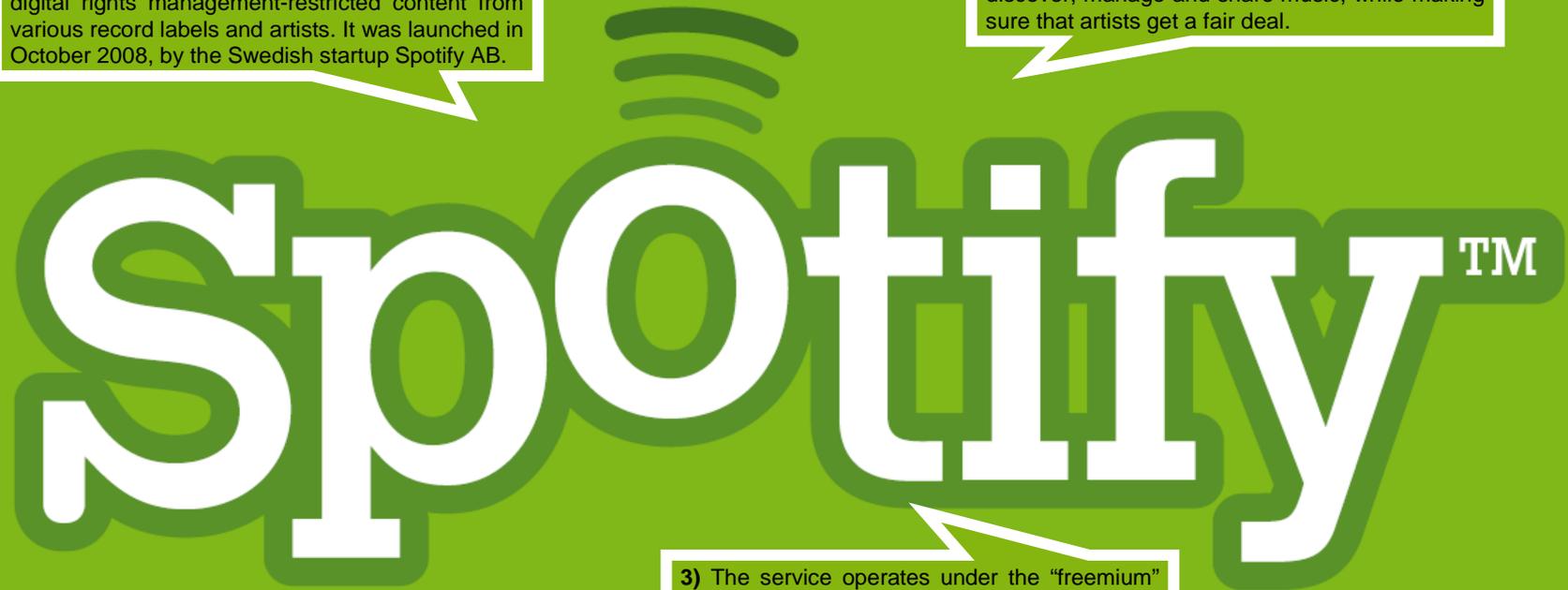
1) To fuel the fans' excitement for the fourth season of "Game of Thrones", which will premiere on April 6, 2014, HBO released 'Catch the Throne: The Mixtape' on March 7. The official mixtape was kicked off during the 'Game of Thrones: The Exhibition' event at the SXSW festival and is available for download at [SoundCloud.com/CatchTheThrone](http://SoundCloud.com/CatchTheThrone).



2) The mixtape includes 10 tracks from hip hop artists such as Big Boi, Wale and Common, which are inspired by storylines of the series' first three seasons and use snippets of dialogue as well as sampled music from the "Game of Thrones" soundtrack. In addition, fans are asked to share the mixtape using the hashtag #CatchTheThrone.

1) Spotify is a music streaming service offering digital rights management-restricted content from various record labels and artists. It was launched in October 2008, by the Swedish startup Spotify AB.

2) Spotify gives users on-demand access to a vast catalogue of songs that can be searched through by artists, albums, titles, genres and labels. Users can easily create and share their own playlists. The platform makes it very easy to discover, manage and share music, while making sure that artists get a fair deal.

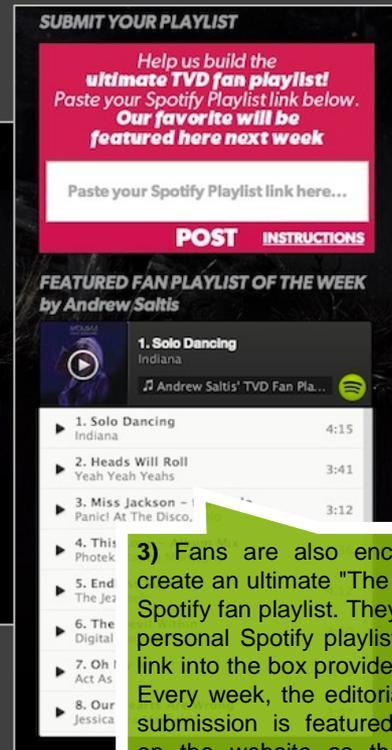
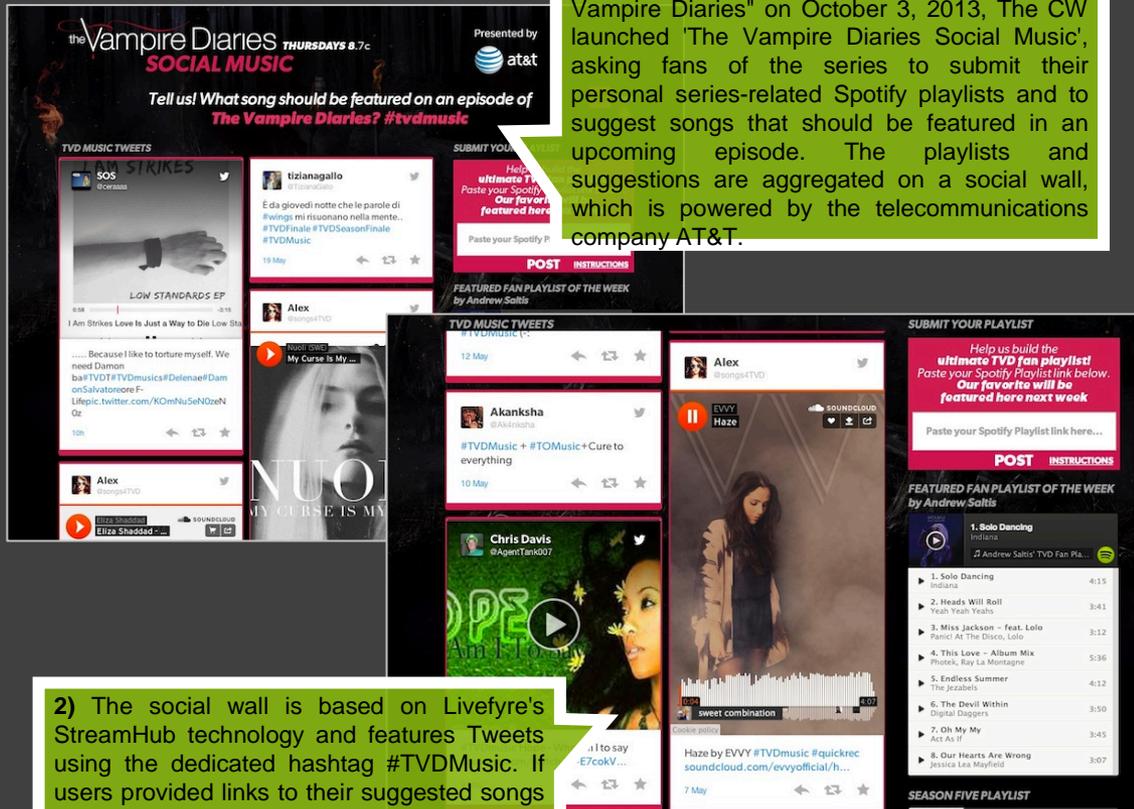


# Spotify™

3) The service operates under the “freemium” model: the basic service – listening to music – is free, a Premium account at the cost of \$9.99/month provides additional features. In May 2014, Spotify had 30 million free users and 10 million paying customers.

# THE VAMPIRE DIARIES: SOCIAL MUSIC // THE CW // USA

1) For the start of the fifth season of "The Vampire Diaries" on October 3, 2013, The CW launched 'The Vampire Diaries Social Music', asking fans of the series to submit their personal series-related Spotify playlists and to suggest songs that should be featured in an upcoming episode. The playlists and suggestions are aggregated on a social wall, which is powered by the telecommunications company AT&T.



2) The social wall is based on Livefyre's StreamHub technology and features Tweets using the dedicated hashtag #TVDMusic. If users provided links to their suggested songs on SoundCloud, YouTube or Spotify, the songs can be directly listened to via the embedded players.

3) Fans are also encouraged to help create an ultimate "The Vampire Diaries" Spotify fan playlist. They can submit their personal Spotify playlists by pasting the link into the box provided on the website. Every week, the editorial team's favorite submission is featured and embedded on the website as the 'Featured Fan Playlist Of The Week'.

1) Swedish broadcaster TV4 partnered with music streaming service Spotify to launch the application 'Mr. Quizter' on November 22, 2013, which is a quiz relating to the Swedish singing competition series "Idol". The quiz runs about two weeks until December 9 and the winner will be awarded with a signed album of "Idol".

Mr  
Quizter

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IDOL 2013

INFO

COMPETITION

Tävla och vinn signerad Idol-skiva!

SHARE

This competition is provided by Idol 2013. Mr. Quizter takes no responsibility for this competition. Please note that you may have to pay taxes on prizes. When entering into this competition we will share your personal data with in accordance with our [privacy policy](#).

Mr  
Quizter

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IDOL 2013

INFO

QUESTIONS

12

DIFFICULTY

MEDIUM

PLAYED BY

270

COMPETITION

SHARE

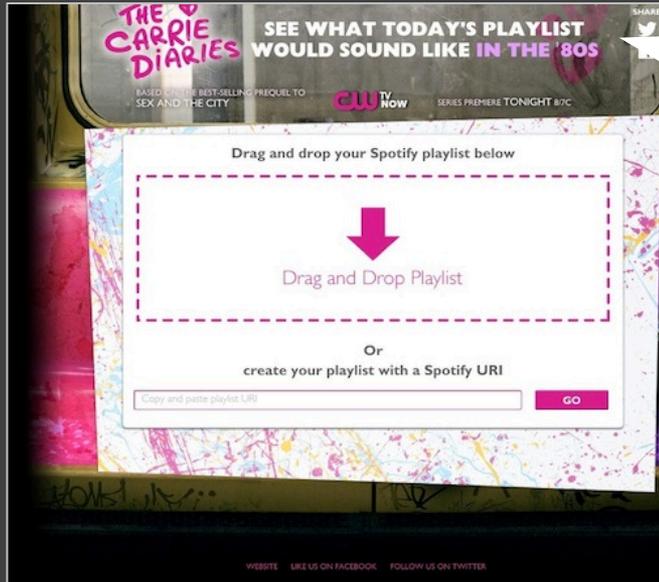
Ratings

0

0

Tävla och vinn signerad Idol-skiva!

2) Participants should answer show-related questions, challenge their friends in the knowledge of the singing competition show and send in a statement what they like about "Idol". The jury and TV4 then chose the best contestant, who will win the prize. In order to take part, users have to have a Spotify account.



1) Besides launching an online 80's mixtape to promote its new series "The Carrie Diaries", The CW also started a cooperation with the music streaming service Spotify.



2) An interactive playlist generator allows users to transform their music playlists into an 80's version of it. After pasting the Spotify playlist URL or dragging and dropping the playlist on the generator, the tool generates a new 80's track for each track of the dedicated playlist, e.g. "Cyndi Lauper: Girls Just Want To Have Fun". During the transformation process, users get to see a 30-second trailer of the series.

1) Tinder is a mobile dating app, which lets users get in touch with new people in their area. It connects with the users' Facebook accounts and uses the information (first name, age, photos and the pages the users have liked) to create their Tinder profile.

The image shows the Tinder logo in a large, bold, orange font. The word "tinder" is written in lowercase letters. The letter "i" is stylized with a flame shape above it. The background is white with a dark grey diagonal shape in the top left corner.

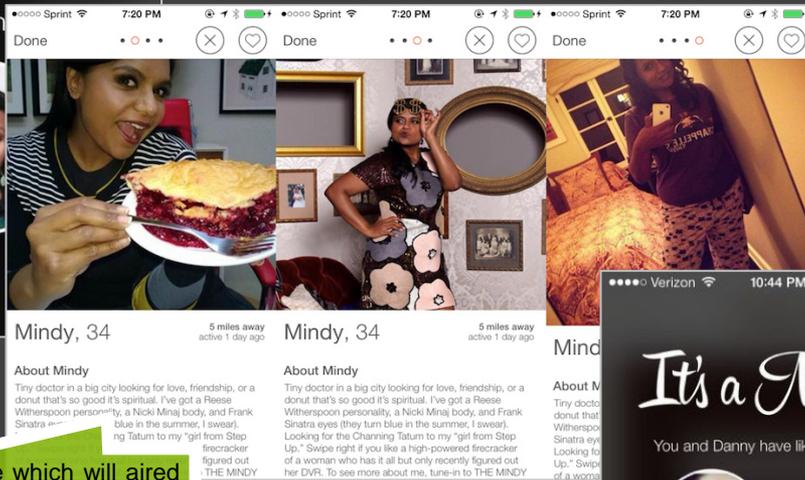
2) Using GPS technology, Tinder users are presented with other users within a specific radius. They can anonymously like or reject the candidates. If two users like each other, they are a "match" and can start chatting within the app.

It's a Match!

You and Mindy have liked each other



1) FOX used the speed dating app Tinder to promote its sitcom "The Mindy Project". The promotion campaign started in early January 2014 and featured the main character Mindy Lahiri matching some real-life singles using the app. This campaign is linked to the long rumored ...



2) ... Tinder-themed episode which will aired later in 2014. Lahiri's profile contains a bio as well as some photos. Some users received private messages from her ...

3) ... in which they were asked to tune in to the sitcom on TV. Profiles for some other cast members such as Daniel "Danny" Castellano were also set up.



# THE WALKING DEAD: ZOMBIFIED TINDER PROFILES // TV2 // NEW ZEALAND

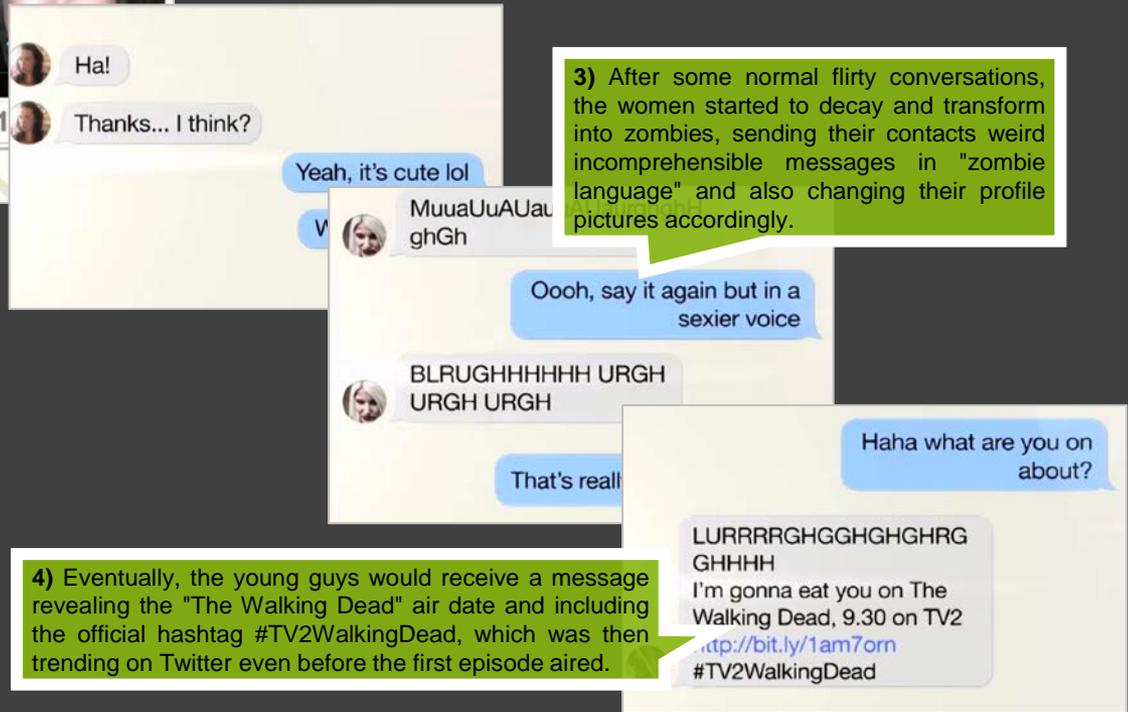


1) To promote the premiere of the fourth season of "The Walking Dead" on October 15, 2013, New Zealand Channel TV2 used the location-based dating app Tinder to bring zombies to life in the greater Auckland region. The campaign was developed by digital agency Young & Shand.

2) On the weekend before the premiere, Young & Shand infiltrated Tinder by creating several profiles for young attractive women who then started to engage with over 500 young guys in the app.

4) Eventually, the young guys would receive a message revealing the "The Walking Dead" air date and including the official hashtag #TV2WalkingDead, which was then trending on Twitter even before the first episode aired.

3) After some normal flirty conversations, the women started to decay and transform into zombies, sending their contacts weird incomprehensible messages in "zombie language" and also changing their profile pictures accordingly.



Ha!

Thanks... I think?

Yeah, it's cute lol

MuuaUuAUau ghGh

Oooh, say it again but in a sexier voice

BLRUGHHHHHHH URGH URGH URGH

That's reall

Haha what are you on about?

LURRRRGHGHHGHGHRG GHHHH

I'm gonna eat you on The Walking Dead, 9.30 on TV2

<http://bit.ly/1am7orn>

#TV2WalkingDead

1) Uber is a San Francisco-based ridesharing service that connects passengers with drivers via a mobile app. The app allows passengers to request a ride and track the current location of the vehicle. The services was launched in 2010.



2) It offers a wide range of price-points and options, from luxury cars to traditional taxis. As of September 2014, Uber operates in more than 100 cities in 45 countries worldwide.

U B E R

# BOARDWALK EMPIRE: NEW YORK VINTAGE RIDES // HBO // USA



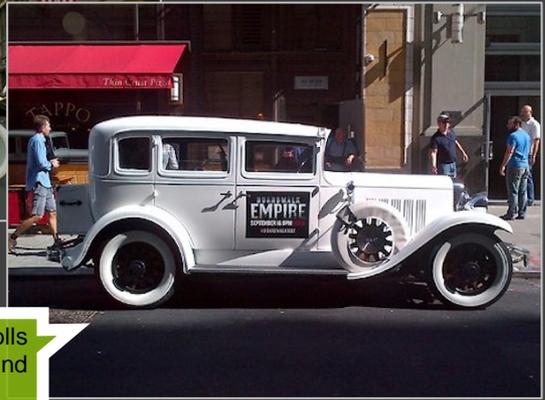
1) HBO's "Boardwalk Empire" returned in mid September 2012 with its third season. The premium pay-TV channel launched a two-day real-life promotion campaign in New York a few days prior the premiere.



2) For this special promotion campaign, HBO teamed up with Uber. Uber is an on-demand car service that allows everyone to have a private driver experience through iPhone, SMS, and web based requests.



3) Fans had to download the Uber app and select HBO as option in order to request a special vintage car pickup.



4) Among the used cars were Rolls Royces, Bentleys, Cadillacs and other vehicles of the 1920's era.

# GOTHAM: RIDE #GOTHAMCITYPD // FOX // USA

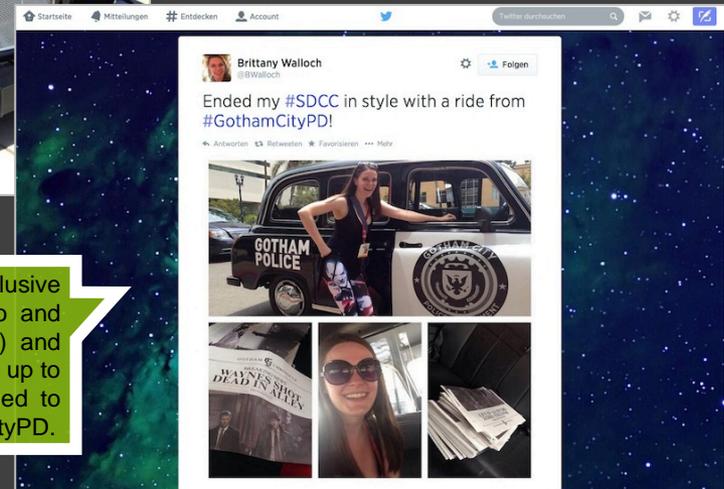


1) To promote its new series "Gotham", which tells the origin story of "Batman" villains and vigilantes and will premiere on September 22, 2014, FOX teamed up with car service Uber to offer fans free rides around San Diego in branded specially-designed "Gotham" police cars during the 2014 San Diego Comic-Con.



2) To request a free ride in a "Gotham" police car, fans simply needed to select 'GOTHAM PD' in the Uber app.

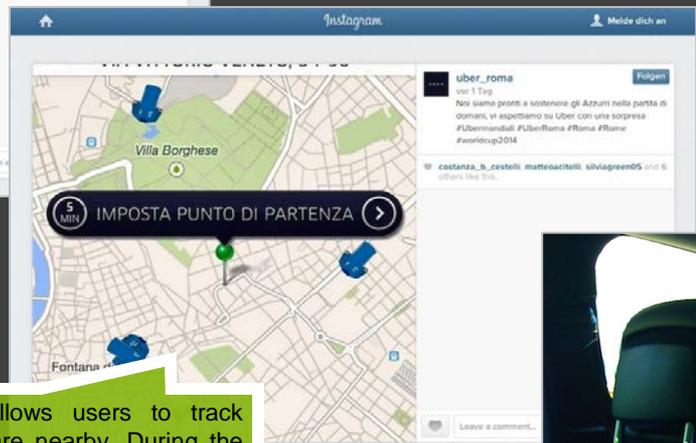
3) Inside the branded cars, fans got to see special exclusive sneak preview content of the series (a video promo and copies of the fictional newspaper Gotham Chronicle) and were provided with a promotion code for a free first ride up to \$30 if they were new to Uber. They were encouraged to share photos of their rides with the hashtag #GothamCityPD.



# 2014 FIFA WORLD CUP: #UBERMONDIALI // SKY // ITALY



1) Pay-TV Sky Italia and car service Uber teamed up during the FIFA World Cup 2014 for the outdoor campaign 'Uber Mondiali'. Uber cars in Rome are equipped with a tablet including access to live streams of Sky - covering all matches of the World Cup. Fans riding in an Uber car and watching a match are encouraged to share their ride with a photo and the dedicated hashtag #UberMondiali.



2) The Uber app allows users to track available cars which are nearby. During the promotion campaign, Uber replaced the standard car icons with jerseys of the Italian national soccer team. The promotion campaign launched on June 18, 2014 and lasts until July 13, 2014 - the day of the final.

3) Additionally, all other Sky content can also be watched live or on-demand in the app such as series or movies. The cooperation also includes a special bonus promotion to get a pay-TV package at a reduced price by using the code SKYONLINEUBER.



1) Vine is a free mobile and web application that allows users to easily create, edit and share short 6-second looping videos. Users can share their own videos on their Vine profile, "revine" other users' posts and share Vine videos on Twitter and Facebook.

2) Vine was founded in June 2012. In October 2012, shortly prior to its release in January 2013, it was acquired by Twitter for \$30 million. Within only a couple of months, Vine became the most downloaded video-sharing app on the market. Typical video genres for example include comedy and stop-motion animation.

# Vine

3) Vine regularly added additional features to the app. In January 2014, a web version of the service was launched, allowing non-users of the app to explore and watch videos.

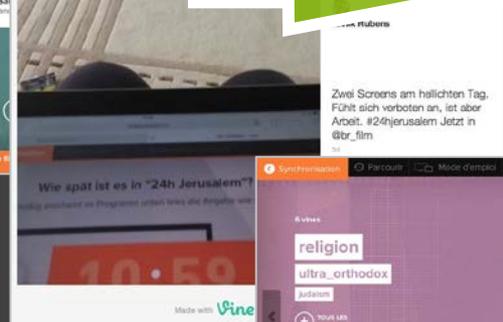
# 24H JERUSALEM: 24H JERUSALEM ON VINE // ARTE // FRANCE



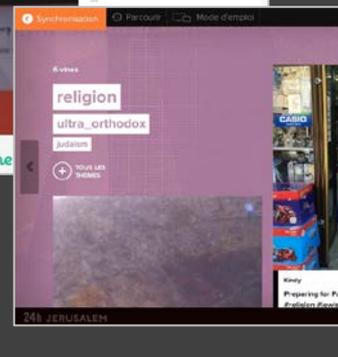
1) On April 12, the 24-hours long documentary "24h Jerusalem" aired on ARTE, German public broadcaster BR and the Norwegian channel NRK. It was accompanied by a dedicated second-screen experience available on the web. In addition, users were asked to participate in an interactive Vine experience.



2) During the broadcast, Vine-videos were uploaded live and on location by a film team in Jerusalem. They were shared on Twitter using the hashtag #24hJerusalem and specific hashtags for several subjects, e.g. #Religion, #God or #Judaism. The videos could be accessed on Twitter, Vine and through the official second-screen companion for the program.

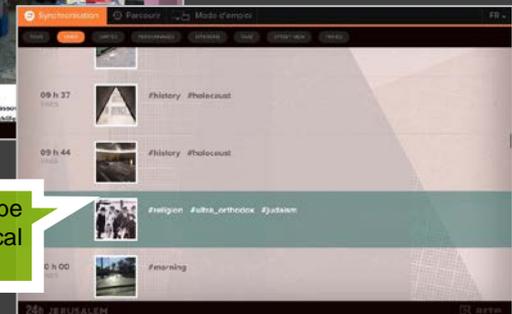


3) To make for a social web experience, users were asked to join the experience on the day of the broadcast by creating their own Vine-videos and sharing them on Twitter using #24hjerusalem, thus becoming part of the project.



4) The best Vines were shared by ARTE and BR via Twitter. Moreover, the best videos were selected and published on 24hjerusalem.tv, where a selection of all Vines could be accessed through the second-screen and in sync with the broadcast.

5) In addition, the Vine-videos could be accessed on the platform in chronological order as well as filtered by subject.



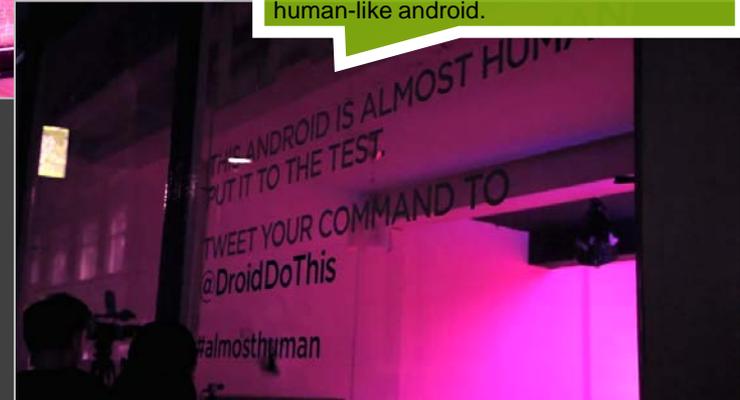


1) The science-fiction crime series "Almost Human" began airing on UKTV's Watch Channel on May 6, 2014. To promote the series' start, the British broadcaster teamed up with London-based creative agency Joint and launched a public installation wall, at which a holographic 'android' was projected on. Passersby were encouraged to get into real-time interaction with the android by sending Tweet commands to its Twitter account @DroidDoThis and telling the 'Droid' how to act.



2) After the holographic android reacted to a request, a Vine was sent to the Tweeter. The Tweet-powered interactive holograph was installed on the streets of London and created by using live-streaming projections on a special see-through mesh.

3) The installation perfectly fit to the storyline of "Almost Human", which is set 35 years from now. The crime series centers around the police officer John Kennex, who has to get along with his new partner Dorian - a highly evolved human-like android.





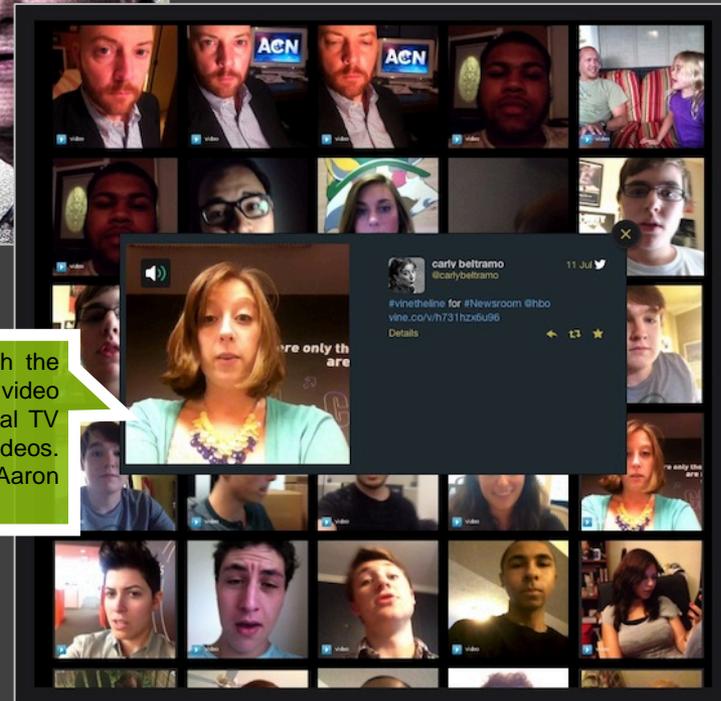
THE  
NEWSROOM  
#VINETHELINE

Reenact your favorite quotes from **The Newsroom** on **Vine** and tweet them using **#VineTheLine** and you could get a signed script from Aaron Sorkin.

NO PURCHASE NECESSARY. Void where prohibited. Contest begins 7/12/2013 at 12:00:01pm ET and ends 9/13/2013 at 11:59:59pm ET. See Official Rules for details.

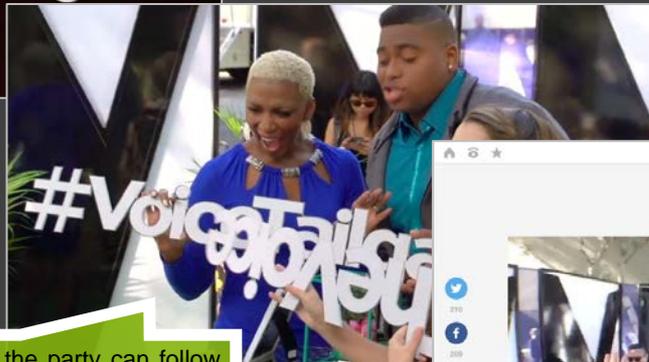
1) For the second season of "The Newsroom", HBO launched a Vine-based social initiative titled 'Vine the Line'. Fans are asked to use the video app to create short clips with a reenactment of their favorite quotes from the series.

2) Afterwards, the clips should be shared with the hashtag #VineTheLine. HBO released a social video wall (powered by Mass Relevance) on its social TV platform HBO Connect featuring these fan videos. Selected fans could win a signed script from Aaron Sorkin, the creator of "The Newsroom".



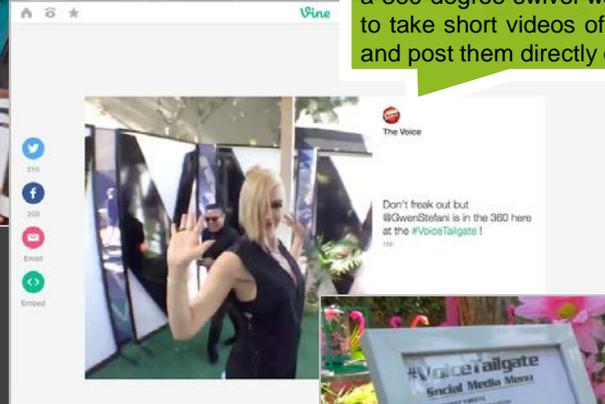


1) NBC introduced the social pre-show '#VoiceTailgate' for its singing competition "The Voice" in late April 2014. The pre-show is set up as a social media party for contestants, coaches and well-known guest artists such as Gwen Stefani and other celebrities.



2) Fans who like to join the party can follow the events on Twitter, Vine, Snapchat, Pinterest, Tumblr, Instagram and Facebook with the hashtag #VoiceTailgate. During the event, exclusive photos and videos and performances of attending guests are posted.

3) Additionally, NBC installed a Vine-feathered video room in which a 360-degree swivel was installed to take short videos of attendants and post them directly on Vine.



4) #VoiceTailgate Social Media Menu of the day: Sweet Tweets, Fruits of the Vine, Gram Crackers, Yummr Tumblr and Snapchat Snack.





1 The social video platform Vyclone launched in January 2011 and allows users to capture special moments in their life by co-creating videos at the same time and place as other Vyclone users around them. The app automatically synchronizes and edit's everyone's video clips to create a multi-angle movie with all perspectives cut together.

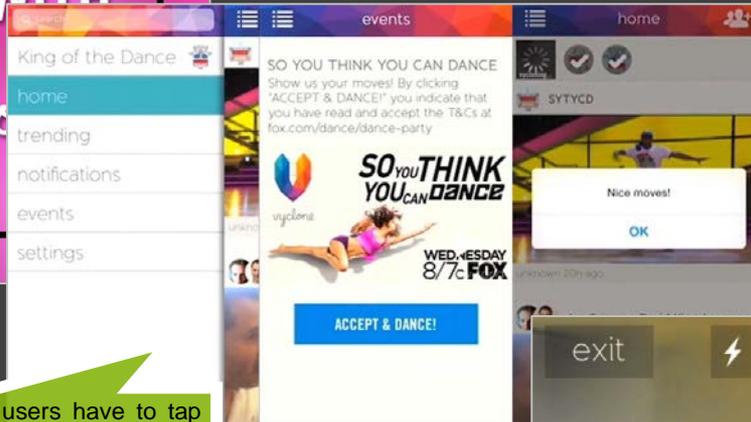
2 Furthermore, all video footage can be shared with other Vyclone users as well as on social media platforms. Vyclone is especially useful for events like concerts, weddings or birthday parties.

vyclone

# SO YOU THINK YOU CAN DANCE: DANCE PARTY WITH VYCLONE // FOX // USA



1) In late June 2014, FOX teamed up with the video sharing app Vyclone to extend the current season of "So You Think You Can Dance". Viewers are asked to record themselves dancing with contestants of the past seasons and upload the videos.



2) To join the promotion, users have to tap the events button in the app and select the show. Afterwards, the camera is activated and users now have 30 seconds to perform their dance and film their routine. Finally, the recorded video is automatically mixed with dancing scenes from past seasons.

3) Each week, a new "SYTYCD" song is released allowing fans to record different dance-style videos. The first song was released on July 2, 2014. Selected videos are featured on air during the broadcast of "SYTYCD" or on the official website of the show.



1) Wattpad is an online writing community that allows users to read the stories of aspiring and published writers or share their own creative writing for free. It was founded in 2006 and is now the world's largest community for readers and writers with more than 35 million users.

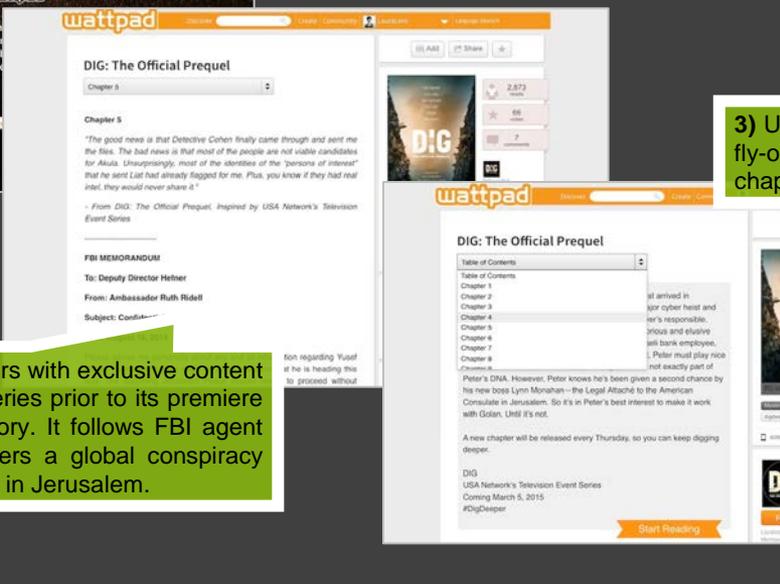
wattpad

2) Almost 85% of traffic comes from mobile devices and through the Wattpad app. User can not only read, but also comment on the stories and discuss them with other readers and the author. Wattpad currently features more than 75 million stories, with more than thousand added each day.

# DIG: THE OFFICIAL PREQUEL // USA NETWORK // USA



1) The new investigative drama series "DIG" will premiere on USA Network on March 5, 2015. In order to shorten the waiting time for the fans, USA Network partnered with Wattpad, a social community for readers and writers, to release 'DIG: The Official Prequel' in July 2014. The 12-part prequel was written by the "DIG" writers and is exclusively accessible on Wattpad.com and via the Wattpad App. The USA Network cooperation for "Dig" is the first television partnership for Wattpad.



2) The prequel provides users with exclusive content from the upcoming event series prior to its premiere and tells the series' backstory. It follows FBI agent Peter Connolly who uncovers a global conspiracy while investigating a murder in Jerusalem.

3) Users can pick a chapter from the fly-out menu. Every Thursday, a new chapter will be released on the site.

4) Wattpad additionally allows readers and fans to comment on the chapters and to discuss them with other readers. As of October 2014, the DIGonUSA account on Wattpad accumulated 35.4k followers and 'DIG: The Official Prequel' was read by about 875k users.



**miptv.**

**mipcom.**

**WHATSAPP**

1) WhatsApp is a cross-platform mobile messaging app for smartphones that launched in 2009. The app allows users to exchange text messages, photos, videos and audio messages at no cost. It is available for iPhone, Android, Windows Phone, BlackBerry and Nokia.



2) In February 2014, WhatsApp was acquired by Facebook for \$19 billion. It is the world's most popular messaging app with 600 million users as of September 2014.

# WhatsApp

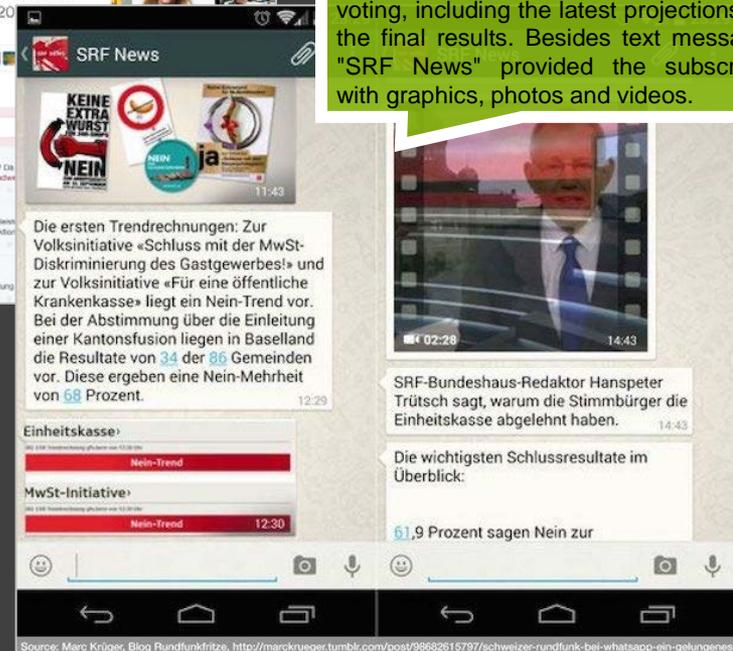
# NEWS UPDATES ON WHATSAPP // SRF // SWITZERLAND

1) On Sunday, September 28, 2014, the Swiss population was called upon to vote on several topics, including for example a reform of the country's health care system. To provide users with the latest updates and news concerning the voting, Swiss pubcaster SRF offered a news service through popular messaging app WhatsApp.



3) Before and during the voting day, users then regularly received updates about the voting, including the latest projections and the final results. Besides text messages, "SRF News" provided the subscribers with graphics, photos and videos.

2) Beginning on September 24, 2014, users could subscribe to the news service by saving the phone number of "SRF News" in their contacts and texting "start srfnews" to the number on WhatsApp. Users could unsubscribe by simply texting "stop srfnews" to the same number.



Source: Marc Krüger, Blog Rundfunkfrize, <http://marckrueger.tumblr.com/post/98682615797/schweizer-rundfunk-bei-whatsapp-eh-gelungenes>



apúntate a  
**#portodos**  
en WhatsApp

1) Accompanying the 2014 FIFA World Cup in Brazil, Mediaset Spain and WhatsApp have teamed up in order to offer the messenger app's 26 million Spanish users the chance to get updates from the Football World Cup in form of messages, photos, video and audio clips directly to their phone.



apúntate a la lista del Mundial  
**#Portodos**  
en WhatsApp

**601 655 655**

1 Guarda nuestro número en tus contactos

2 Envíanos la palabra MUNDIAL al 601 655 655

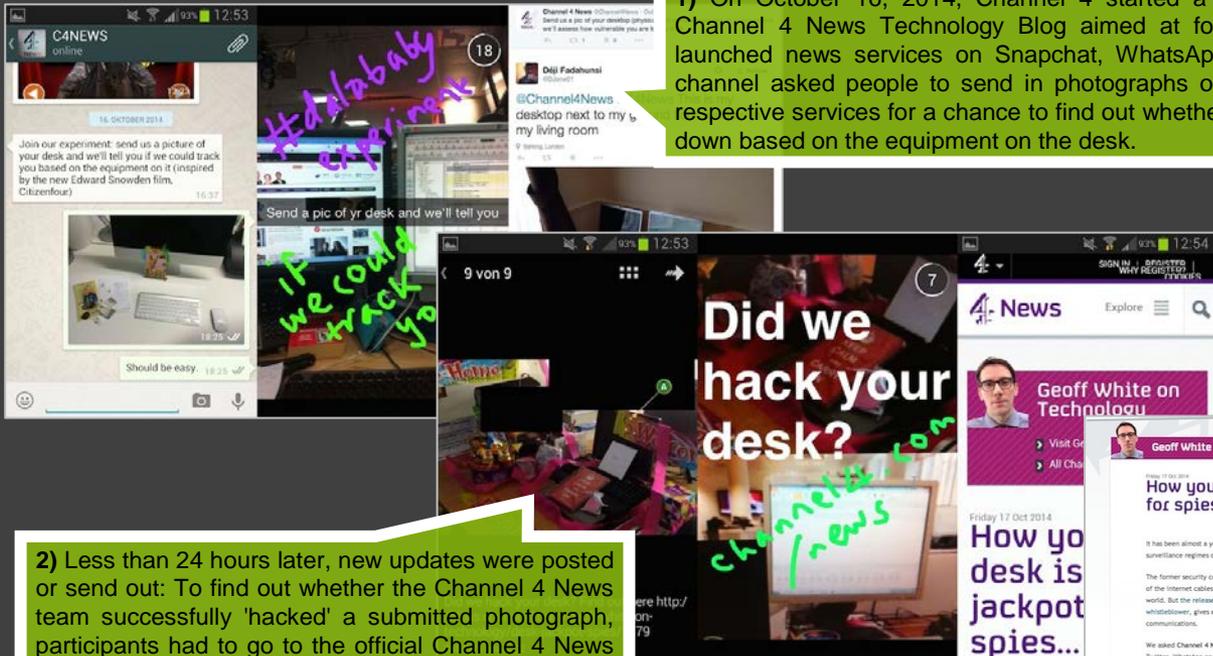
3 Te enviaremos mensajes con los goles de la Roja, las últimas noticias, las mejores fotos...



2) After saving a dedicated number (601 655 655) to their contact list, users have to send the word 'MUNDIAL' (WORLD) to the number in order to join the distribution list '#portodos' (for everyone) created by Mediaset/Telecinco and WhatsApp. They will then receive a variety of content related to the World Cup in Brazil. Additionally, users can send their own photos, videos and audio files that support the Spanish team. The user-generated content will be featured on Mediaset's official website and has the chance to be shown on air.

# SPYING ON DESKS // CHANNEL 4 // UK

1) On October 16, 2014, Channel 4 started a small initiative for the Channel 4 News Technology Blog aimed at followers on its recently launched news services on Snapchat, WhatsApp and on Twitter. The channel asked people to send in photographs of their desks using the respective services for a chance to find out whether they could be tracked down based on the equipment on the desk.



2) Less than 24 hours later, new updates were posted or send out: To find out whether the Channel 4 News team successfully 'hacked' a submitted photograph, participants had to go to the official Channel 4 News technology blog where they could find an article titled 'How your desk is a jackpot for spies' ...

3) ... that featured detailed analyses for some of the submitted pictures. The initiative was inspired by Laura Poitras's 2014 documentary "Citizen Four" which focuses on whistleblower Edward Snowden and the ongoing disclosure of surveillance practices used by global security and intelligence agencies.





1) WeChat is a mobile text and voice messaging service that was developed by the Chinese internet company Tencent. The app was launched in January 2011 and is available for iPhone, Android, Windows Phone, BlackBerry and Symbian phones. As of September 2014, WeChat has 438 million users.

# WeChat

2) As a distinctive feature, WeChat enables its users to connect and chat with other users via location-based social plug-ins. By shaking their mobile phones, users are able to search for nearby friends or strangers to get in contact with.

# BIG BROTHER MZANSI: WECHAT COOPERATION // MZANSI MAGIC // SOUTH AFRICA

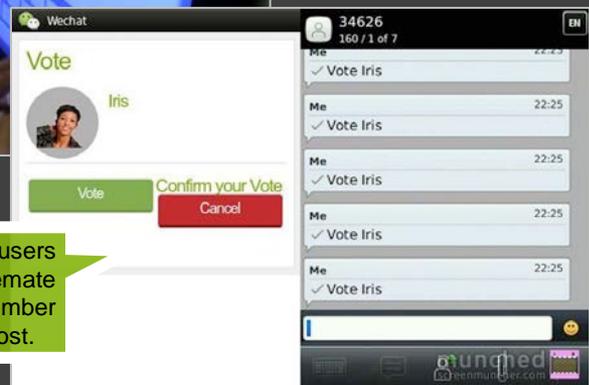


1) After a 12-year hiatus, the South African version of the reality show "Big Brother" was rebranded to "Big Brother Mzansi Secrets" and returned to the entertainment channel Mzansi Magic on February 2, 2014. To enhance the viewer's TV experience across multiple screens, South Africa's popular satellite television service DStv teamed up with the instant messaging service WeChat.



3) Messages being posted to the official WeChat "Big Brother" account have the chance to be displayed on screen during the broadcast. The housemates are also seen using WeChat to reply to the fans' messages. At the beginning of the season, the housemates voted for one of the 'WeChat Chambermates' to move into the house and become a fellow competitor.

2) WeChat distinguishes itself from other instant messaging services as it can be regarded as an all-in-one social app. Users following the official "Big Brother Mzansi" account on WeChat have access to exclusive content such as news and videos. Fans also have the opportunity to chat or voice chat with other users in dedicated chat rooms.



4) Additionally, WeChat allows users to vote for their favorite housemate 100 times per cellphone number during each voting period at no cost.

# THE VOICE: WECHAT COOPERATION // RAI2 // ITALY

1) For the return of the second season of the music casting show "The Voice of Italy" on March 12, 2014, the Italian broadcaster Rai 2 has partnered up with the mobile and voice messaging service WeChat in order to provide its fans a new social viewing experience.

3) The app works more like a social platform since it allows users to interact with each other by sharing content and chatting within dedicated chatrooms. It is even possible for fans to send messages to the show's contestants.

2) By following "The Voice" official WeChat account 'thevoice\_italy', fans can receive information about the show and their favorite candidates. Exclusive content such as contestants biographies can also be accessed.

4) In addition to the social chat functions, the app features a voting option which allows fans to give their voice to their favorite contestant. Fans have the chance to get their comment or their 'shout' to show appreciation of their favored artist being displayed live on-air.



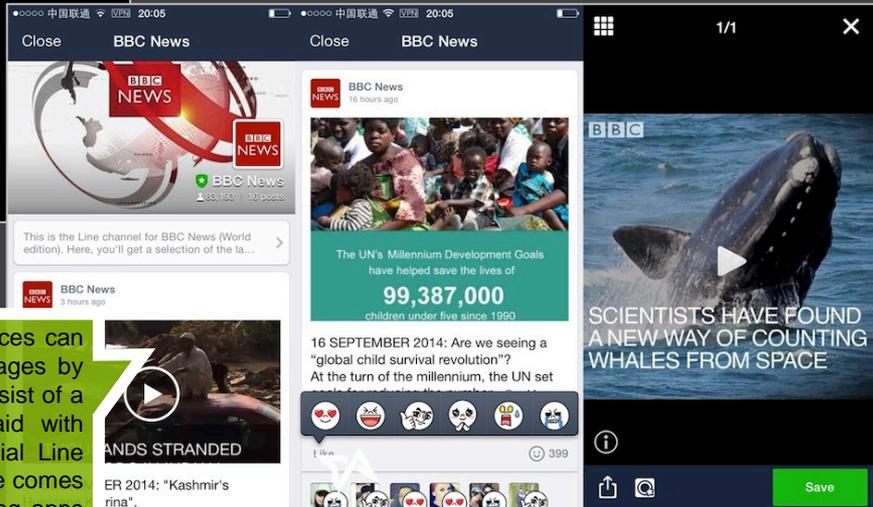
**1)** Line is a Japanese-based messenger that was released in March 2011. It is available on PC and all smartphone devices. Line offers free instant messaging, voice and video calls, voice messages as well as photo and video sharing. It quickly became Japan's largest social network. As of October 2014, the app has 560 million users worldwide.

**2)** Line includes more than 10,000 unique emoticons and stickers, with new stickers being released weekly.



**3)** Unlike other messaging apps, Line additionally features official accounts of for example celebrities, brands or TV shows which provide users with coupons and exclusive news .

1) On September 16, 2014, British broadcaster BBC announced that it partnered up with Japan-based messaging platform Line for its channel BBC News to create the first official Line account that delivers breaking news to the Line community. The service is available in English for international users in 11 countries, including the US, Australia, France, Germany, Italy, Spain, India, Hong Kong and the Philippines.

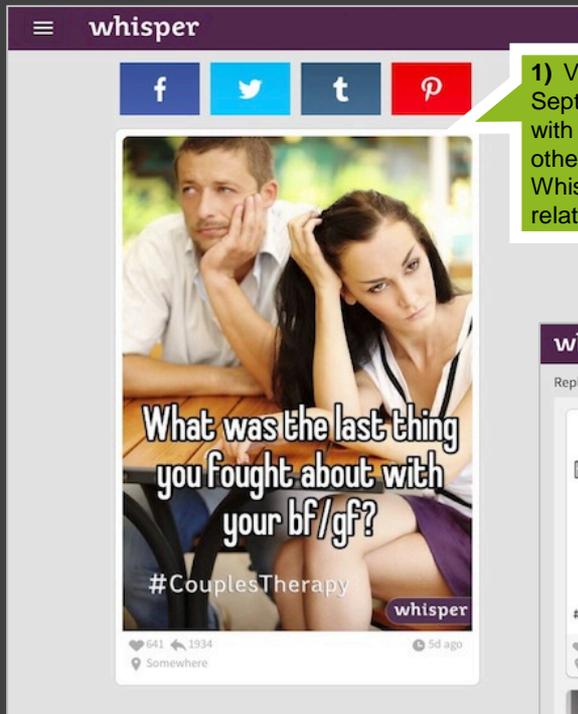


2) Line users on iOS, Android, Windows Phone or Blackberry devices can receive the latest news through text, video clips and audio messages by adding the account @BBCnews as a friend. Entries by the BBC consist of a mix of private messages, images and short video clips overlaid with captions. One day after the announcement, the BBC News official Line account had already over 83,000 followers. The partnership with Line comes a few months after similar experiments with other instant messaging apps like WeChat, BBM, Mxit or WhatsApp in India, Nigeria and South Africa.

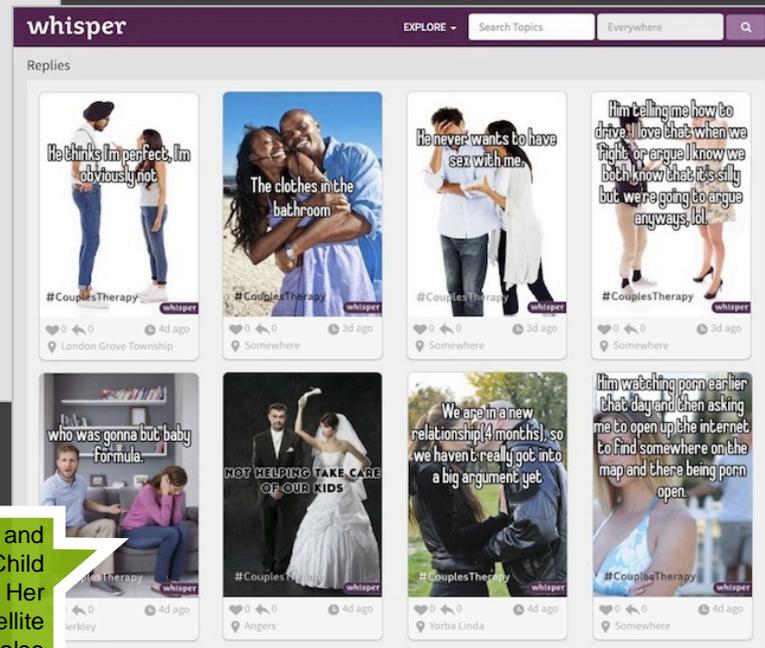
1) Whisper is a mobile app available for iOS and Android devices that launched in March 2012. It functions as an anonymous social network as its users do not have a public identity. Instead, Whisper allows them to post and receive messages anonymously. The 'secrets' and confessions posted by users are displayed as a text overlaid on a picture. By opening the app, users can see six of these images with one confession on each, which they can reply to either publicly or privately.

# whisper

# COUPLES THERAPY: WHISPER COOP // VH1 // USA



1) VH1's "Couples Therapy" returned with its fifth season in September 2014. To promote the premiere, VH1 joined forces with Whisper - an app to anonymously share confessions with other users. A few hours before the show began airing, Whisper published a variety of couples therapy questions related to the topics discussed on the show each week.



2) The top responses are featured on Whisper's homepage and answered by Dr. Jenn Berman, who is a Marriage, Family and Child Therapist and one of the main cast members of "Couples Therapy". Her advice are published as videos at VH1.com and on her own satellite radio show. A selection of her answers as well as fan Whisper's are also broadcast in 6 of the 10 episodes during the season.

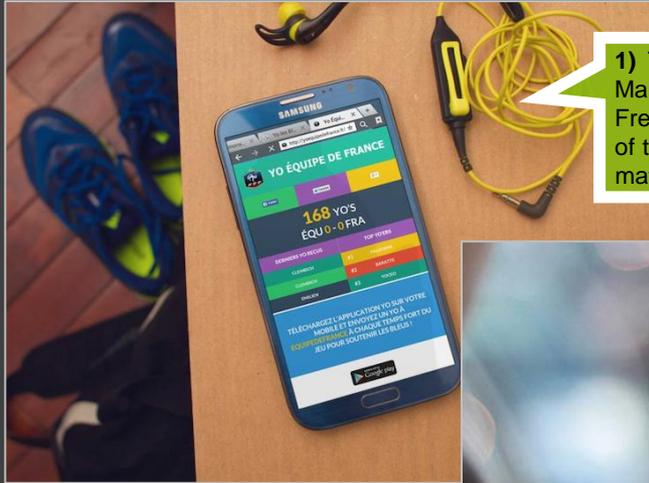
YO

1) Yo is a social app available for iOS, Android and Windows Phone devices that launched on April 1, 2014. Its founders describe Yo as the “simplest and most efficient communication tool in the world”. Until recently, the app’s only function was to send the word “Yo” to friends.

2) In August 2014, the developers added new features. For example, the app now supports hashtags and allows for links to be attached to a Yo. Users can also edit their profiles and create alerts that will notify them when for example their favorite celebrity posted a new image to Instagram.

It's that simple.

# 2014 FIFA WORLD CUP: YO ÉQUIPE DE FRANCE // FRANCE



1) Three months after the social networking app Yo launched in late March 2014, it has topped 1 million users. To jump on the bandwagon, French agency KRDS created 'EquipedeFrance', the official Yo account of the French national soccer team. Whenever the team scored during a match, a 'yo' was sent out to all of their supporters.



2) The campaign is not only aimed to bring the national soccer team closer to its fans but also to engage them during the live games. For the match against Ecuador, French soccer fans were encouraged to send a 'Yo' to EquipedeFrance whenever a big moment happened on screen.

DERNIERS YO REÇUS	
UPSDITIME	
UPSDITIME	
EMILIH	

TOP YO'ERS	
#1	BOLEBO
#2	CHOUZARMON
#3	CHARBELFFF

3) The Yos were collected on the official Facebook page of the French Football Team. After the Ecuador-France match, more than 12,500 Yos were counted. The special website yoequipedefrance.fr highlights the amount of Yos sent for the latest match, the top three Yo'ers and the accounts who sent the latest Yos to the French national soccer team.

## About the Author

**VAST MEDIA** is a Berlin-based company specializing in tracking and benchmarking digital activities of broadcasters, studios and TV 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 3.000 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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