

Second Screen Games: Innovation from the Broadcast TV Industry?

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NBC Universal

The logo for GDC 13 NEXT. 'GDC' is in a large, bold, sans-serif font. The number '13' is inside a white circle that overlaps the 'D'. 'NEXT' is in a smaller, bold, sans-serif font below 'GDC'.

**GDC 13
NEXT**

NOVEMBER 5-7, 2013
EXPO DATES: NOV 5-6
LOS ANGELES, CA

GDCNext.com



- Current state of TV Industry
- Second Screen Experience Types
- Examples
- Modern Family Sync Post-Mortem

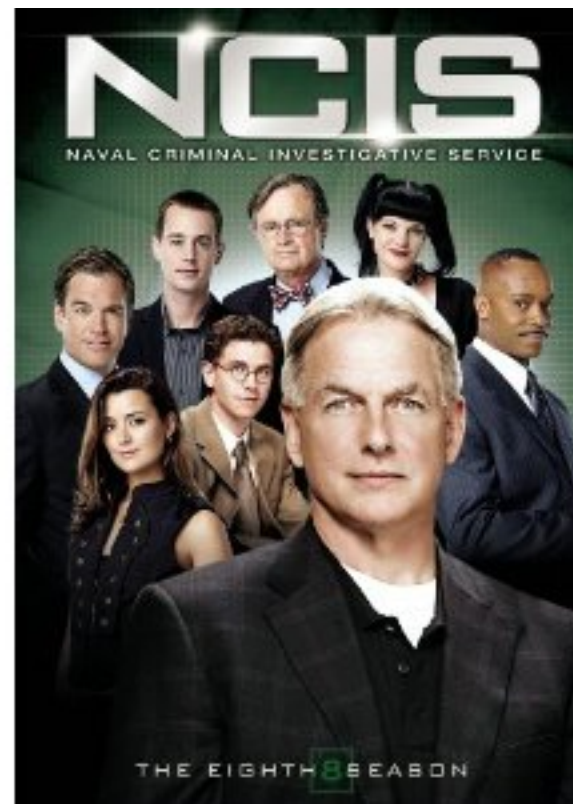
Current State of TV Industry

1953



44 Million Viewers
= 70%

2012

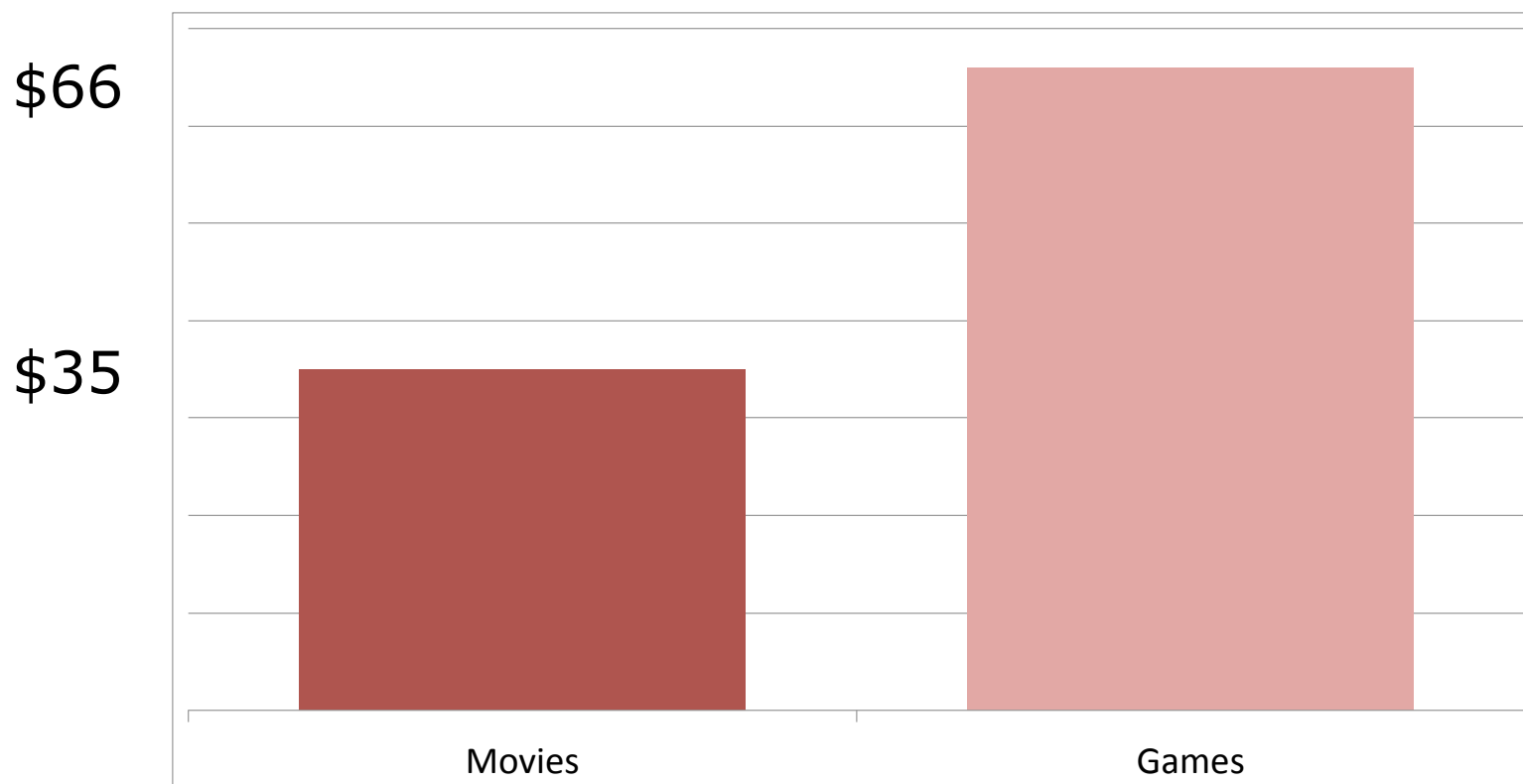


13 Million Viewers
= 5%



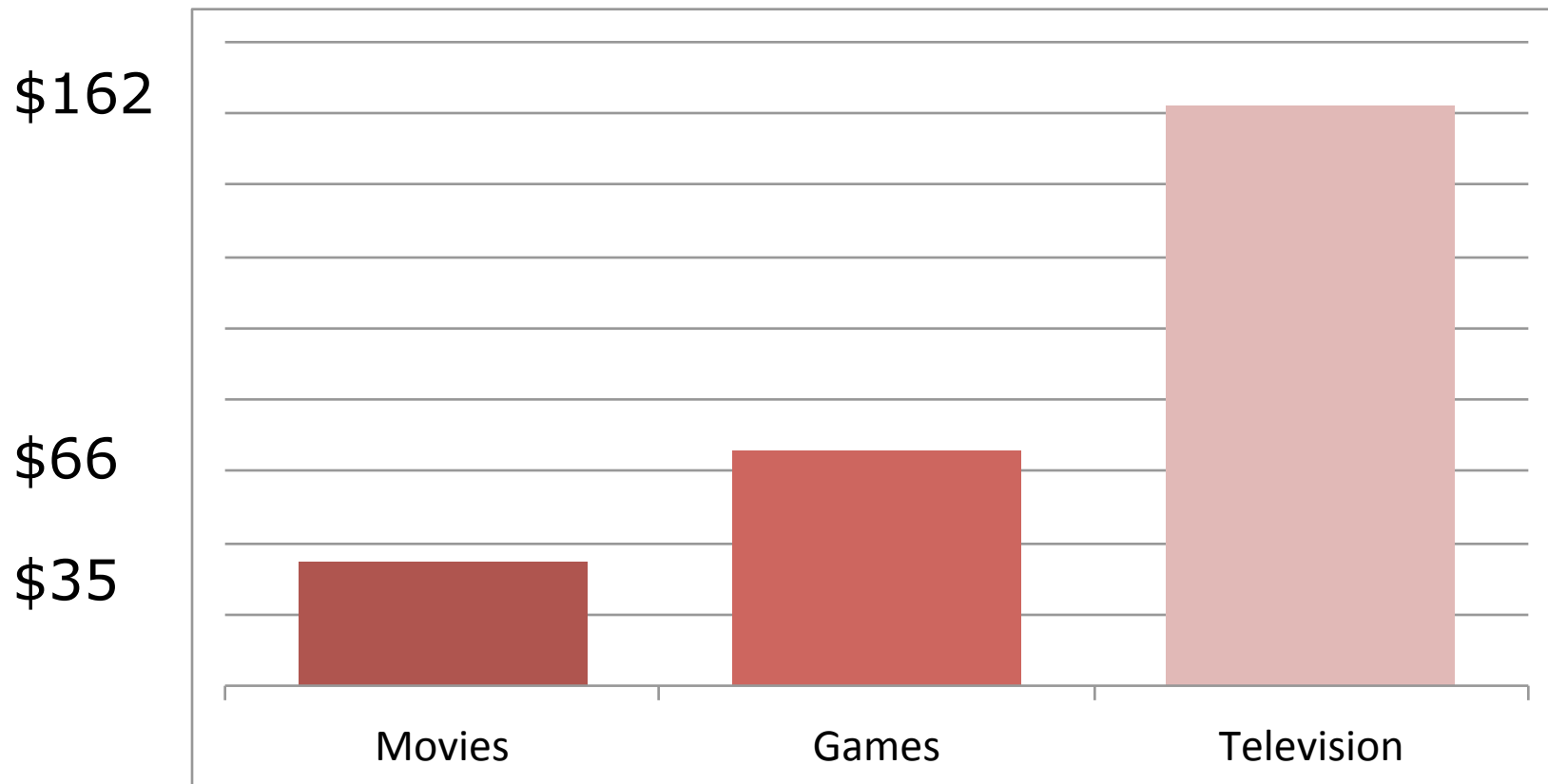
+115% Timeshifted Viewers

2012 Revenue per industry (Billions)



Source: Reuters

2012 Revenue per industry (Billions)



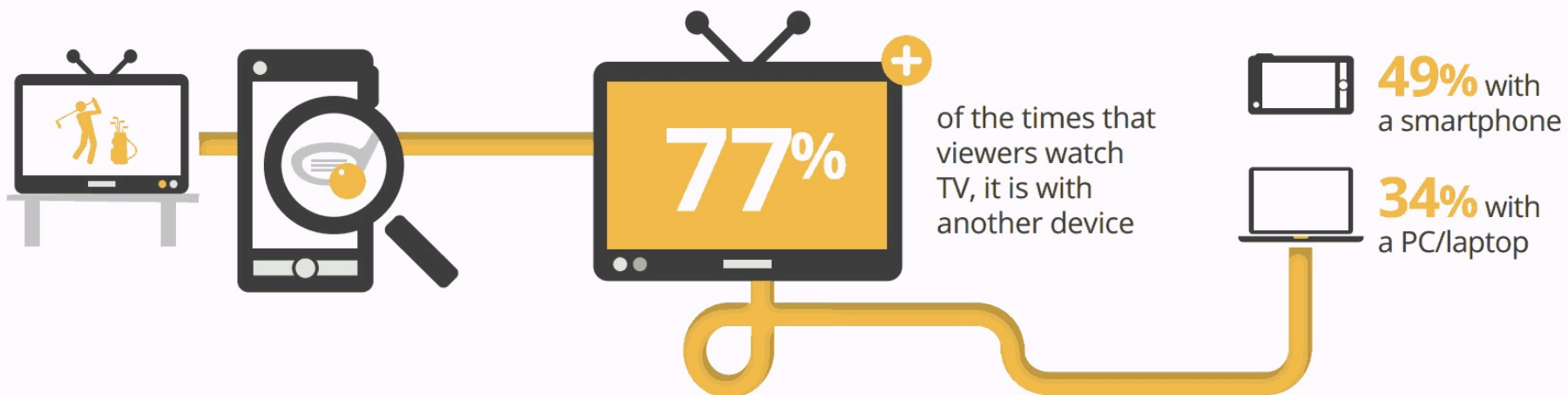
Source: Reuters

- Less people watch each show
- Viewers are moving to “Timeshifted” viewing (often skipping commercials)
- Advertisers still want their message to be seen when a show is broadcast
- Sponsorship model remains VERY lucrative



Enter: Second Screen

Television no longer commands our full attention



Source: Google/Ipsos/Sterling 2012



Experience Types

1

TV Companion



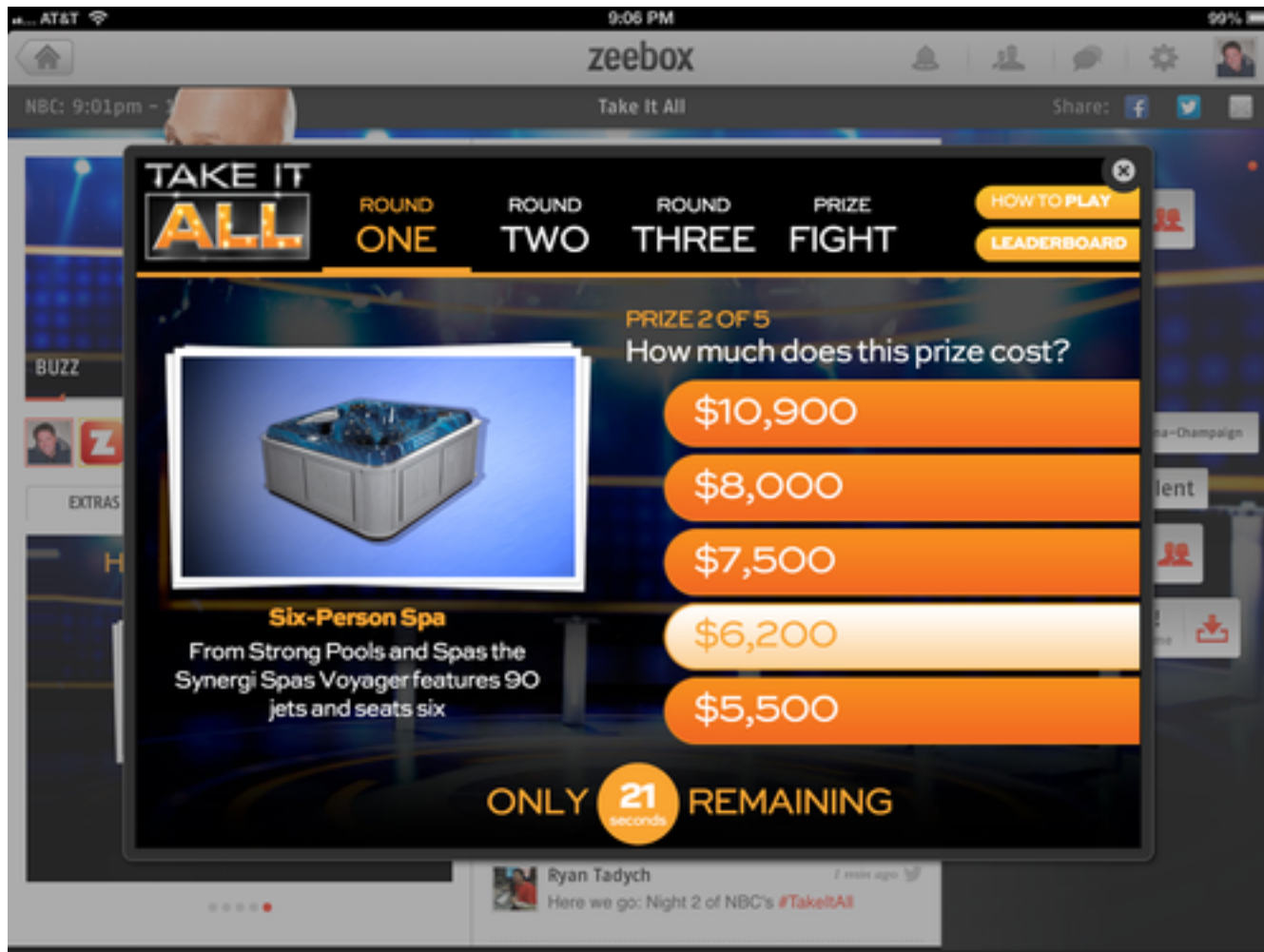
On-Air Social (Polls with on-air visual)

2



Synced "Play Along"

3



Broadcast Aware

4

The image shows a game interface for "Find The Famous Pineapple Weekly Painting". The background is a dark, rainy scene of a house with a lightning bolt striking the roof. A semi-transparent black box with a yellow border is overlaid in the center, containing the text "psych is On Air!" in green and white, followed by a promotional message about finding a pineapple in a bonus level by tuning into Psych on USA. A yellow "Play" button is at the bottom of the overlay. On the left side of the interface, there is a sidebar with the game title, a progress indicator "3/14", a Facebook share button, a "psych" logo with a photo of the show's characters, and login information. At the bottom left, there are icons for a menu, a speaker, and a magnifying glass with "x0".

Find The Famous Pineapple
Weekly Painting

3/14

Share with Friends

psych

Log in to play along with Psych and Find the Famous Pineapple on TV

All New Episodes:
Wednesdays 10pm EST

Earn More Power Ups
by completing Paintings

↓

⌵ 🔊 🔍 x0

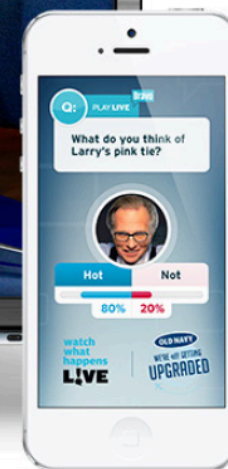
psych is On Air!

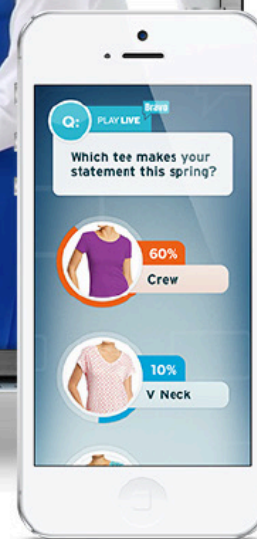
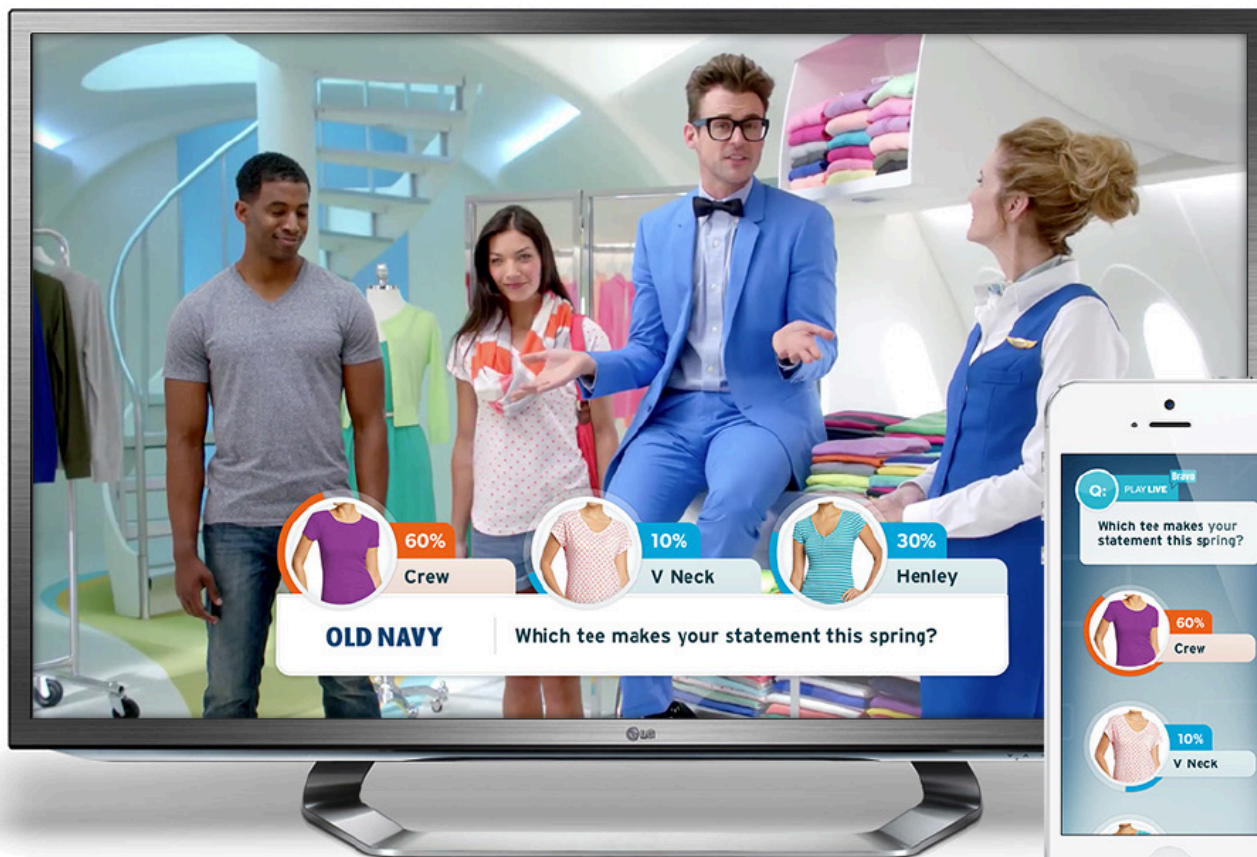
Want to find the pineapple in an exclusive bonus level?
Tune in to Psych on USA right now and keep your eyes peeled
for the pineapple...on TV!

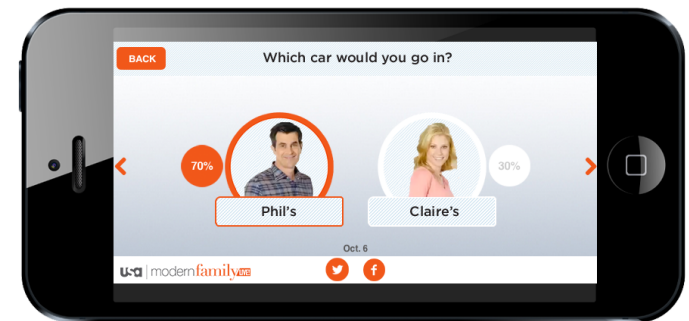
Play

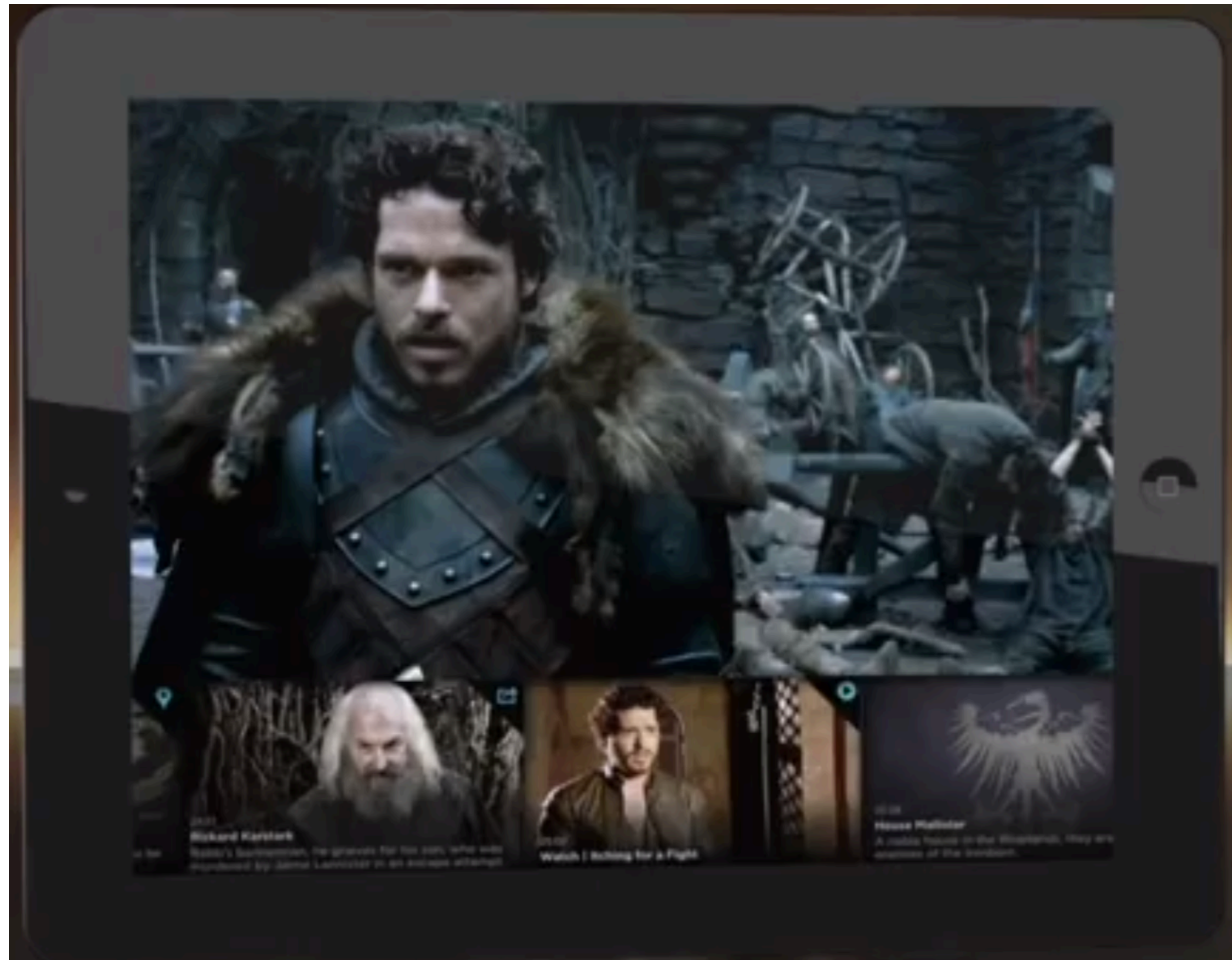
Examples

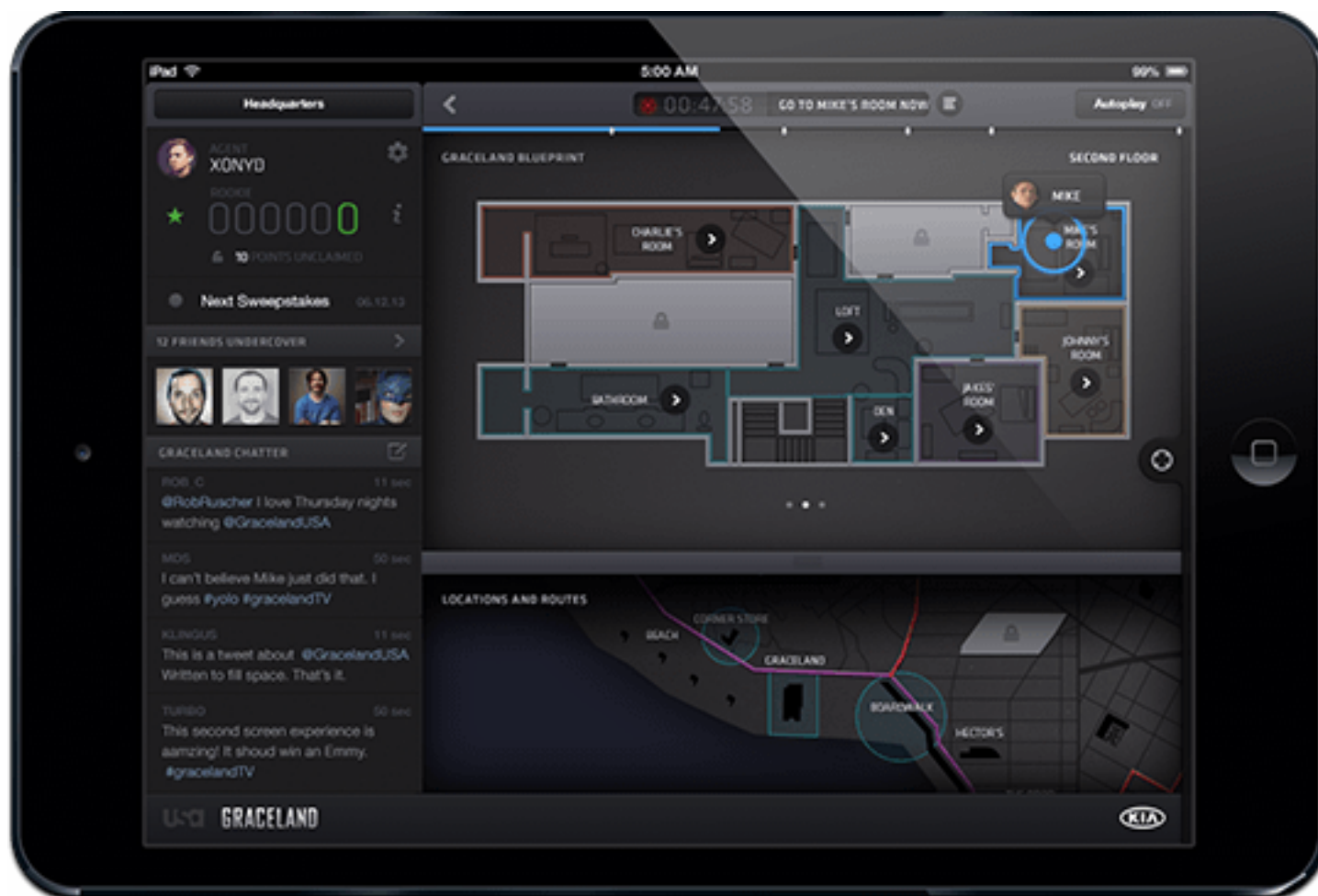
Bravo











MY HERO

6

SECS

Skating never goes out of style. In fact, there are more roller skating rinks in the U.S. today than ever before.

TRUE

FALSE

MAGIC TRICKS



0



1



0



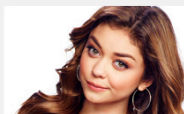
modernfamily SYNC



Post-Mortem



modern family SYNC



WELCOME




START A GAME

Find The Famous Pineapple
Classic Painting


0/8 00:48

x2

Friends

	KhrisEPsychPlayer No score yet!
	punkygma No score yet!
	darkmatter762 No score yet!

 **Invite Friends**

  **Menu**



Find The Famous Pineapple Weekly Painting



0/14



Share with Friends



Log in to play along
with Psych and Find the
Famous Pineapple on TV

All New Episodes:
Wednesdays 10pm EST

Earn More Power Ups
by completing Paintings



This Week's Psych Scene



Play along with Psych every **Wednesday at 10pm** and look for the Famous Pineapple on your TV!


100 CLUES


Play Along with Psych on
Wednesday, 3/27 @ 10/9C


Pineapples found: 0 / 14

Play

Find The Famous Pineapple
Weekly Painting

 **3/14**

 Share with Friends






Log in to play along
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↓

   x0



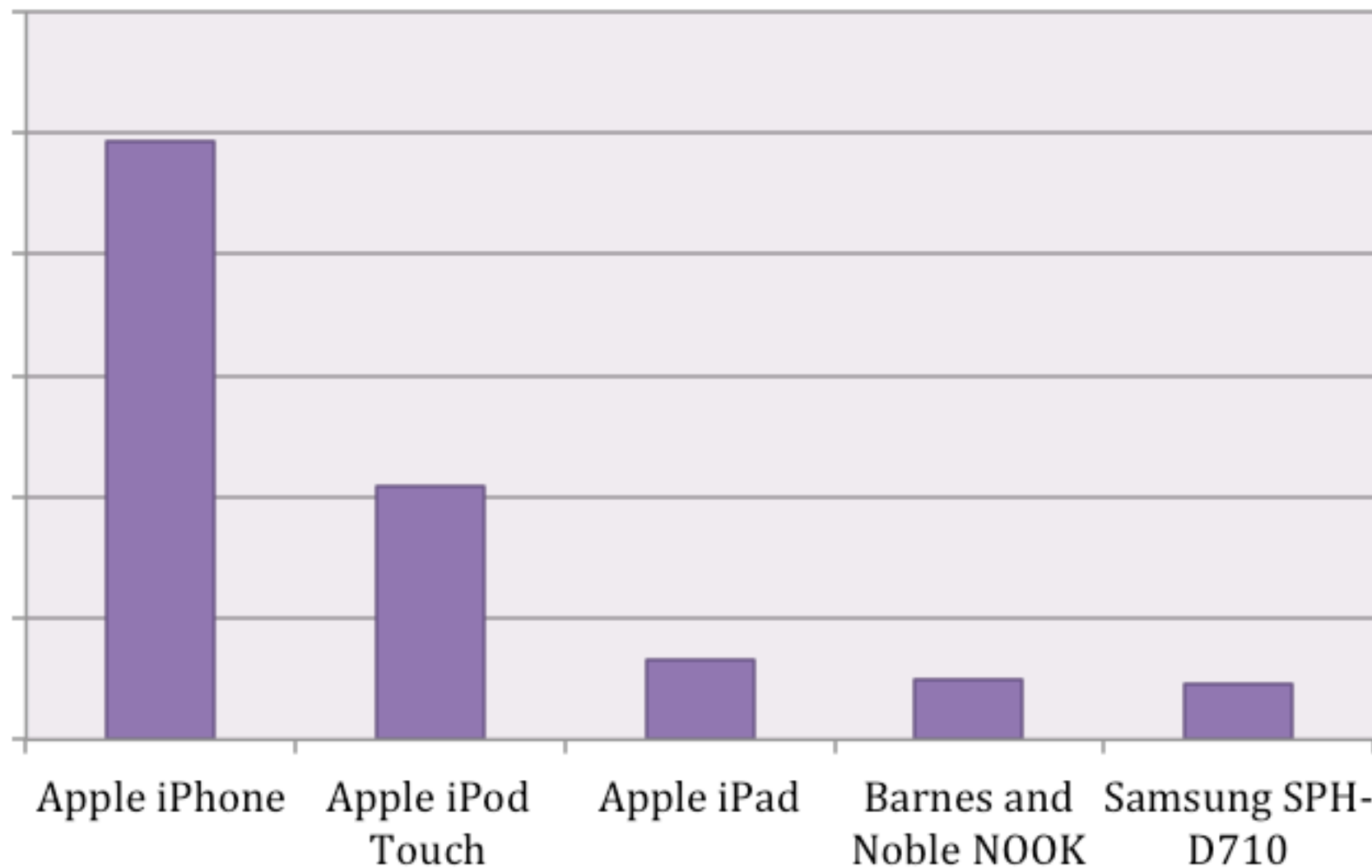
psych is On Air!

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Play

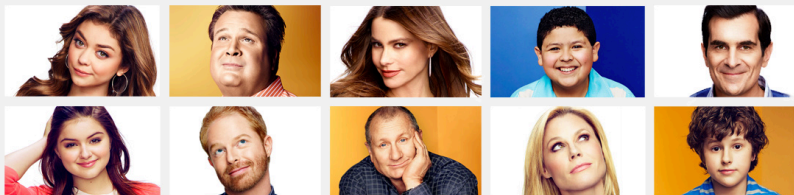
Psych airs
Wednesdays







modernfamily SYNC



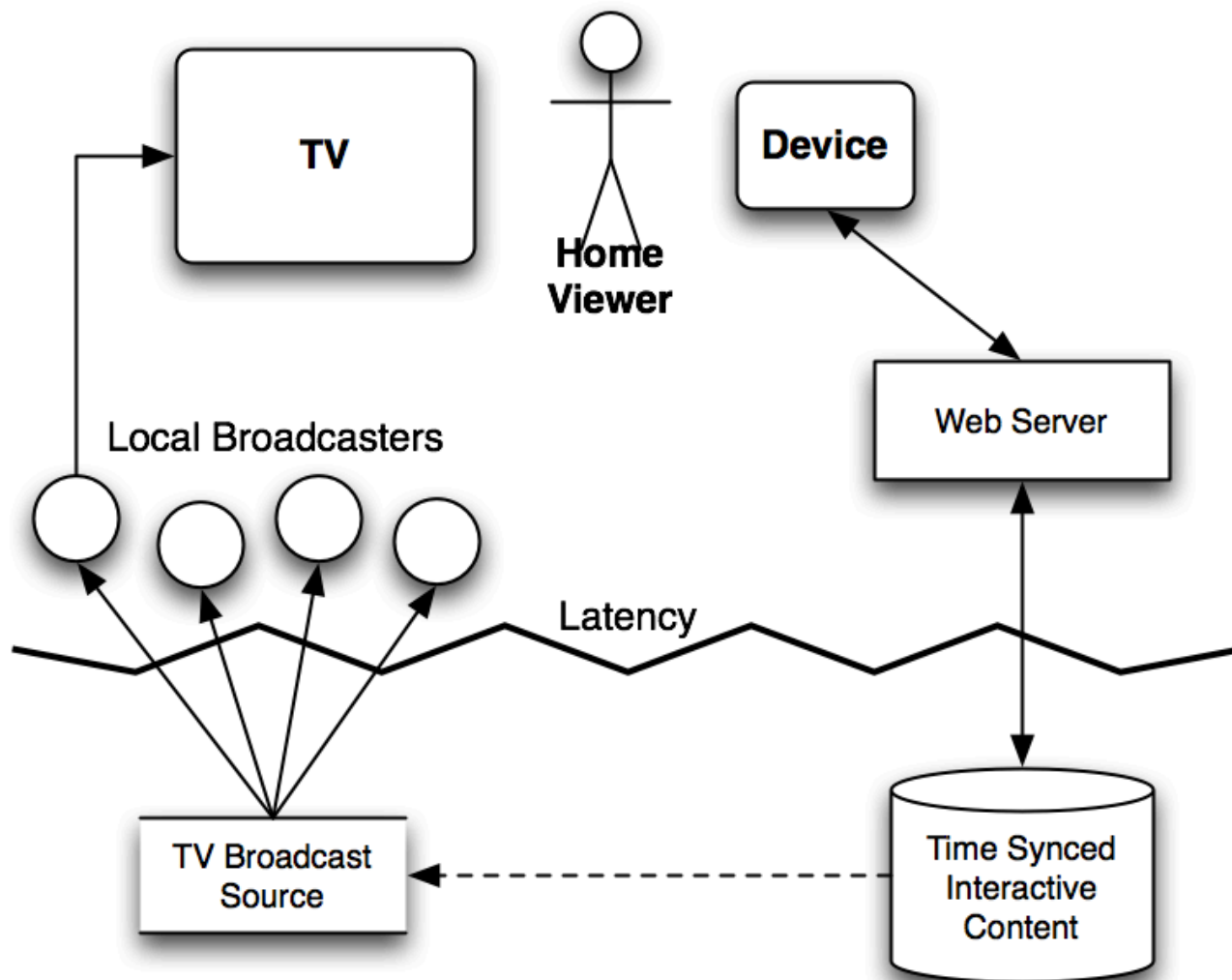
WELCOME

START A GAME

VS



Live Sync Latency



Lessons Learned

- On-Air component is key
- Give a clear reward for playing along
- Tie game to show content as much as possible
- Design for small screens first
- Don't sync too closely (latency)

Thanks!

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