



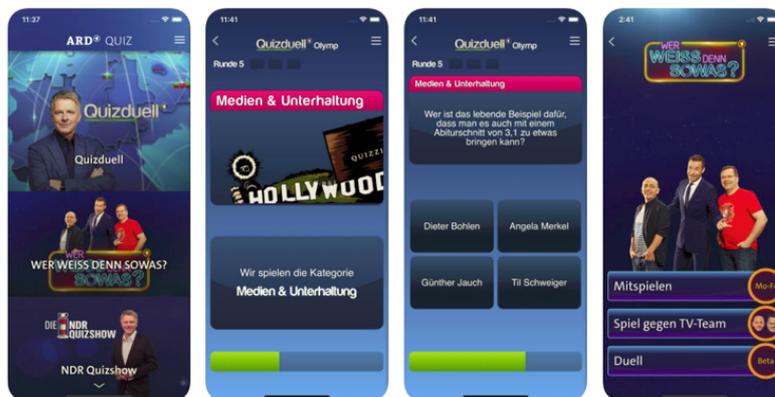
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Digital's New Spin on Television's Classic Ingredients

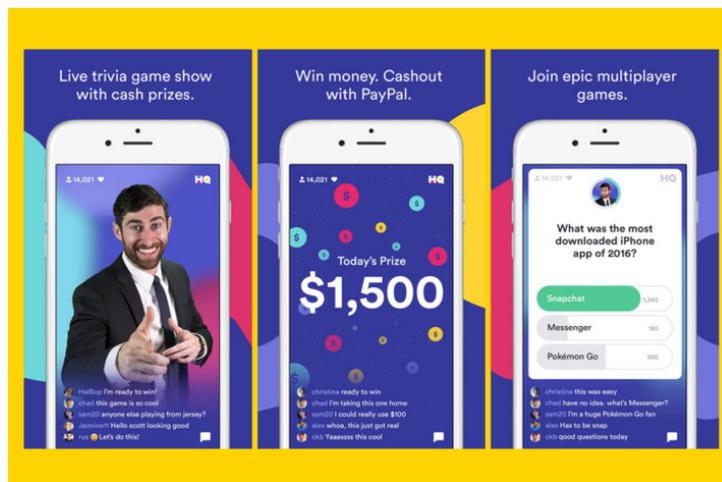
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Online players get more and more inspiration from successful TV shows and capitalise on live events, such as game shows and sports games, which are increasingly available online on smaller screens. With these fresh angles, online players reinvent the codes of television to create an enhanced experience.

Some pubcasters have developed a play along application which users can experience during the programme's linear TV broadcast. In July 2017, ARD, the German pubcaster, created a mobile app for the game show *Wer Weiss Denn Sowas?*. The ARD Quiz app sent a notification to its users before the show started. At home, the viewers could answer the same questions that were asked on the show. At the end, 3 randomly chosen players won 50 euros.



Conversely, trending mobile games mimic daily TV shows in which anyone can play to win money. They're based on the same format as television series – they have hosts, daily live shows, and contestants have to answer general knowledge questions correctly to earn cash and prizes. The US-based production company, Intermedia Labs, launched HQ Trivia created by Vine co-founders Rus Yusupov and Colin Kroll. The app broadcasts live shows with a real host at 3p.m. on weekdays and everyday at 9p.m. During the 15-minute shows, smartphone players have to answer 12 multiple choice questions correctly in order to win. Inspired by the traditional game show *Who Wants to be a Millionaire*, HQ Trivia reaches more than 1,500,000 players simultaneously.



HQ Trivia competes with live mobile game shows such as *The Q*, and its success has led to local adaptations. HQ Trivia's French equivalent, *Flashbreak*, is broadcast daily at 7p.m. Backed by venture capital, HQ Trivia has recently inked advertising deals with Nike and Warner Bros, whose film *Ready Player One* was promoted by the app, including questions related to the film. Our way of bringing moments together is evolving thanks to the democratisation of technology. Virtual Reality and Artificial Intelligence raise the bar by providing more data to viewers who can learn more and play more. For instance, the French broadcaster TF1 launched an app *MyTF1: Coupe du Monde de la FIFA* allowing viewers to watch the World Cup in Virtual Reality, accompanied by live game stats and a replay option for the goals and key plays.

Meanwhile, for the 2018 edition of the French Open, the French telco company, Orange, put forward two creative ideas: Holotennis, where fans can play against the hologram of an opponent on the famous Philippe-Chatrier court, and the virtual tour Look Around. Using a 4K touch screen, visitors get access to areas closed off to the public in real life. Throughout the tour, the visitor is accompanied by an AI guide that answers any questions they may have about the site or the history of the French Open. Online players are relying on innovative strategies to reinvent television formats and take advantage of digital assets. Live events are no longer exclusively dedicated to TV screens, and non-linear broadcasting channels may catch up with the same rallying power. Virtual Reality seems to be a leverage for innovation, already giving us a glimpse of what's on the cards in the next few years. ❌