

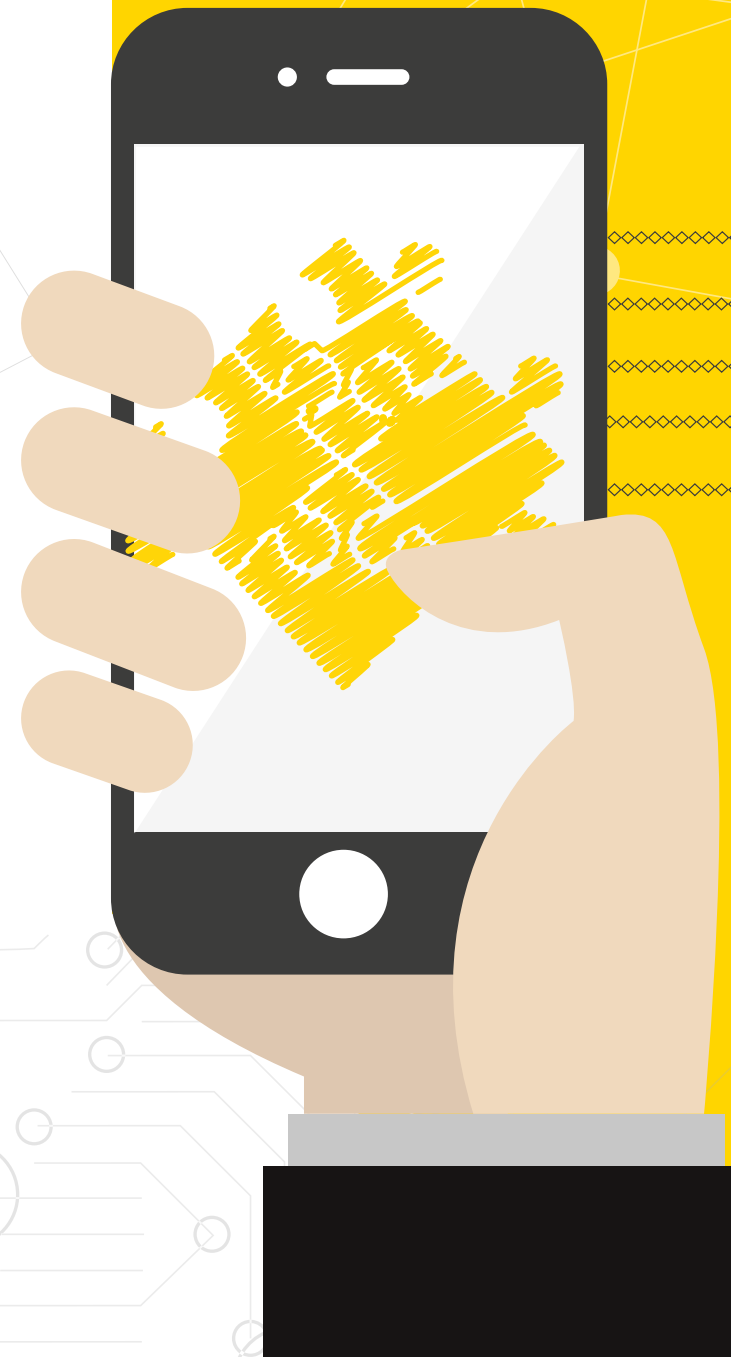


How second screen interactivity is changing the television experience in India

October 2018

The second screen has come into being

One of the key trends seen in 2017 and 2018 has been the increased use of 2nd screen interactivity by broadcasters as a means to engage more with their television audiences.



KBC Play Along
Sony/Jiochat



Hotstar Watch 'N Play
Star Sports/Hotstar



Indian Idol
Sony and Sony Liv



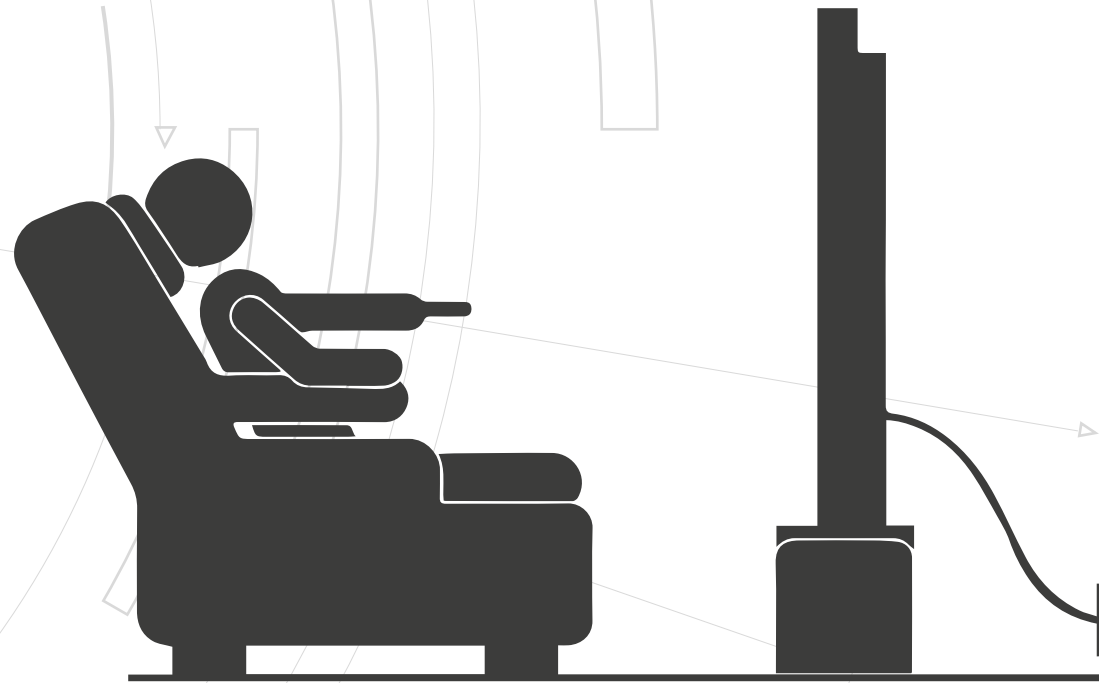
Jio Cricket Play Along
Star Sports/My Jio



Rising Star
Colors/ Colors TV app
and Voot



Second screen interactivity is enabling audience engagement on TV



Thirty percent of the time spent on the mobile device is on entertainment. Its a natural extension that television uses the 2nd screen, be it mobile, tablet or laptop, to provide its audiences the ability to interact more with television content, stories and celebrities.



**TV
households¹**

2018

197m

2020

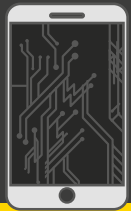
200m

Time
spent
per day

3:44
Hrs Mins

77%

of time spent on
Entertainment
+ Films



**Smart
phones²**

2018²

337m³

2020³

500m

Time
spent
per day⁴

3:20
Hrs Mins

**App time spent
on entertainment**

30%⁵

1 EY FICCI Report "Re-imagining India's M&E sector"

2 Emarketer report 2018

3 EY report 'Digital Opportunities 2017'

4 Economic times (<https://economictimes.indiatimes.com/magazines/panache/indians-spend-roughly-3-hours-a-day-on-smartphones-but-are-they-paying-big-bucks-for-apps/articleshow/62866875.cms>)

5 Omidyar report (<https://timesofindia.indiatimes.com/business/india-business/indians-spend-70-of-mobile-internet-time-on-social-entertainment/articleshow/62125840.cms>)

Interactivity brings significant benefits to broadcasters

As broadcasters compete for advertising with new media companies who can provide millions of profiled audiences, interactivity helps broadcasters with generating viewer data, understanding consumption patterns and most importantly, increasing time spent on television.



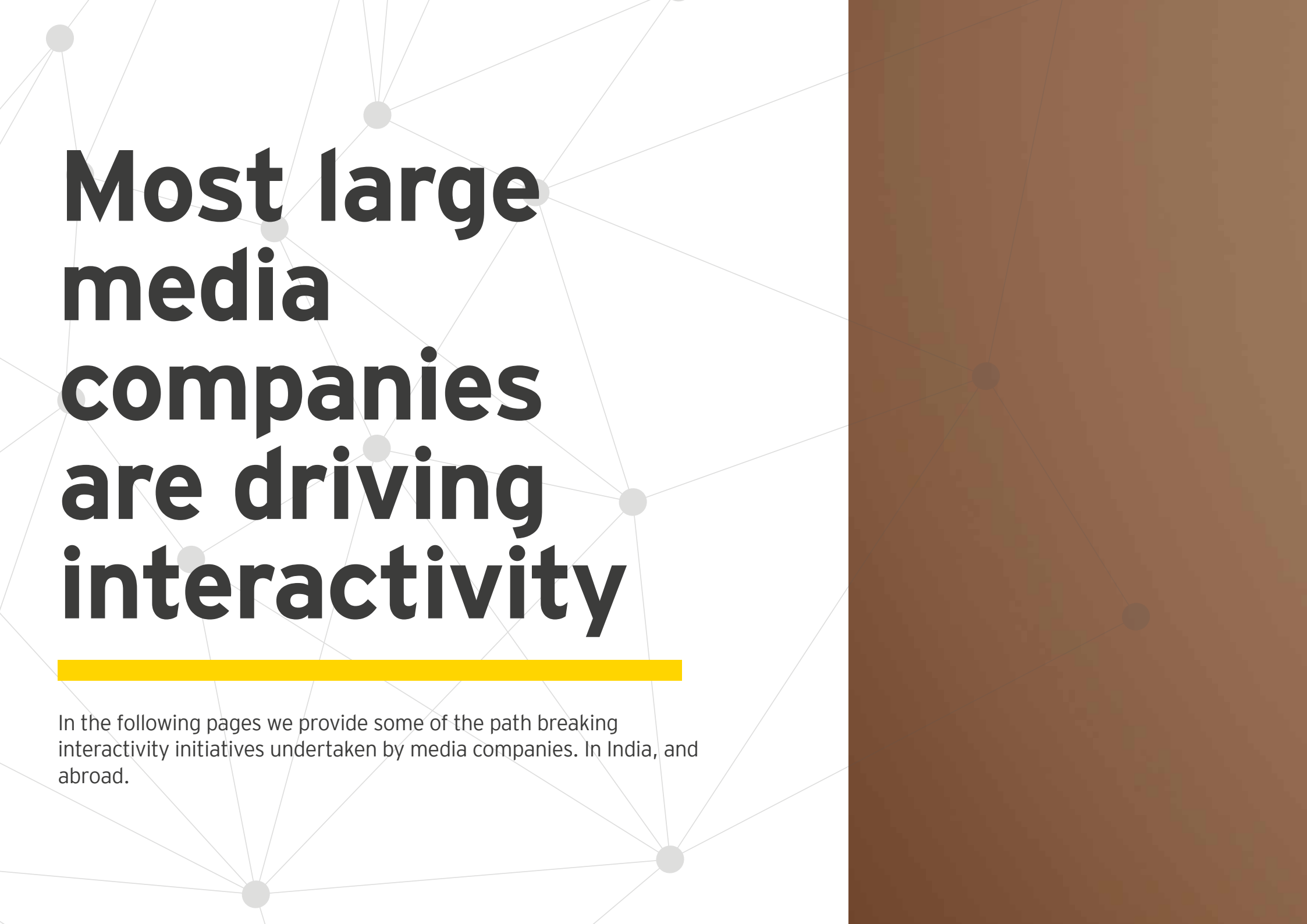
**Differentiate
the brand**

**Increase time spent
on TV by upto 50%¹**

**Monetize
through
second screen
sponsorships**

**Generate viewer data and
better understand their
content consumption
preferences**

**Build immersive
experiences for viewers
which increases loyalty
to content**



Most large media companies are driving interactivity

In the following pages we provide some of the path breaking interactivity initiatives undertaken by media companies. In India, and abroad.





KBC Play-Along

Jio along with SET developed a play-along game for the ninth season of KBC. The idea of the app was to engage viewers so they could not only watch the show but also play along and answer the questions shown on TV, testing their knowledge against the TV contestant and scoring points.



Viewership went up by **73%** over the previous season

3.5 million players on an average daily

Peak of **4+ million** players

9.2 million impressions per episode

Hotstar Watch'N Play



Khel Dekh. **Game** Dikha.

WATCH'N
play

Sign IN, Get Rewards

IPL 2018 was the 11th season of the highly popular T20 cricket league. This season Star decided to simulcast IPL on TV and Hotstar and introduce an interactive play-along app on Hotstar. 202 million viewers watched the matches on Hotstar.

Mix of trivia
and predictive
questions

**10.3
million**
simultaneous
viewers

**2.1
billion**
questions
answered

**2.4
billion**
Hotstar emojis
shared

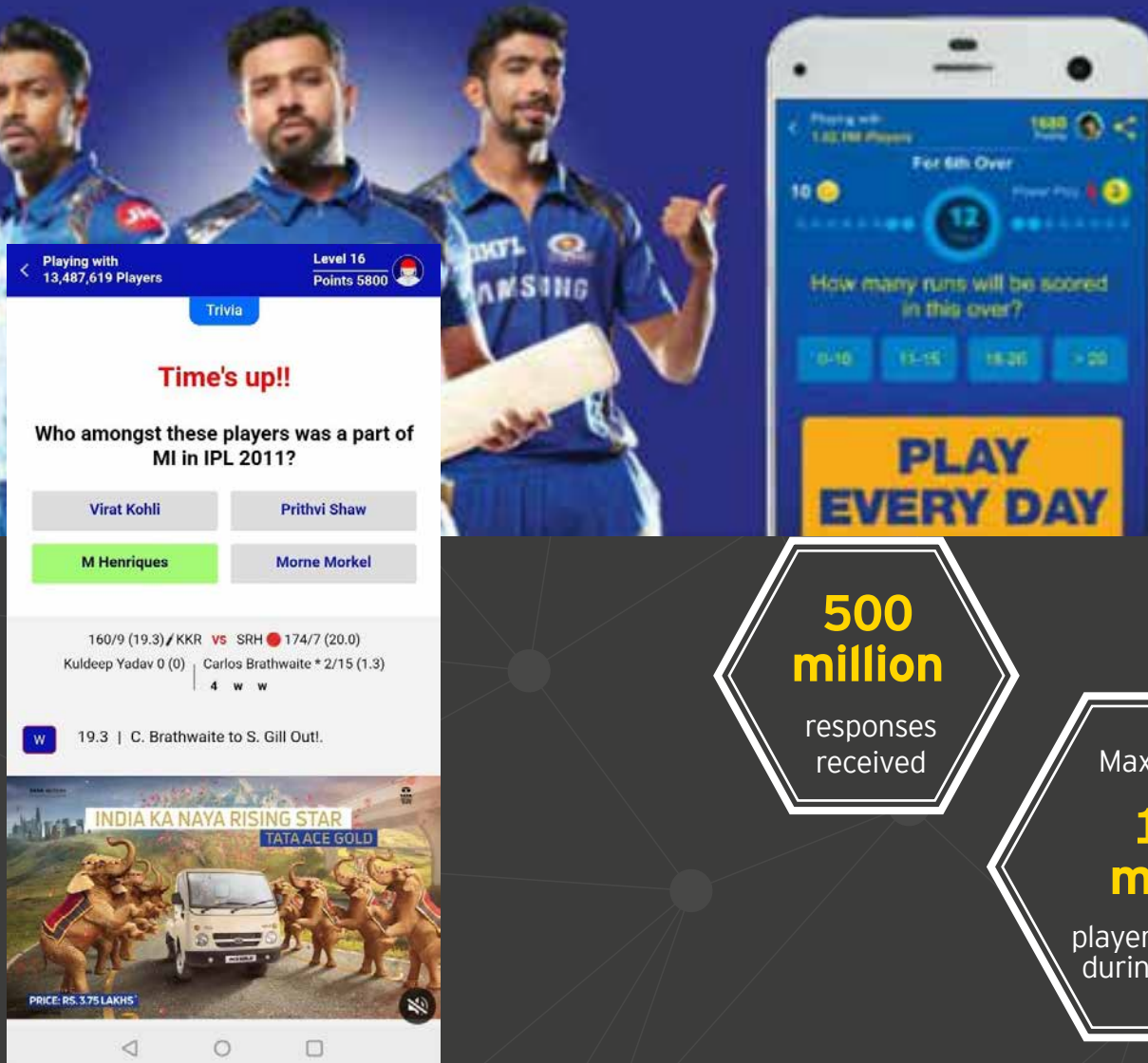




**WATCH. PLAY. WIN.
ONLY ON MYJIO APP**

Jio Cricket Play-Along

Jio decided to have a play along game for live cricket matches of IPL 11 broadcast on TV. While some played to win prizes, others played for the sheer excitement that came along.



**500
million**

responses
received

**58.3
million**

unique players
answered
questions

Maximum of

**18.1
million**

players recorded
during a match

**101.1
million**

unique
players during
the season

Colors Rising Star



Colors Rising Star is a show adapted from the international format "Rising Star" and ran its second season in 2018. It was an engaging experience for viewers as they were able to see the results of their votes on a real-time basis.

6.95 million

number of overall participants

21.87 million

number of interactions

Increase in time spent and stickiness due to the PAG

3.35 million

Total number of check-ins



#SINGALONG

WITH YOUR
FAVOURITE
IDOL
CONTESTANT
ON ...



Sony Indian Idol

In its Tenth season, Indian idol has taken fan engagement to the next level with the Indian Idol Sing Along experience. SET has enabled millions of users to not only vote for their favourite Indian idol contestants, but also to sing along with them, in partnership with Smule. The best 'Sing-Along' performance of the week is featured on the show, giving the users their moment of fame on national television.



1.33 million
unique players
played the game

36.5 million
Total number
of votes
received

Total duration
of
6203 hours
of songs
uploaded by
fans on Sing
Along

Global initiatives

Second screen interactivity has seen some progress globally as well, with some leading content providers finding newer ways to engage with the audience.

NETFLIX

Inspired by the "Choose your own adventure" book series, in June 2017, Netflix premiered Puss in Book: Trapped in an Epic Tale, an animated series that allowed viewers to make decisions about where the story would go and how it would end.¹

NBA

NBA ran a mobile initiative targeting attendees of the Slam Dunk Contest and viewers of TNT. The in-venue and on-air calls-to-action asked attendees and viewers to vote for the best dunker.²

FACEBOOK

Facebook while venturing into TV shows is looking to reinvent it with new interactive shows

Facebook Watch will launch a slate of new shows boasting interactive features like polls and quizzes to make good on the social platform's intent to foster a greater sense of community between creators and users.³

ITV

ITV Media, one of Britain's leading broadcasters, has a dedicated format called "Second Screen Takeover" wherein advertisers are provided with different avenues of integrating their offerings with existing show content in form of click-throughs, dedicated video content etc.⁴

OTHERS

The Walking Dead story sync: The app allows them to share the experience of live episodes together through Trivia and polls during the on-air premier of the latest episode.

Game of Thrones: HBO Go provides the extra content for GoT and also helps in keeping track of the complicated storyline. GoT used social media to host an online roast of one of the most hated characters - Joffrey and went down in history as the world's first crowdsourced roast.

Big Brother Season 20: Viewers having access to contestant details, 24/7 live feed, vote for contestants and the spoiler board. The BB app was introduced to the fans on the season premier with fans voting on the most trending and least trending contestants. Prizes and punishments were granted to the houseguests based on their trending ranks.^{5 and 6}

1. The Verge (<https://www.theverge.com/2017/6/20/15834858/netflix-interactive-shows-puss-in-boots-buddy-thunderstruck>)

2. Mobile Marketer (<https://www.mobilemarketer.com/ex/mobilemarketer/cms/news/messaging/9286.html>)

3. Variety (<https://variety.com/2018/digital/news/facebook-watch-aims-to-reinvent-tv-with-new-interactive-shows-1202849582/>)

4. ITV Media (<https://www.itvmedia.co.uk/advertising-on-itv/partnerships/display-advertising/second-screen>)

5. Mashable (<https://mashable.com/2014/02/03/second-screen-tv-apps/#Wbn9XzK4CuqT>)

6. Meltwater (<https://www.meltwater.com/blog/the-5-best-social-media-campaigns-for-tv-shows/>)

So why does interactivity work?



Interactivity enables broadcasters to further fulfil their core objectives of providing escapism, knowledge and social acceptance to their audiences.



Social Acceptance

Second screen engagement can be used as a tool for social communication, by allowing users to share their scores, opinions, leaderboard, level-ups.

Lean Forward

With reality shows only selecting a handful of contestants to play on each show, the second screen offers viewers the experience of participating on the show from the comfort of their homes.

Immersive Experience

The TV audience's experience is enhanced, they are playing the game/ performing alongside their favourite contestants and in front of the show host or judges. This is a far more intimate form of escapism.

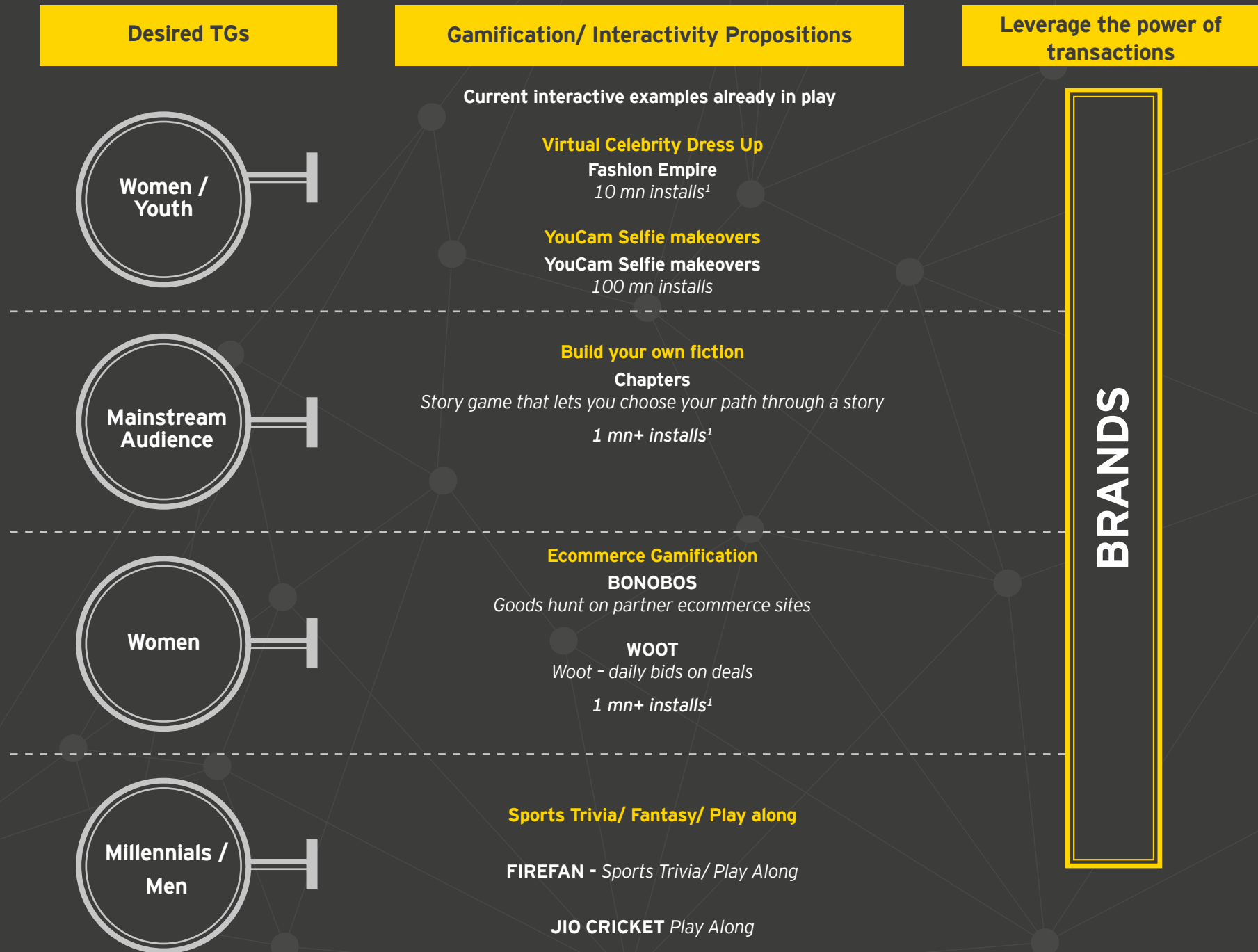
Future of interactivity

Second screen interactivity will not only help broadcasters understand their viewers better through the additional data that could be collected, but also help keep viewers more engaged helping drive the ratings for shows. We see broadcasters and other content owners partnering with tech / telco companies to create some 'never seen before' experience for the viewers. If used wisely, second screen has the power to create its very own loyal viewers who can continue to engage even after the end of the show. It is no longer a just cost element but it has the potential to generate revenue and cut marketing costs as can be seen in the proactive engagement platform diagram alongside, which can help brands connect directly with the TV audiences.

Second screen interactivity combined with an effective loyalty program will have the potential to reap never before seen benefits. The second screen revolution has begun and results are there to be seen. Broadcasters have benefited, platform operators have benefited and advertisers have benefited, too. But the viewers are the real winners.

Interactivity to become more prevalent not just across game shows and sports but across genres such as music, fiction and film.

Proactive engagement platform



Industry speak



Jio is one of the only integrated providers of entertainment based gamification and interactivity in India. As a digital first company, Jio is rightly placed to be a broadcaster's preferred partner to deliver impactful and exciting digital interactivity to their viewers. The popularity of solutions like Jio KBC Play Along and Jio Cricket Play Along demonstrate the advantage of engaging with Jio's vibrant ecosystem comprising over 227 million active mobile data consumers and Jio's Video/Music and other content platforms. Jio Cricket Play Along launched on MyJio enabled over 100 million smartphone users, both Jio and non-Jio customers, to engage with the game. Even for High Fever, we had good interactions on the MyJio app. We have built capabilities to derive insights into viewer's behavior and tailor experiences to suit their tastes in order to forge stronger enduring partnerships with Broadcaster's by providing valuable real time feedback and insights to their programming teams.

- Sameer Mehta,
Leader - Digital Interactivity, Jio



We at SET realized the immense value that was waiting to be unlocked by complementing TV screen with Mobile Screen, the POWER of 1+1. The 2nd screen interactivity in India really kick-started with KBC Season 9 last year with JIO as our partner. This year, KBC Season 10 play-along experience, hosted on Sony LIV app has been developed by us. Apart from KBC, which has a natural slant towards interactivity, we have created a slew of innovative 2nd screen experiences across our programming line-up; Augmented Reality with The Kapil Sharma Show, Sing-along with Indian Idol, Virtual Opinion wall with Crossroads, Co-creating content for Dus Ka Dum to name a few. In the last few months, with over eight 2nd Screen initiatives we have a registered user base of over 20 Mn individuals. Coming months, will see many more innovative and impactful interactivity initiatives from the SET team.

- Amogh Dusat
Head - Digital Products, Sony Pictures Networks (India)



With the world of marketing always evolving, we are constantly innovating new ways to engage with our audience. Rising Star is one such show where we are looking to redefine the term 'reality', with a unique interactive format that engages viewers like a Live match while placing emphasis on the voice, melody and emotiveness of the singer. Even as makers, there's no scope for us to have technical glitches or do post-production to make the content look better. This makes it one of the most genuine ways to connect with an audience and allows for never-before-seen levels of personalization. With auditions conducted in more than 25 towns and cities across India, it is one of the best cases that has seamlessly integrated on-ground, tv and digital mediums at this scale. We've uncovered some hidden jewels in this process, whose unique voice quality and endearing personalities will appeal to the viewers' sensibilities encouraging them to vote and celebrate outstanding talent.

- Sapangeet Rajwant
Head - Marketing and Digital, Viacom18 Pvt Ltd

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Acknowledgements

Dhiraj Ramakrishnan
Reliance Jio

Kartik Dandapani
Sony Pictures Network

Shital Iyer
Viacom18 Private Limited

Shreni Sapani
Viacom18 Private Limited

Abhishek Tyagi

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EYIN1810-007
ED None

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