



# Digital TV Brand Extensions

## Selected Examples Worldwide

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**There are many different approaches to promoting and extending television programs online.** As shows of all genres are being extended online before, during and after broadcast time, different platforms and strategies are being used by broadcasters to extend the on-air experience of television. But despite the variety of the available options for broadcasters, these initiatives are always launched in order **to create more significant and effective ways for the audiences to engage with the program and channel's brands**, both on-air and online.

What follows is a **selection of 15 digital TV brand extensions** created by broadcasters around TV shows during the past 3 months. These examples have been selected **to illustrate recent, original and unique initiatives** while also covering a variety of different types of digital practices.

Among these examples, some feature **impressive interactive online creations to immerse fans** into the program's universe and brands. Such is the case of UNIVERSES OF FRINGE, and GET COMMITTED, websites launched to accompany the returning season of series "Fringe" and "American Horror Story" in the USA, or of FRESH MEAT HOUSE, in the UK. Similar extensions are created **to both activate a program's audience as it returns on screen and to promote the launch of new shows**: such has been the case of COMMAND CENTER and SILICON VALLEY STATUS, created to buzz around two new shows in the USA.

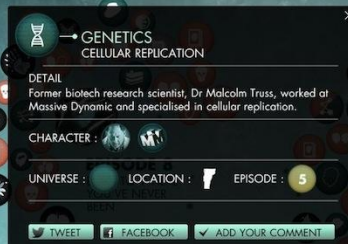
**Alongside important online interactive efforts, more punctual and limited initiatives exist.** We notice examples of this in relation to special dates (PRETTY LITTLE LIARS HALLOWEEN'S PARTY, for instance). These examples of more simple and punctual extensions are significant inasmuch as they illustrate the capacity of broadcasters to create online extensions for programs in diverse and versatile ways.

In this, **Twitter remains television's best (social) friend** as it continues to inform many of the extensions broadcasters are creating, that are often build around this social network putting it at the heart of the online experience. The ZOMBIE ATTACK ON TWITTER campaign created by NT1 and Darewin in France to promote the launch of series "The Walking Dead" is only one of the recent examples of how **Twitter, and Social TV more generally, is today key in engaging with audiences** and in particular with younger demographics.

While examples have been selected worldwide, **numerous examples of innovative and successful digital extensions to TV programs exist today outside the Anglo-Saxon markets** – for instance in Germany, in the Netherlands and in France – where digital extensions are also becoming commonplace. But the **USA and the UK remain to date the most active markets globally** as to extending television outside the box.

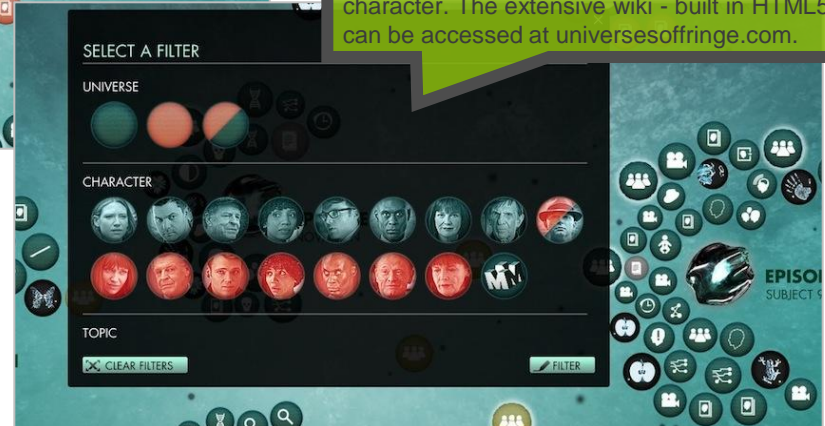
|   |       |
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| LAST RESORT: COMMAND CENTER // ABC // USA                         | p. 06 |
| FRESH MEAT: FRESH MEAT HOUSE // CHANNEL 4 // UK                   | p. 07 |
| START-UPS: SILICON VALLEY: SILICON VALLEY STATUS // BRAVO // USA  | p. 08 |
| MOONSHINERS: TWEET-POWERED DISTILLERY // DISCOVERY CHANNEL // USA | p. 09 |
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| LE MEILLEUR PATISSIER: SOCIAL SHOP // M6 // FRANCE                | p. 18 |
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The fifth and final season of FOX's mystery drama "Fringe" premiered in late September 2012. Warner Bros., the studio behind the series, published the fourth season on DVD and Blu-ray a few weeks early for fans to catch up. Along with the release, an interactive comprehensive website titled 'Universes of Fringe' was launched. The website features a dynamic visualization of all the facts, figures and phenomena of season 4.



It was developed for fans and by fans of the series. They can post their own thoughts and theories about the mystery as well as upload user-generated content such as fan art via Devian Art and Tumblr. Each episode is surrounded by red or blue bubbles featuring different icons. They represent different topics appearing in the episode such as Genetics. By clicking on a bubble, an overlay window appears providing detailed information with dedicated characters, universes, locations and related episode.

Some bubbles represent user-generated content with e.g. images, videos and other fan-made content. All bubbles can be commented and shared via Facebook and Twitter. The displayed elements can be clustered by episodes, location of the series, topics and character. The extensive wiki - built in HTML5 - can be accessed at [universesoffringe.com](http://universesoffringe.com).





ABC introduced the extensive interactive website 'Command Center' for its new drama series "Last Resort". When accessing the site, a short preview of the pilot episode begins to play. The website looks like the command center of a submarine containing a large variety of different format-related content:



**Social Media:** format-related tweets and links to the official Twitter and Tumblr accounts; a preview of Instagram and Pinterest profiles; links to GetGlue check-in and to the interactive 'Com Center' on YouTube; a section with downloads such as wallpapers, Facebook profile pictures and a Twitter skin.

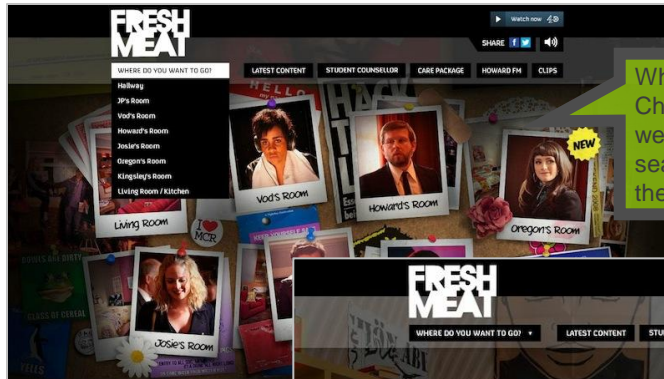


**Videos:** an extended preview of the first episode with background information about characters and items such as missiles used in the series; a horizon mode with a special scene of the series; a sneak peek and other videos featuring characters.



**Game:** click-through game with different levels





When "Fresh Meat" returned in October 2012, Channel 4 launched the interactive companion website "Fresh Meat House" accompanying the season premiere. The content is produced by the team behind the original series.

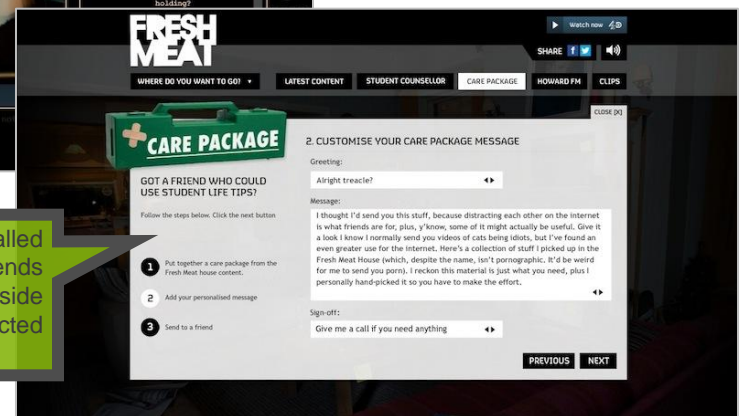


Fans can access the rooms of the flat mates, the living room and the kitchen. Each room provides clickable items of the tenants.



Some items contain video files such as personal notes or the four-part "Howard FM" webisodes centering on the eccentric main character's radio show.

Fans can send a so-called 'Care Package' to friends with a personal note. Inside the package are selected items from the website.



A week before the premiere of "Start-Ups: Silicon Valley" on Bravo, the broadcaster released the interactive companion website SiliconValleyStatus.com as well as a Facebook app.

## SILICON VALLEY STATUS

IT'S NOT JUST A STATUS, IT'S A STATEMENT.  
WHAT'S YOURS?

In Silicon Valley, it's not just about your next big idea, it's about how you're perceived. Bravo's newest series, Start-Ups: Silicon Valley wants to see how your social influence stacks up against the Valley's rising stars.

Your Silicon Valley Status (SVS) score measures three social networks for necessary elements of social savvy: Popularity, Influence and the 'IT' Factor. The higher your SVS, the more bragging rights, the better your chance of having your face on Bravo's digital billboards in San Francisco.

Ready to put your status to the test?

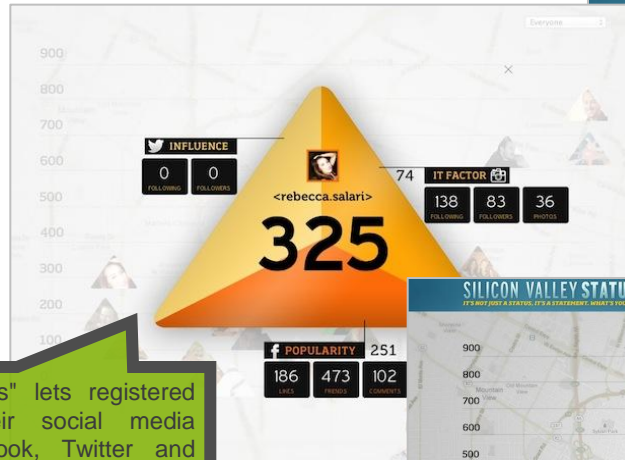
[GET STARTED](#)



Users receive video tips from the cast members on how they can expand their personal score. The cast members' scores and bios are provided as well. The users with the highest scores will be featured on digital billboards on Highway 101 between San Francisco and Silicon Valley.

"Silicon Valley Status" lets registered users measure their social media influence on Facebook, Twitter and Instagram against their friends, cast members and celebrities from Bravo shows. The 'Facebook Popularity Score', the 'Twitter Influence Score' and the 'Instagram It Factor Score' are based on the user's activities, engagement and reach on the social networks.

The leaderboard can be filtered by various categories: everyone taking part in the social competition, Bravo celebrities and personal friends.



<hermione.way>

Even a brilliant, British accent won't help lame Facebook updates. Hermione will help you keep your Facebook friends entertained and coming back for more!

### MORE INSIDER TIPS

- <hermione.way>  
Even a brilliant, British accent won't help lame Facebook updates.
- <david.crowe>  
The science behind posting on Facebook and Instagram...
- <sarah.austin>  
Sarah is that girl on Instagram who you hate for her pics...
- <david.murray>  
David knows how to take the perfect profile photo to ensure...
- <ben.way>  
Ben cares you in on how he got his elevator pitch, dashing...



**Moonshiners** Tweet-Powered **DISTILLERY**

New Season **WED NOV 7 10/9c** #Discovery

— Win a Moonshine Prize Pack —

**Sorry WE'RE CLOSED**

The distillery is closed for the night...but don't worry - you can keep voting! See you tomorrow at 9am Eastern!

**Tweets**

Drew @GrossCantKiss  
I'm making #sharp moonshine with @Discovery's #Moonshiners! buzzleed.com/discovery/tweete...

Discovery Channel US @Discovery  
Read about our #Moonshiners Tweet-Powered Distillery new 3y76P4n via @buzzleed

Discovery Channel US @Discovery  
30 more shiners' minutes left in this episode, West Coast! #Moonshiners

Compose new Tweet...

Discovery Channel's reality docu "Moonshiners" returned in early November 2012. For the second season, the broadcaster launched a Twitter-based community contest. The 'Tweet-Powered Distillery' allowed fans to help create a customized moonshine (a self brewed shine) and win format-related items.

The tweet-campaign was split up into five phases - explained in detail with photos and videos. To participate, users had a variety of choices in each phase. Their choice had to be tweeted to the official DSC Twitter account @Discovery combined with the hashtag #moonshiners.

**1 SELECTING the INGREDIENTS**

Tell us what you want in the hooch!

**2 Second DISTILLATION**

Perfecting the flavor

At the second distillation stage, the batch is captured for bottling. This is a key step in keeping the spirit free of poisons, and it also defines the alcohol profile of the result. In order to do this, the batch is "cut" during the siphoning of the heart section in order to get the right chemical components for the desired flavor.

The secret recipe determines the batch's flavors.

- #Sharp favors come from allowing more of the head in the final mixture.
- #Balanced flavor profiles provide a mixture of early, intense, and later more flavorful elements.
- #Aromatic favors are the result of cutting the heart off late and allowing some of the tail into the mixture.

Alcohol evaporates at a lower temperature than water.

**3 First DISTILLATION**

Tell us what you want in the hooch!

**5 BOTTLING and LABELING**

Tell us what you want in the hooch!

**Vote FOR YOUR FAVORITE:**

| Tweet | #SHARP | #BALANCED | #AROMATIC |
|-------|--------|-----------|-----------|
|       |        |           |           |

Tweet your choice at @Discovery #moonshiners to help us make Moonshiners moonshine!

| Tweet | #RED | #WHITE | #BLUE |
|-------|------|--------|-------|
|       |      |        |       |

Tweet your choice at @Discovery #moonshiners to help us make Moonshiners moonshine!

In the first phase, fans could vote with hashtags for the ingredients: #malt, #wheat or #rye. The second phase allowed fans to vote for the fermentation with the hashtags #sharp, #balanced or #aromatic. In the third and fourth phase, they could vote for the distillation processes. And the fifth and final phase allowed fans to vote for the packaging with the hashtags #red, #blue and #white. The so-called 'tweet meters' present the current votes. The final moonshine will be unveiled during a special event.

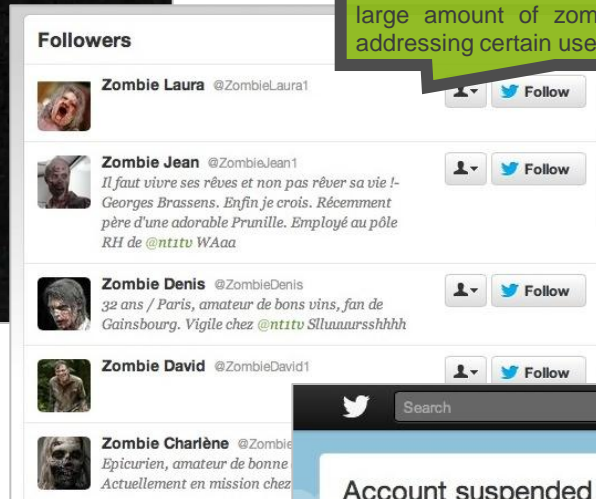


To promote the syndication launch of "The Walking Dead", French network NT1 and Social TV agency Darewin ran a guerrilla social media campaign giving fans the thrill of being stalked by zombies. The channel posted a news story that several NT1 employees had been infected by a virus of unknown origin and aired several TV spots to warn the population and to provide safety instructions.

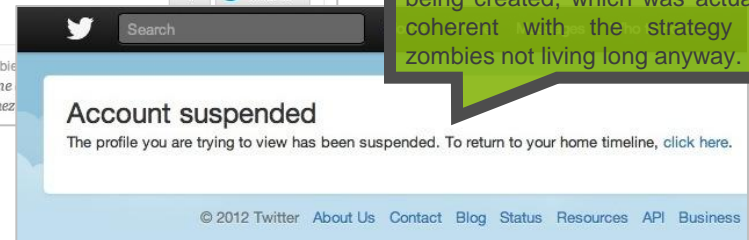


In order not to be attached by these zombies, the spots claimed to NOT tweet the hashtag #WalkingDeadNT1, to NOT share posts on the official Facebook fan page and to NOT comment on the official show's website.

Users that did not follow these instructions and actually did send out tweets or comments were followed on Twitter by a large amount of zombies sometimes even addressing certain users.



The campaign led to many users themselves posting about NOT to tweet that hashtag thus creating even more buzz for the campaign. Some zombie accounts were suspended by Twitter shortly after being created, which was actually coherent with the strategy of zombies not living long anyway.



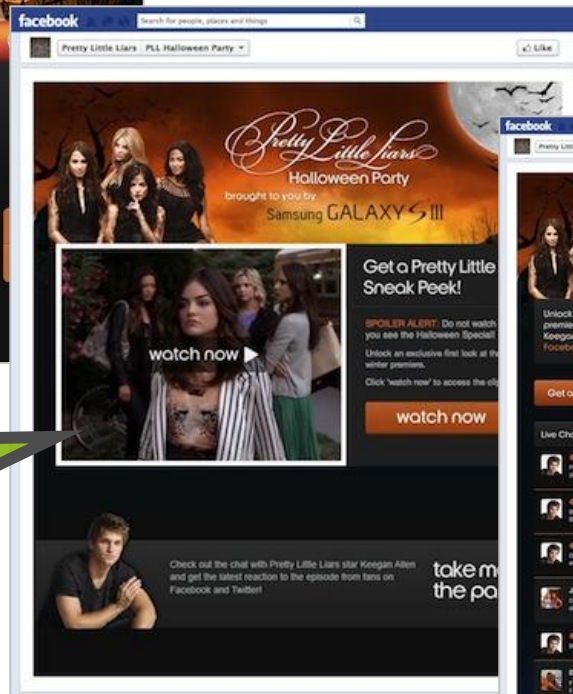
# PRETTY LITTLE LIARS: PLL HALLOWEEN PARTY // ABC FAMILY // USA



In fall 2012, ABC Family released the Facebook app 'PLL Halloween Party' for its series "Pretty Little Liars". The app was designed to create social buzz with Facebook and Twitter after the midseason finale in late October 2012.

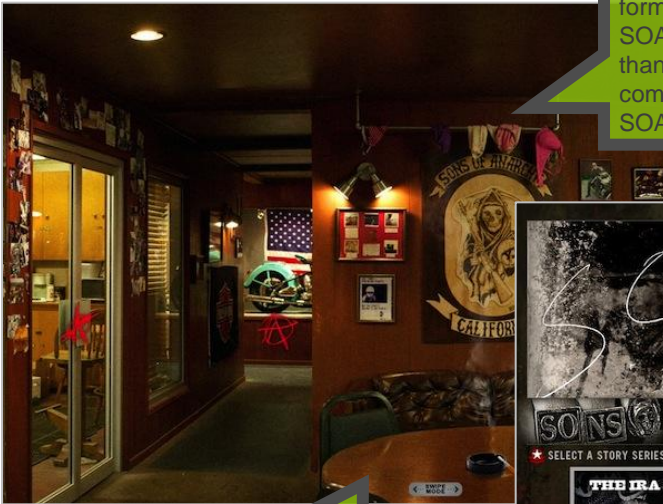


During and after the broadcast of the last episode, fans could ask two of the main actors questions. The different show's hashtags were in the trending topics on Twitter during the broadcast.



When the episode ended, a sneak peek of the upcoming winter premiere episode was unlocked in the app. Besides the chat option and the preview clip, fans could take part in a sweepstakes to win a Galaxy S III from sponsor Samsung. It was the first time, ABC Family also used Facebook for its chat with actors. There were 1.1 million social media comments about the special – 1.1 million tweets and around 1,300 public Facebook posts - according to Bluefin Labs.





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 for Android and iOS.



Users can take a virtual tour through the motorcycle gang's headquarter. 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 the next room.

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

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. Additionally, a Twitter stream has been integrated into the SOA Gear timeline displaying selected tweets during specific key moments of the story.



# THE VOICE OF HOLLAND: SINGING SUNDAY APP // RTL4 // NETHERLANDS

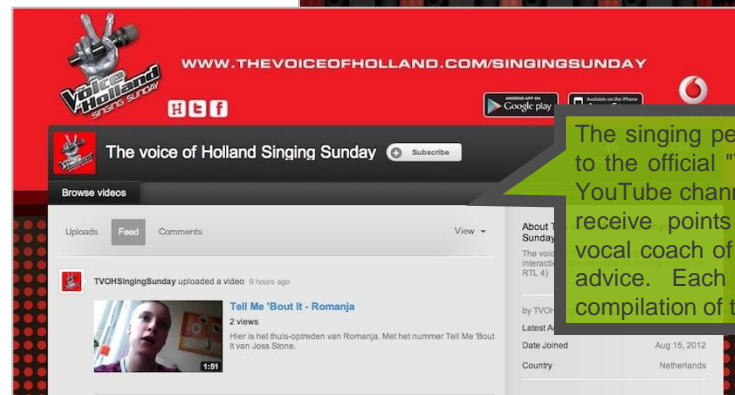


"The Voice of Holland - Singing Sunday" is a spinoff of the music casting show "The Voice of Holland" and premiered on Sunday, Oct. 14, 2012 on RTL4. Fans can take part in the show using a new second-screen app, named after the show and branded by show sponsor Vodafone.



Fans can sing along with their favorite talents in order to compete for an exclusive home concert performed by the finalists. To participate, users need to use the video record mode in the app and start recording at least 30 seconds of themselves singing along with the song on air.

After the performance, users will receive a virtual rating through turned around chairs.



The singing performances can be saved and uploaded to the official "The Voice of Holland - Singing Sunday" YouTube channel and shared on social networks. Users receive points and badges for participation and the vocal coach of "The Voice of Holland" provides singing advice. Each week, the spinoff show features a compilation of the best home uploads.



The local adaption of "The Voice" returned in mid October 2012 on ProSieben and Sat.1. Leading up to the premiere, the community game 'The Voice of Germany – Join the Team' was released. The game enables fans to create a virtual team and to take on the role of a coach.



After picking one of the actual coaches' teams, players could listen to the applicants' blind auditions online - only the voice and the song name appear, no names or pictures of the actual applicants are shown. In total, users could select 16 candidates for their team.



The Social TV platform 'ProSieben Connect' informs users when their picked candidates appear on screen. If the candidate reaches the next round, its name and photo will be visible and the players receive points for their teams. Users with the most points have the chance to win a trip to Berlin to attend the live shows.

**À VOUS DE JOUER !  
FAITES VOS PRONOSTICS**

Choisissez vos binômes et glissez les dans les cases vides par ordre d'élimination.

**20 000 € POUR ORGANISER VOTRE TOUR DU MONDE**

Glisser Déposer

Ordre des éliminations :

#1 #2 #3 #4 #5 #6 #7

**VALIDER mes pronostics**

To promote the French edition of adventure format "The Amazing Race", the new channel D8 launched a Facebook app allowing fans to guess which couple of participants will be eliminated at the end of each of the episodes and in which order. After liking the show's official Facebook page, players must drag and drops tiles representing the couples of participants in the correct order of elimination.

**GAGNEZ VOTRE AMAZING RACE**

A votre tour, partez faire le tour du monde. Avec une enveloppe de 20 000 euros, organisez ce voyage à votre convenance : escales, continents, villes, hôtels, visites....  
Vivez cette expérience unique avec la personne de votre choix

PARIS  
LOS ANGELES  
HAWAÏ  
DUBAÏ  
RIO  
IGUAÇU  
RÉSERVE D'ACQU  
LE CAP

**TENTEZ VOTRE CHANCE !**

Players guessing correctly will have a chance to win a 20.000 Euro prize to organize their very own trip around the world.

The Facebook app also provides information on each of the participating couples with scores of their chances to win the game or to be eliminated next. These scores are based on user votes.

**À VOUS DE JOUER !  
FAITES VOS PRONOSTICS**

Choisissez vos binômes et glissez les dans les cases vides par ordre d'élimination.

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Ordre des éliminations :

#1 #2 #3 #4 #5 #6 #7

**VALIDER mes pronostics**

**JOUER À GAGNER ÉPISODES BINÔMES**

- Les surfers
- Les cyber amis
- Les policiers
- Les étudiants
- Les jumeaux
- Le pire et fils
- Le couple
- Les amis
- Les copains d'enfance

**LES JUMEAUX**

Oucet et Lessana, 28 ans, sont jumeaux et unis par leur fraternité. Chacun est « l'oxygène de l'autre ». C'est ainsi qu'ils définissent leur géméité. Originaires du Mali, ils vivent en région parisienne, à Vincennes, où ils sifflent être connus comme des loups blancs ! Participer à AMAZING RACE est une façon pour eux de démontrer qu'ils ne sont pas identiques mais complémentaires. Parmi leurs dix frères et sœurs, ils n'envisagent l'aventure avec personne d'autre.

**58%** Chances de gagner Amazing Race

**53%** Chances d'être éliminés au prochain épisode

**JE SOUTIENS CE BINÔME**





To promote the first season premiere of J.J. Abrams "Revolution" series, NBC ran a campaign called "Powered By The People". For a start, users were given the chance to vote eleven cities in the country to host a pre-premiere theater screening of the show's pilot episode.

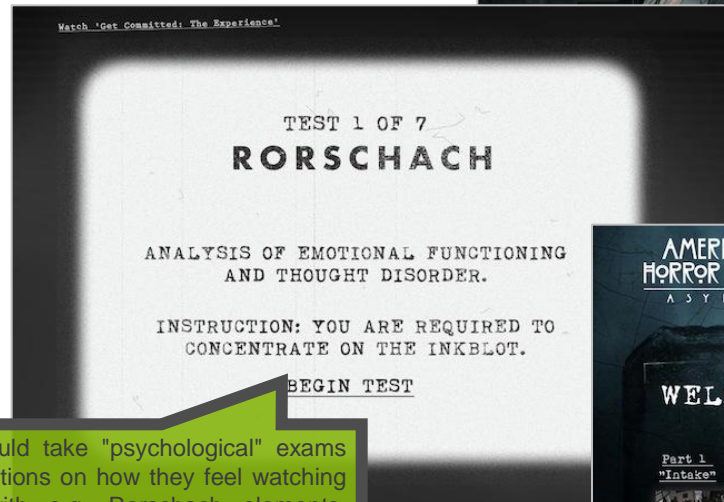
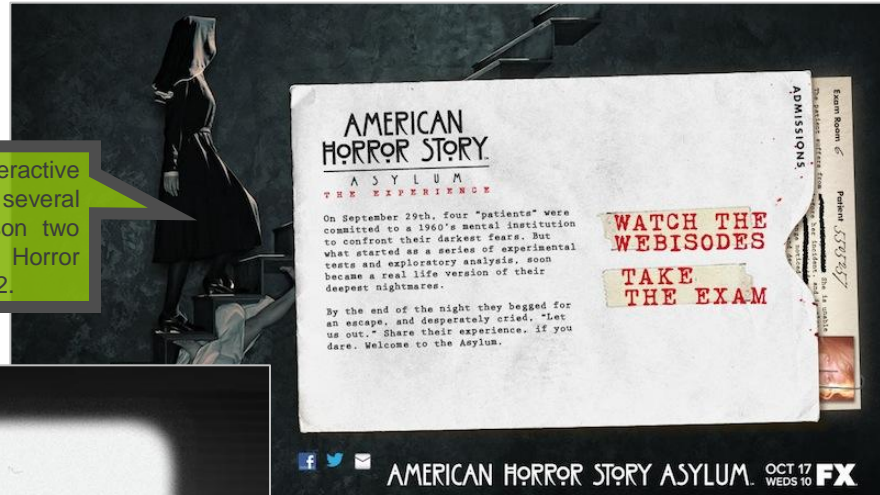
Inspired by the series' theme (the world facing an inexplicable permanent power blackout), the screening in New York then was accompanied by a bigger special event: 80 "power pedalers" on exercise bikes, including series star Tim Guinee, manually generated the electric power necessary for the screening.



The organizers, who had teamed up with a local NGO called Transportation Alternatives, encouraged guests to bike or walk to the venue, and provided bike valet on site.



FX introduced the interactive website "Get Committed" several weeks prior to the season two premiere of "American Horror Story" in mid October 2012.



Users could take "psychological" exams with questions on how they feel watching videos with e.g. Rorschach elements. Afterwards, the site diagnoses the 'mental health' of participating users.



Fans could also enter the 'AHS: Asylum contest', which closed in mid September 2012. Hardcore fans of the series could win a four-night-long trip to an actual old asylum. There, the participants were subjected to a series of psychological tests and experiments. The tests and experiments were filmed. Six webisodes were published on the dedicated website ahsasylum.com.



"Le Meilleur Pâtissier" is a new competition show devoted entirely to baking. In this French adaption of BBC Two's "The Great British Bake Off", ten passionate homebakers take part in a 'bake off' testing every aspect of their baking skills.



To promote the new show, M6 sent a food truck with a "social shop" to the streets of Paris on November 21, 2012.

The food truck stopped in different popular places such as in front of the Sorbonne or at the Bastille. In exchange for a tweet or post on Facebook promoting the format, pedestrians received a pastry or small cake.







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.



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



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

**VAST MEDIA** is a Berlin-based company specializing in providing competitive market analysis in Social TV. We are tracking how international broadcasters and producers promote TV shows online and extend their brands digitally in order to drive engagement with audiences on different platforms.

The **TV@WEB DATABASE** is part of VAST MEDIA's unique tracking services for the television and digital entertainment industry around the world. Daily updated, it contains hundreds of best practices ranging from Social TV campaigns and multiplatform storytelling to second-screen apps, play-along games and branded content.

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