

OBJECTIVE

Understand audience reactions to the new ad experiences You.i TV technology can create for business partners.

RESEARCH METHODOLOGY

Qualitative groups interacted with 3 distinctive types of experience: 1) Over (on top of content), 2) Embedded (within content) and 3) On the video (dynamic placements).

PRINCIPLES

- Mind the content
- People still want a story
- People want to interact...on their own terms
- Keep it simple. Educate.

MENU INTEGRATION



RESULTS

TAKE ACTION TO GET MORE INFORMATION WITHOUT INTERRUPTING CONTENT

BUSINESS APPLICATION

DRIVE PURCHASE COUPONING
DIGITAL COUPON BOOK

STATIC OVERLAY



RESULTS

- NOTICES AND APPRECIATED
- NON-INTRUSIVE

BUSINESS APPLICATION

WORK BEST FOR PRODUCTS THAT HAVE AN ESTABLISHED IDENTITY AND FIT THE TONE

INTERACTIVE OVERLAY



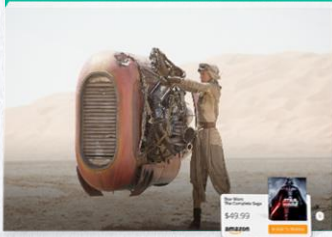
RESULTS

- WELCOME OPPORTUNITY TO INTERACT
- PROVIDE ABILITY TO DISMISS EXPERIENCE

BUSINESS APPLICATION

DEVELOP CUE TO INTERACT, DISMISS, SAVE OR VIEW LATER

PURCHASE OPPORTUNITY



RESULTS

- ONE-CLICK INTERACTION IS WELCOME
- MAKE CALL TO ACTION (CTA) LARGE ENOUGH TO BE NOTICED

BUSINESS APPLICATION

- ABILITY TO BUY ON-SCREEN
- ADD PARENTAL CONTROL FEATURE

NEXT ON OVERLAY



RESULTS

- NON-CONTENT MOMENTS ARE PREFERRED REAL ESTATE
- VIEWERS WELCOME INTEGRATIONS IN THE HANDOFFS

BUSINESS APPLICATION

PRIME OPPORTUNITIES FOR ACTION AND ENGAGEMENT

PLAYER OVERTAKE



RESULTS

BRING ATTENTION TO THE BRAND WITHOUT COMPROMISING THE CONTENT EXPERIENCE

BUSINESS APPLICATION

DEVELOP RELEVANT BRAND EXPERIENCE WITH STRONG CREATIVE TO KEEP VIEWERS' ATTENTION