

Social TV at Work

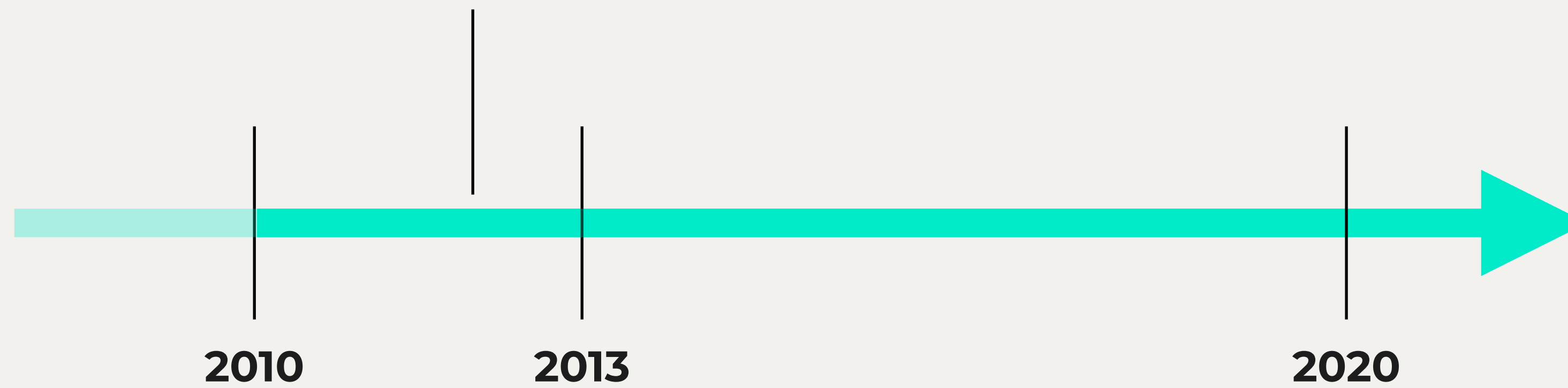
The logo consists of the letters 'G' and 'P' in a bold, sans-serif font. The 'G' is a vibrant magenta color, and the 'P' is a bright cyan color. They are positioned side-by-side within a white square.

Bertram Gugel
@digitalerfilm

**Eine neue Sicht
auf Social TV?**

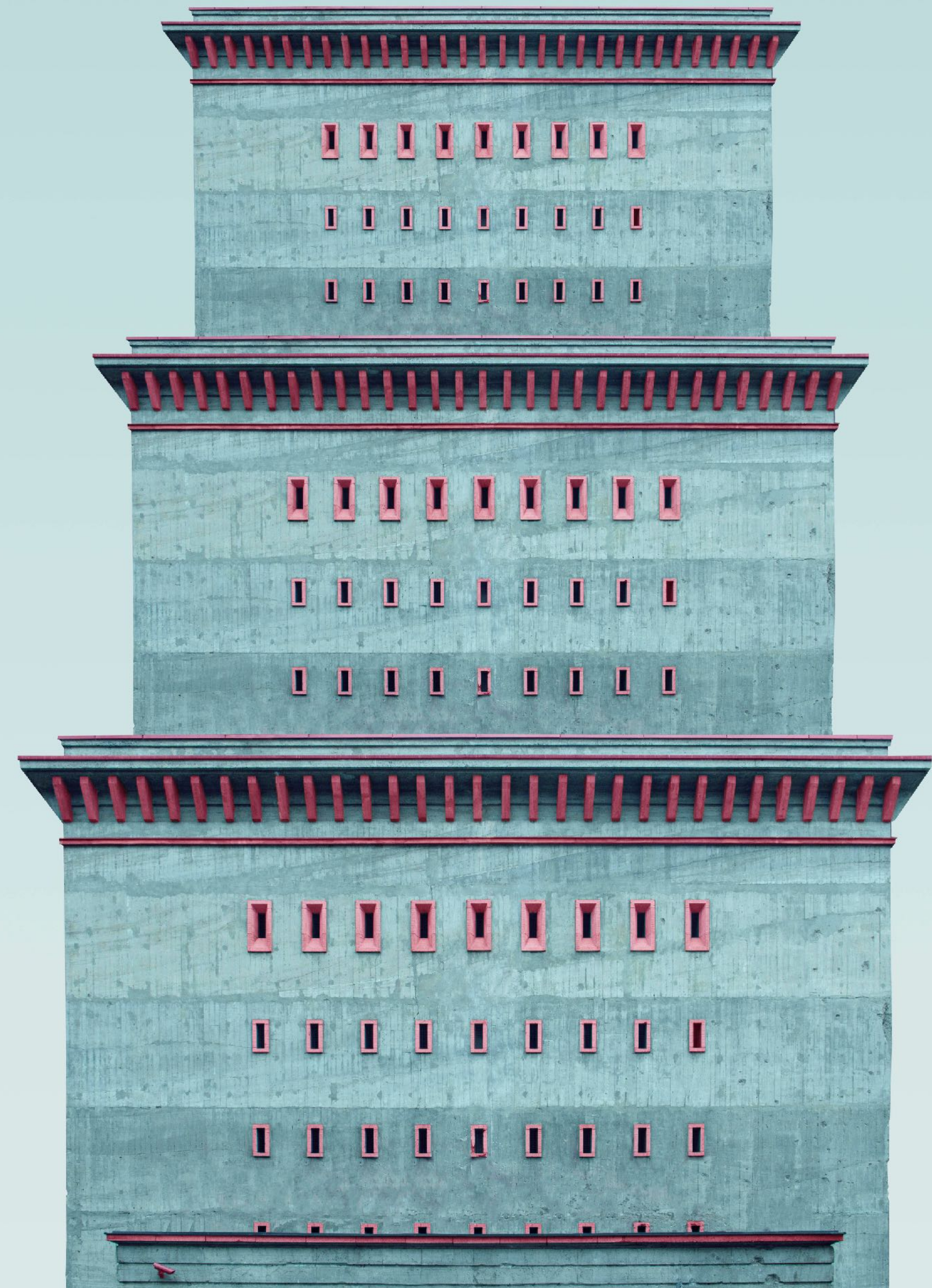
Etwas Geschichte

1. Social TV Summit

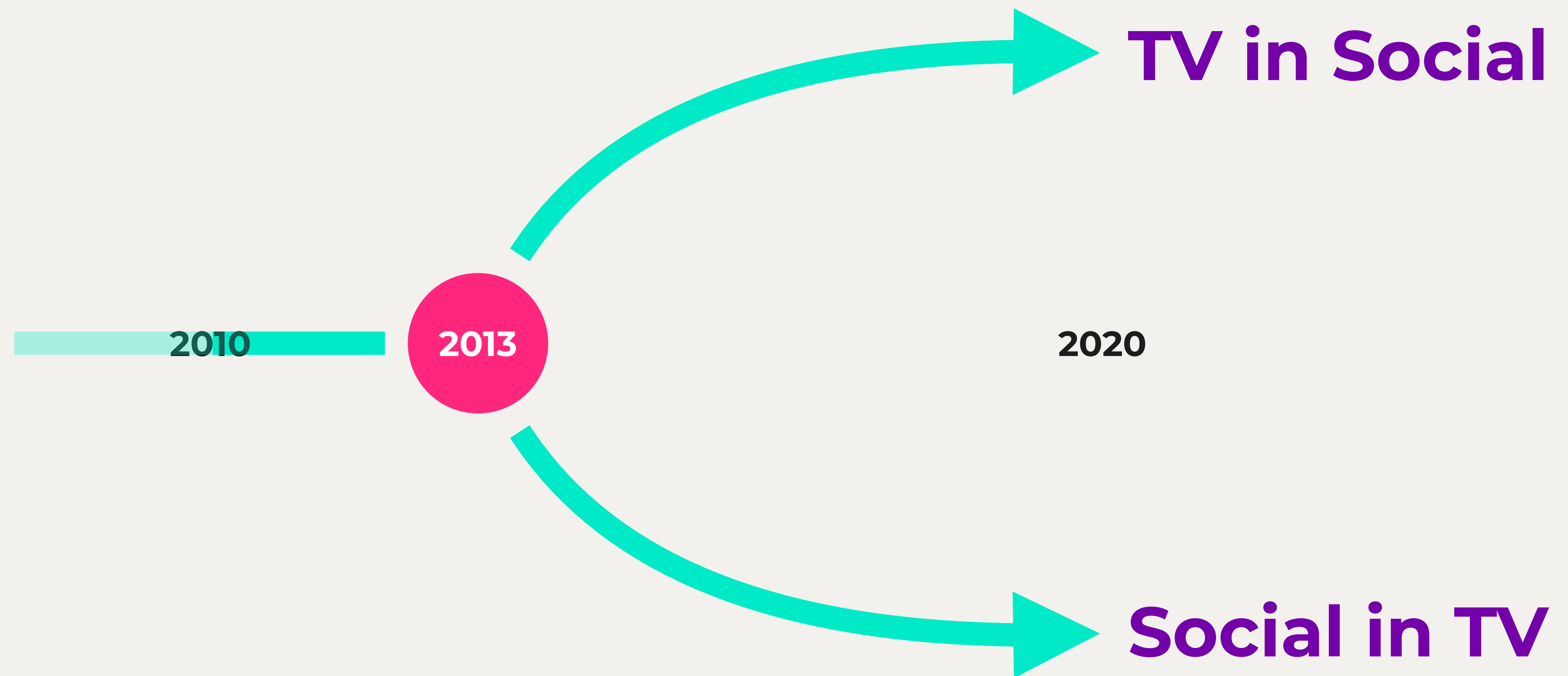


Drei Level von Social TV

- 1. Personalisierung des TV Programms.**
- 2. Interaktion mit und über TV-Inhalte.**
- 3. Virtualisierung des sozialen Kontextes.**



Zwei Wege für Social TV



Zwei Wege für Social TV



YouTube-Kanäle der Sender seit 2005

2005 Start →

2009

2013

2017

Abrufe

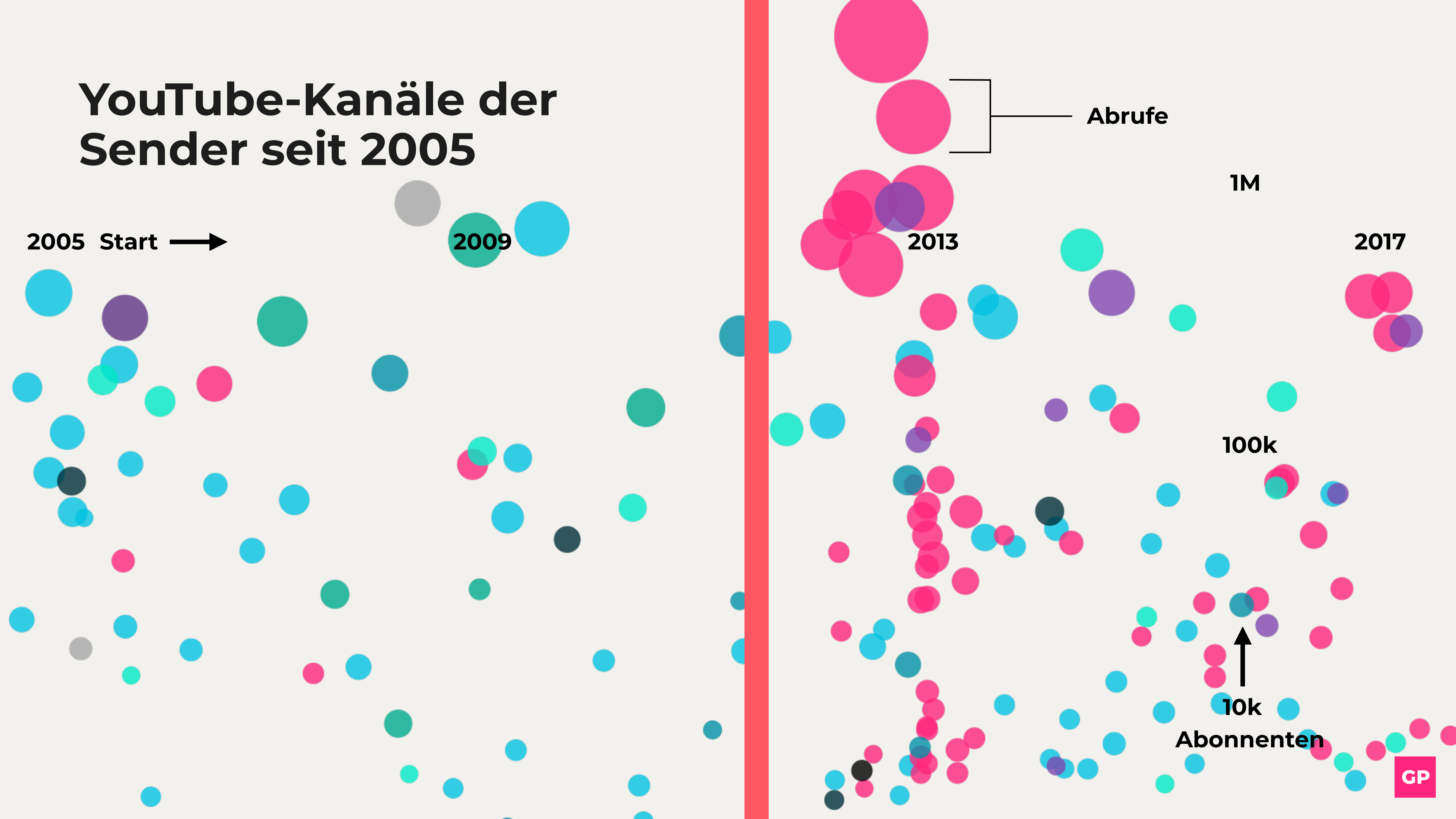
1M

100k

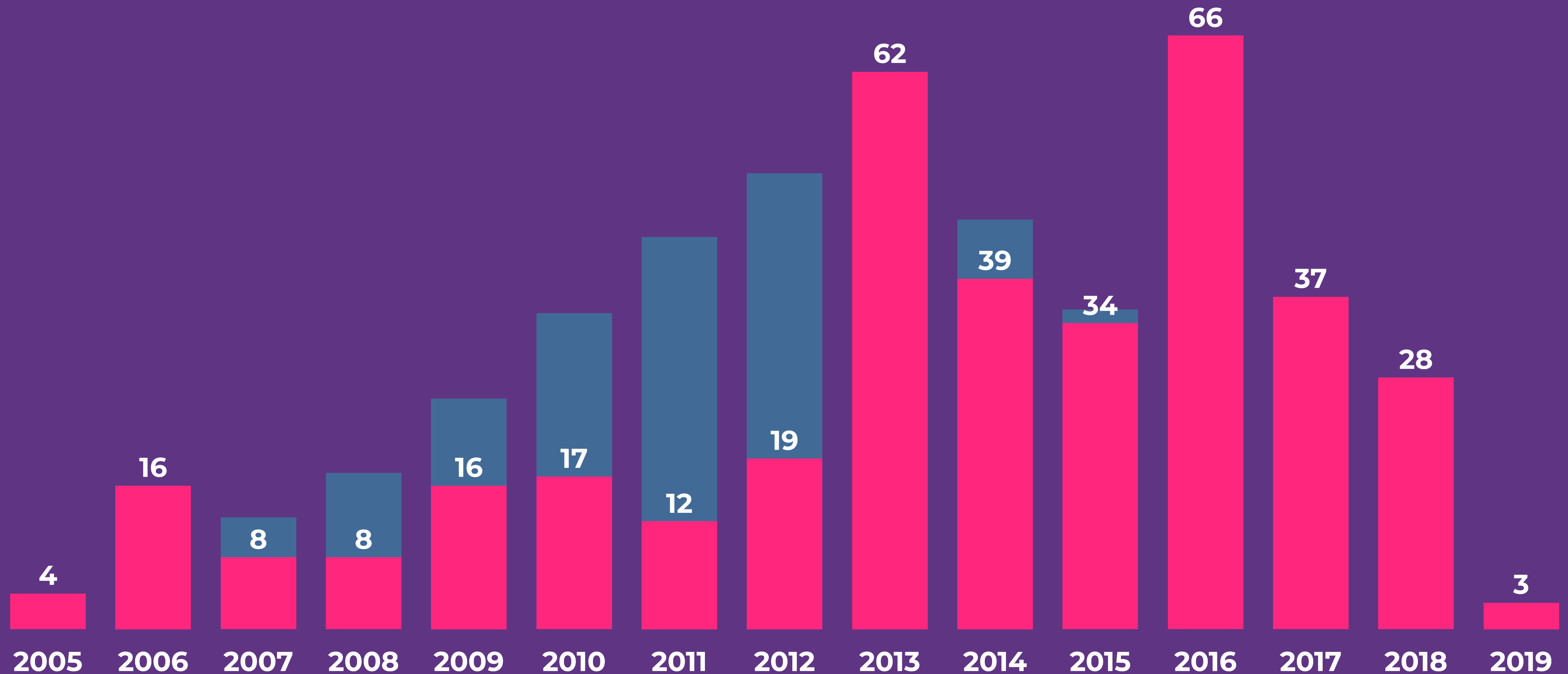
10k

Abonnenten

GP



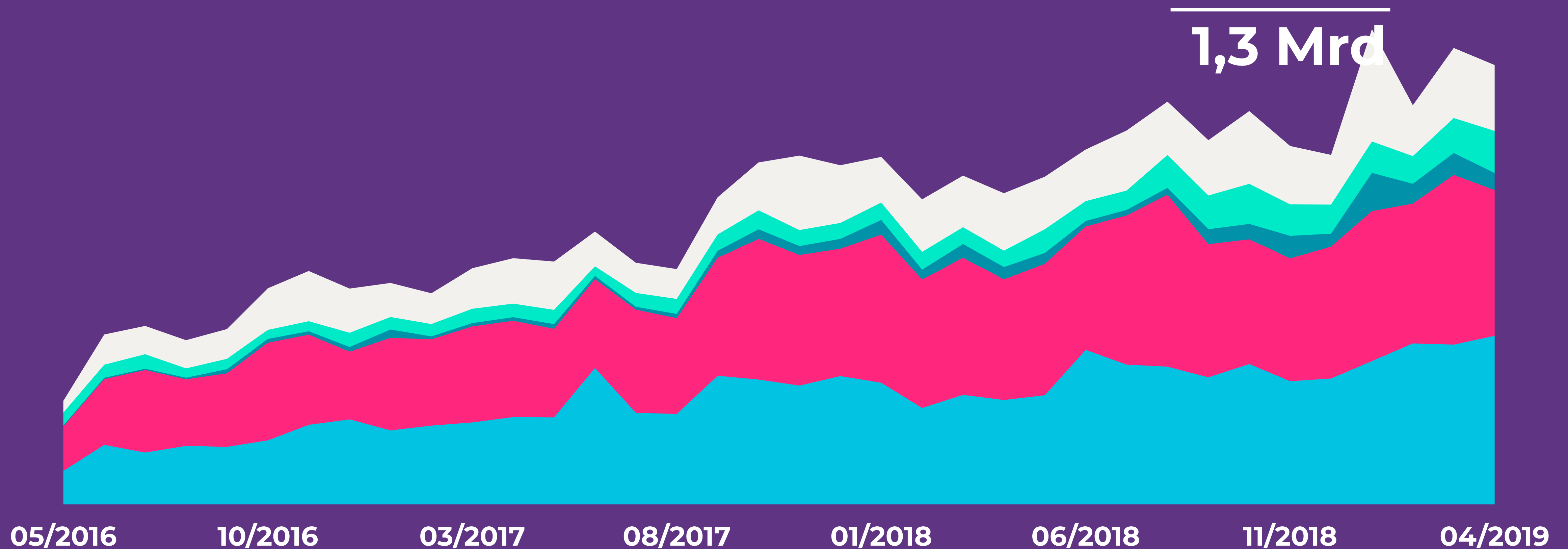
2013 als Kickstart für die Senderaktivitäten auf YouTube



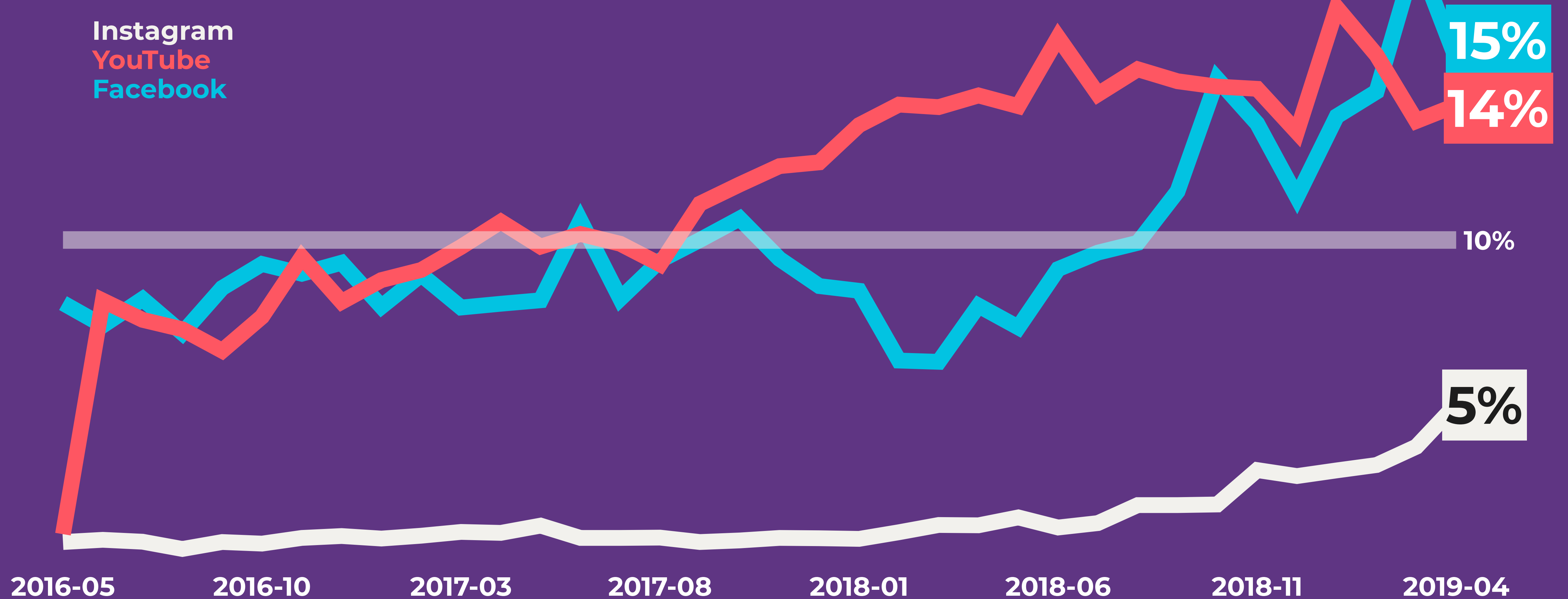
Quelle: WebTV Monitor 2019, Basis: TV-YouTube Channels in Deutschland, n= 365, Facebook Profile, n=202, , Instagram Profile, n=135

TV im Social Web wir zum Standard – Sender optimieren ihre Präsenz

Misc	201 Mio. Abrufe/Monat
RTL2	129 Mio.
RTL	52 Mio.
P7S1	445 Mio.
ÖR	514 Mio.



Sender steigern ihren Anteil an den Abrufen massiv.



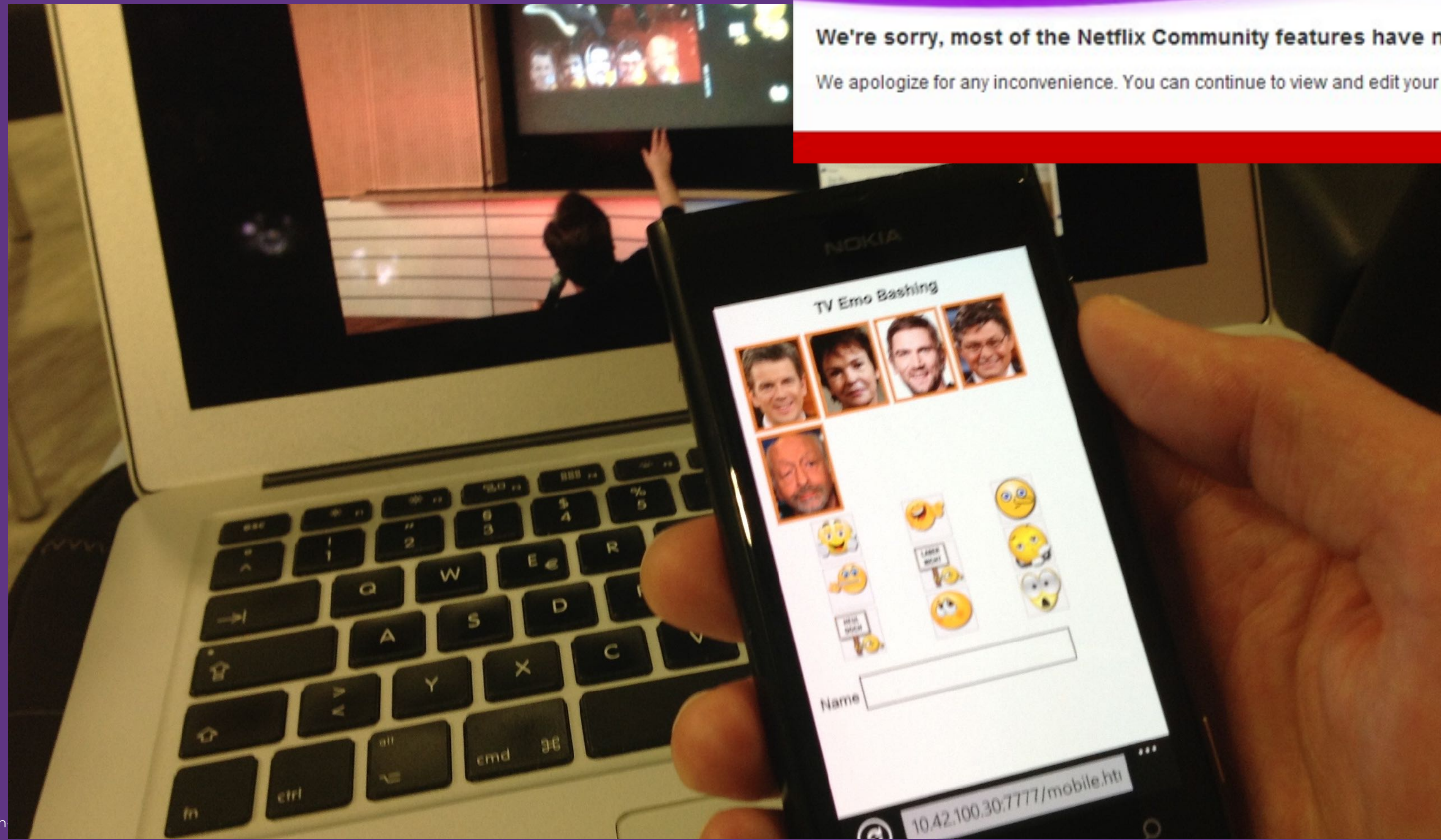
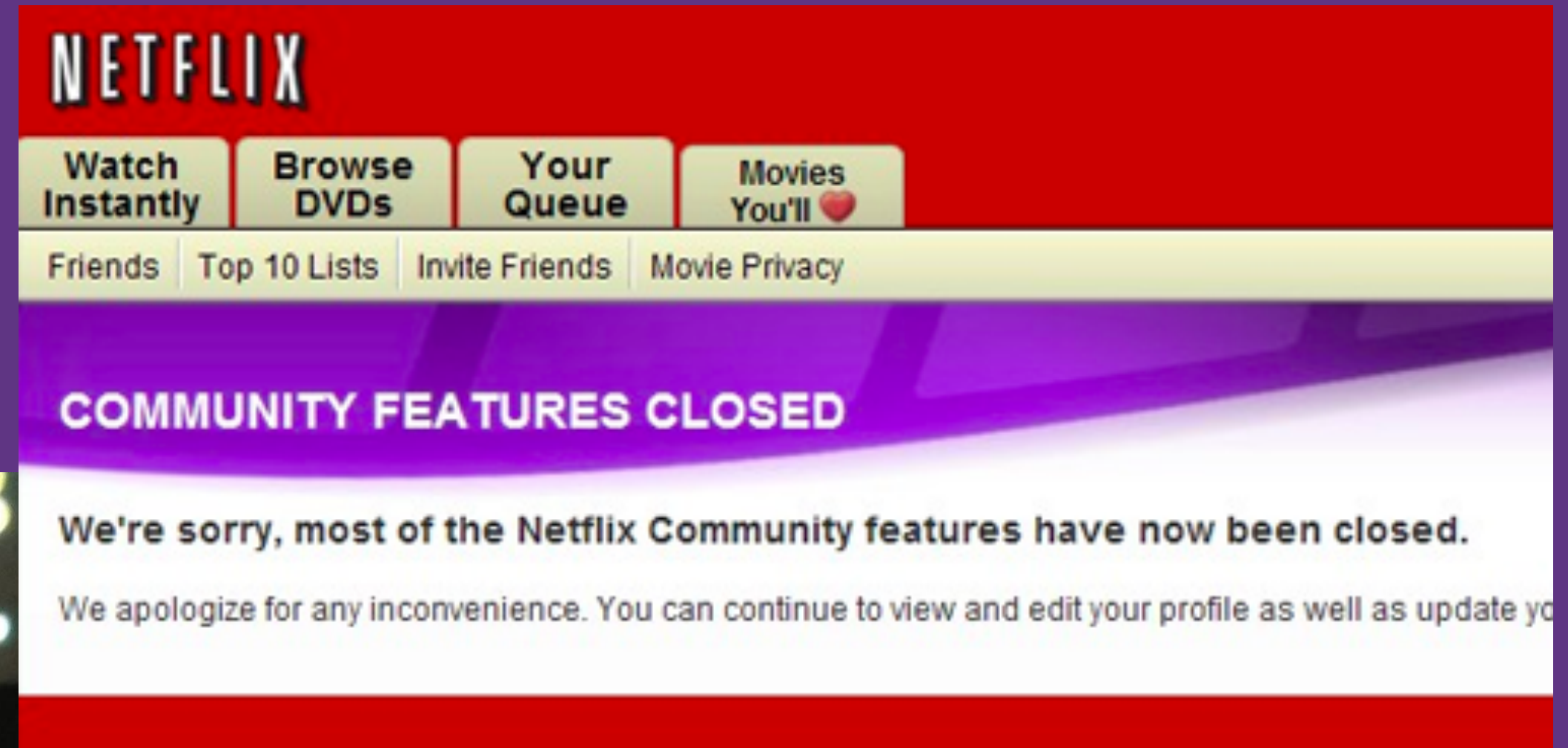
Auch neue Plattformen werden schnell besetzt.

The image shows two digital platforms. On the left is a Giphy profile for ProSiebenSat.1. The profile includes the Giphy logo, navigation tabs (Reactions, Entertainment, Sports, Stickers, Artists, Upload, Create), a search bar, and the ProSiebenSat.1 logo. It displays 1.7K GIF uploads and 3.1B GIF views, along with the website www.prosieben.de and social media links for Facebook, Twitter, and Instagram. Below the profile are several GIF thumbnails, including one for 'ProSiebenSat.1 TV' and others with hashtags like #FreeESC and #ESC, and the text 'Big Brother'. On the right is a TikTok video from the account @tagesschau. The video features a woman with blonde hair wearing a black and white striped shirt and sunglasses, set against a background of a beach at sunset. The video has 13.4K likes, 401 comments, and 722 shares. The caption reads: 'Geh's bald wieder auf Reisen? #tagesschau #nachrichten #coronaferien #corona #covid19'. The TikTok logo is visible in the top right corner of the video frame.

Zwei Wege für Social TV

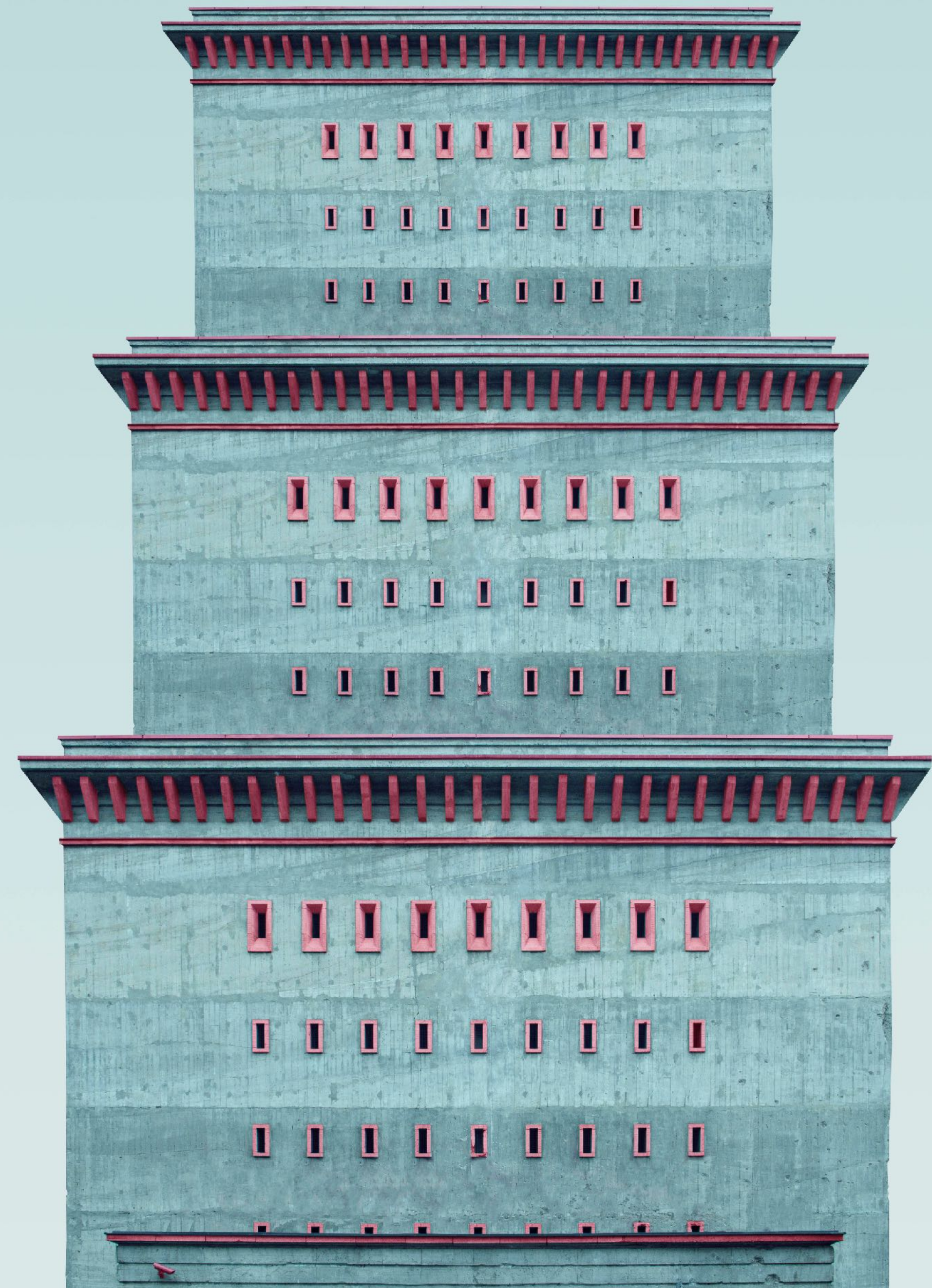


Experimente, Prototypen und Fehlschläge.



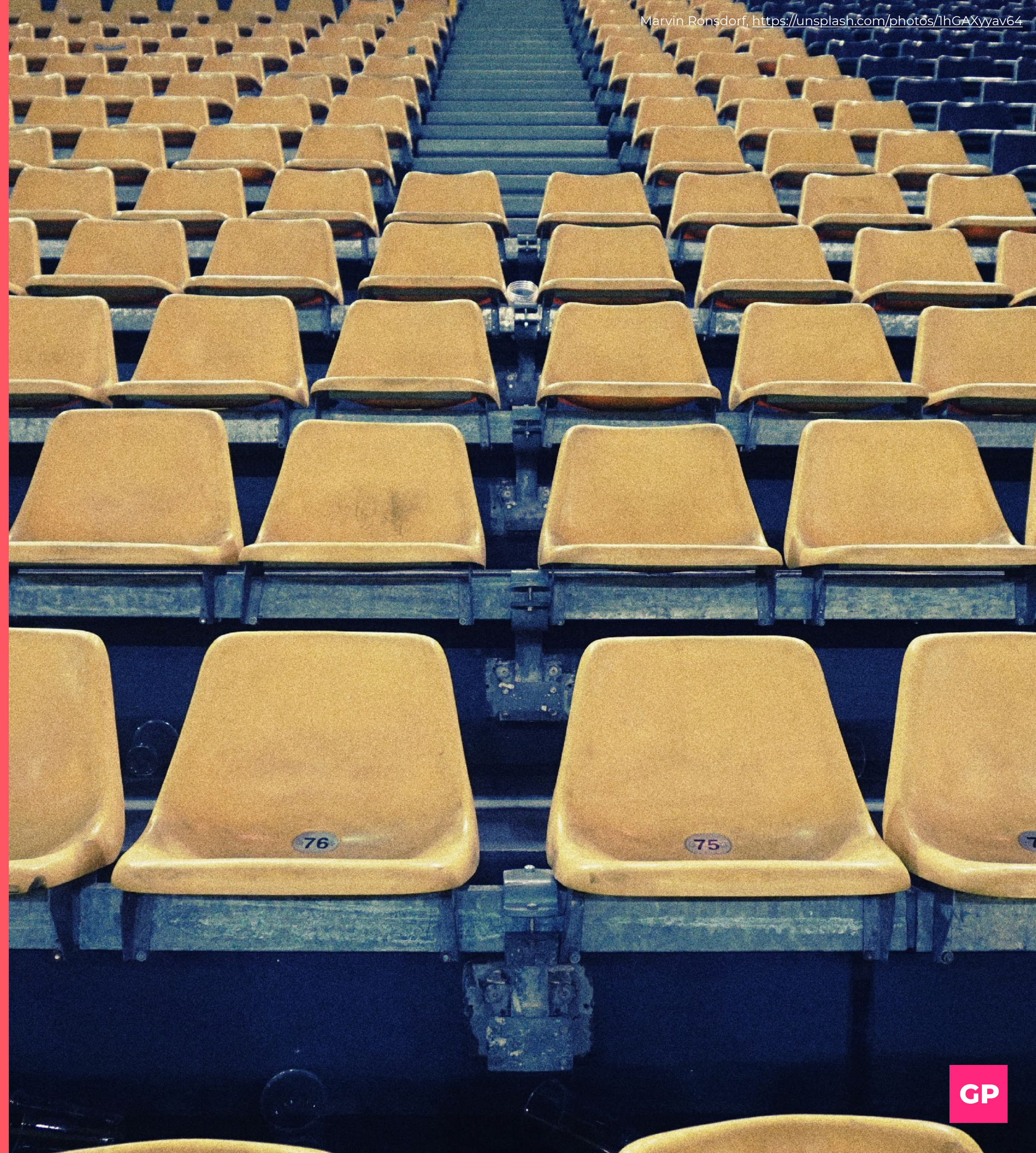
Drei Level von Social TV

- ✓ **Personalisierung des TV Programms.**
- ✓ **Interaktion mit und über TV-Inhalte.**
- ✗ **Virtualisierung des sozialen Kontextes.**



Wo ist das Problem?

Leere Stadien



Marvin Ronsdorf, <https://unsplash.com/photos/1hGAXyyav64>

Leere Studios und Säale

**In COVID, real artists are
performing streamed concerts,
but they lack a sense of
atmosphere, aren't really ,shared'**

– Matthew Ball, @ballmatthew



Leere Couch



**Veränderungen
von Jahren
komprimiert in
Monate.**

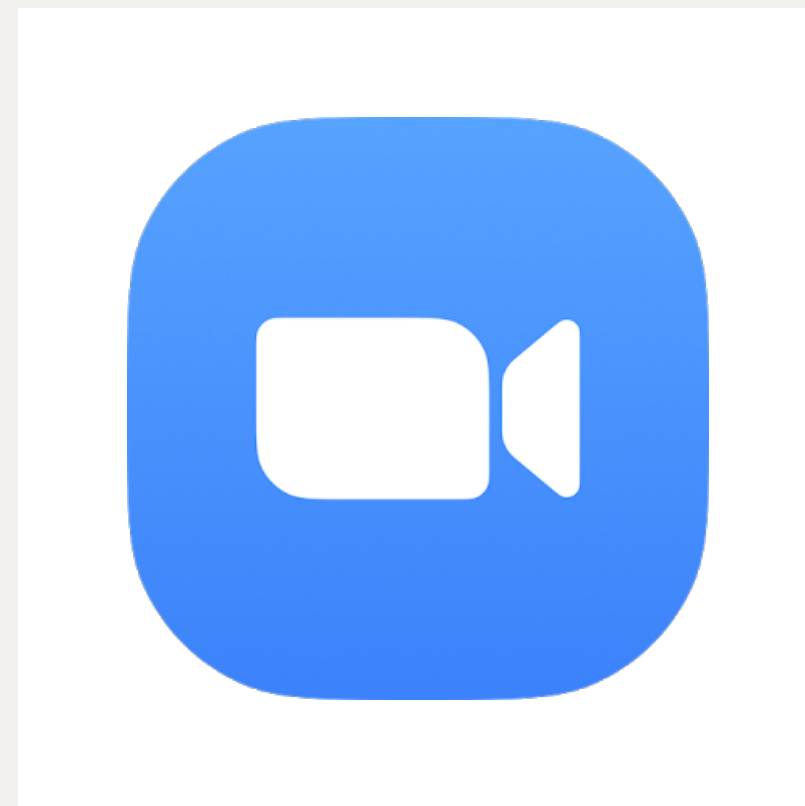
Was hat sich geändert?

Fast Jede*r streamt live

- Home Office
- Social Calls
- Kaufhäuser, Museen, DJs, Coaches, Künstler ...

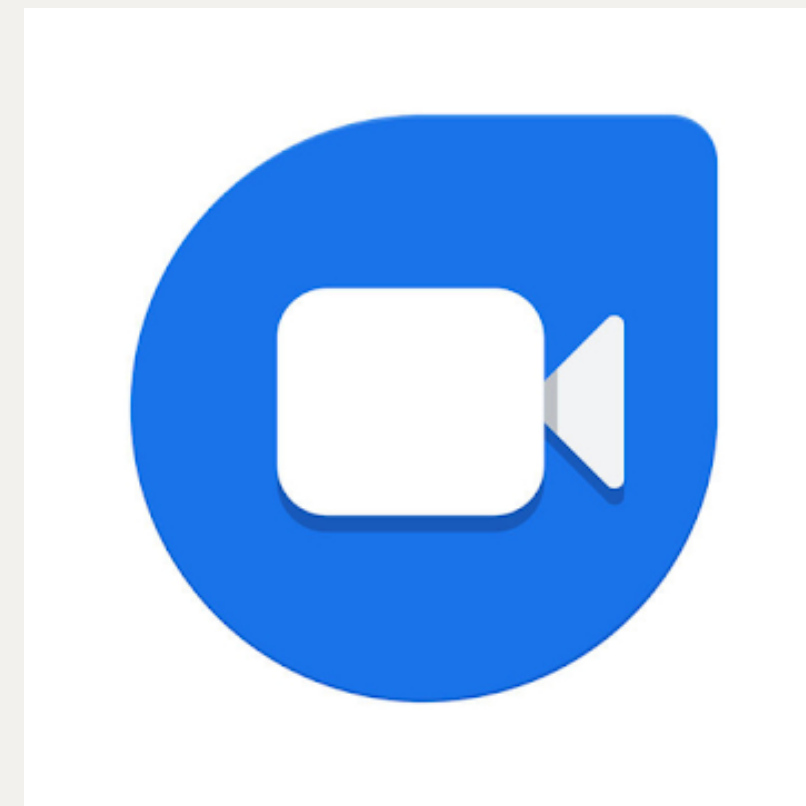


Video-Konferenzen Explodieren



300 Mio

Meeting Teilnehmer/Tag



200 Mio

Meeting Teilnehmer/Tag



75 Mio

Aktive Nutzer/Tag



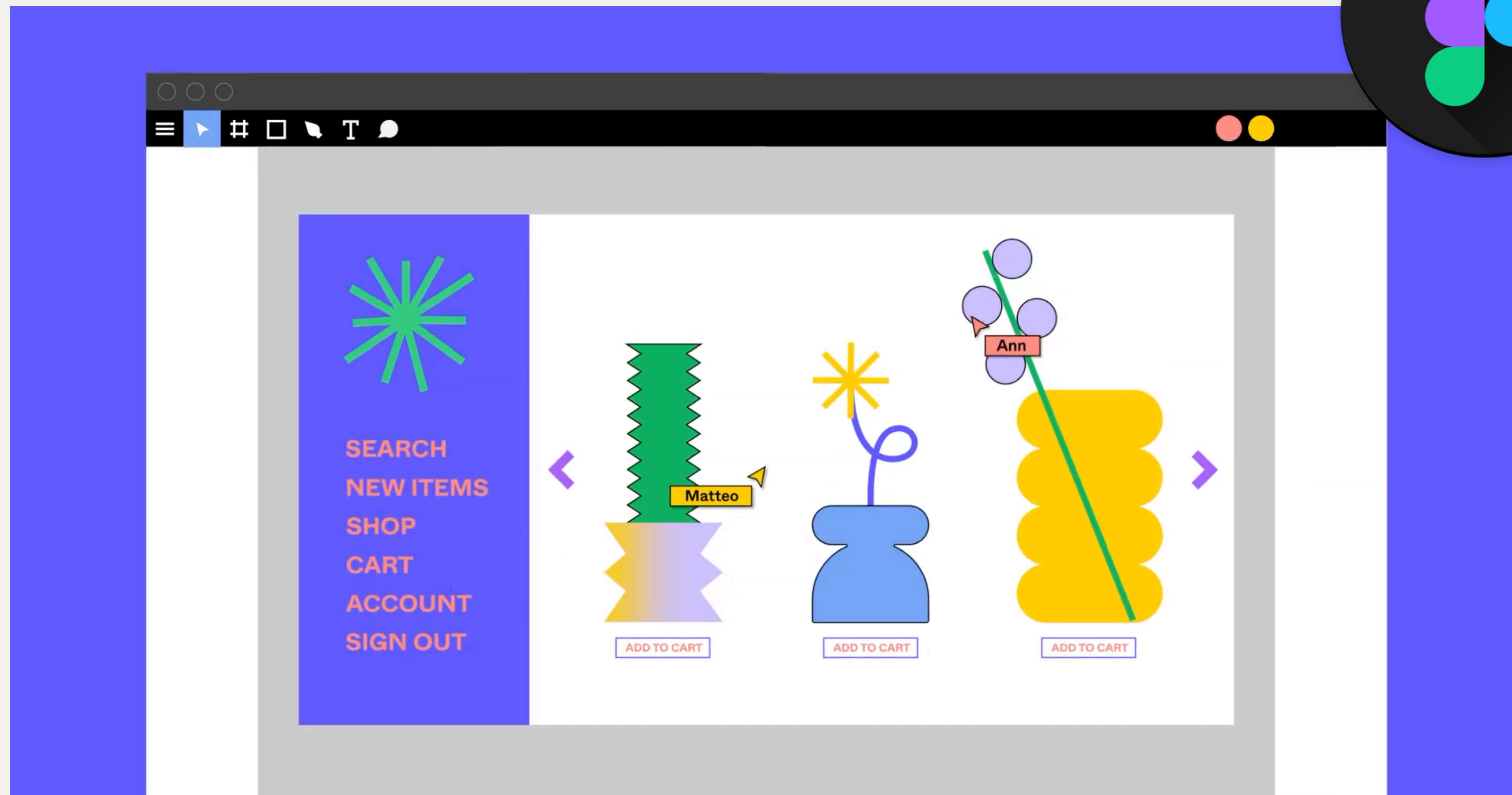
20 Mio

Aktive Nutzer/Tag

2 Mrd.
Minuten/Tag

3 Mrd.
Minuten/Tag

Tool-Landschaft verändert sich.



Tool-Landschaft verändert sich.



Choose a template

Search

Recommended

Popular

All templates

Recent

Use Cases

- Workshops and facilitation
- Brainstorming and ideation
- Research and design
- Strategy and planning
- Agile workflows
- Mapping and diagramming
- Remote meetings

Custom templates

- Personal
- Shared with the team

Ice breaker
Workshops and facilitation

Add Show preview

Kevin

Retrospective

Brainwriting

Dot Voting

Service Blueprint

Customer Persona

Empathy Map

Customer Journey Map

5 Whys Analysis

**Was können
wir daraus lernen?**

Rebecca

Inhalt / Story



Kevin editor (you)

Bring everyone to me

Kevin

8 Leave

Brittni

Matt

Angepasste Inhalte & Geschichten



Agency / Gestaltungsmacht

Rebecca

Introduction

Ice breakers

Activity 1

Break

Activity 2

Summary

Reflection

Kevin

Kevin
editor (you)

✳️ Bring everyone to me



Leave

Matt

Brittni



Offene Welten = unlimitierte Kreativität & Gestaltung.

Get Connie across the first gap in Play Mode

© 0:10 / 1:27 1 / 7

Präsenz

Rebecca

Outline

Introduction

Ice breakers

Activity 1

Break

Activity 2

Summary

Reflection

Kevin

Bring everyone to me



8 Leave

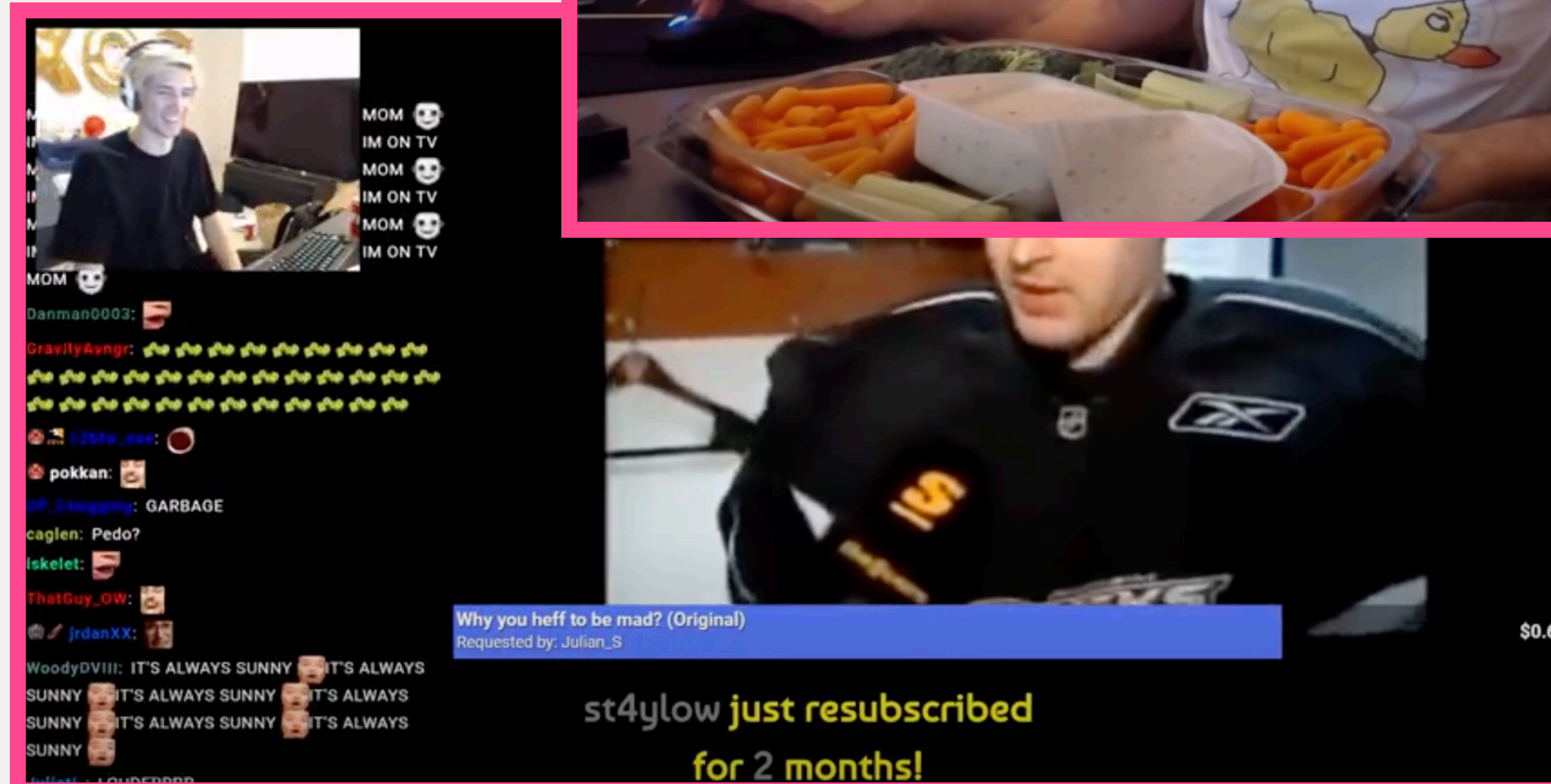
Matt

Brittni

Social Proof & Social Validation

Top 10 in Germany Today

- **1** **THE WRONG MISSY**
- **2** **WHITE LINES**
- **3** **TOO HOT TO HANDLE**
NEW EPISODE

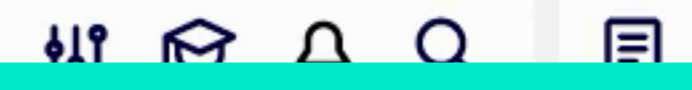
A Twitch streamer with headphones and a black shirt is shown. The chat overlay includes messages: "MOM", "IM ON TV", "Danman0003:", "GravityAynggr:" followed by a row of yellow duck emojis, "pokkan:", "GARBAGE", "pedo?", "ThatGuy_OW:", "jrdanXX:", "WoodyDVIII: IT'S ALWAYS SUNNY", "SUNNY", "SUNNY", "SUNNY", "SUNNY", "LOUDER!!!". A blue bar at the bottom says "Why you heff to be mad? (Original) Requested by: Julian_S". A yellow notification at the bottom reads "st4ylow just resubscribed for 2 months!". The price "\$0.64" is shown in the bottom right corner.

miro

Workshop ★



Share



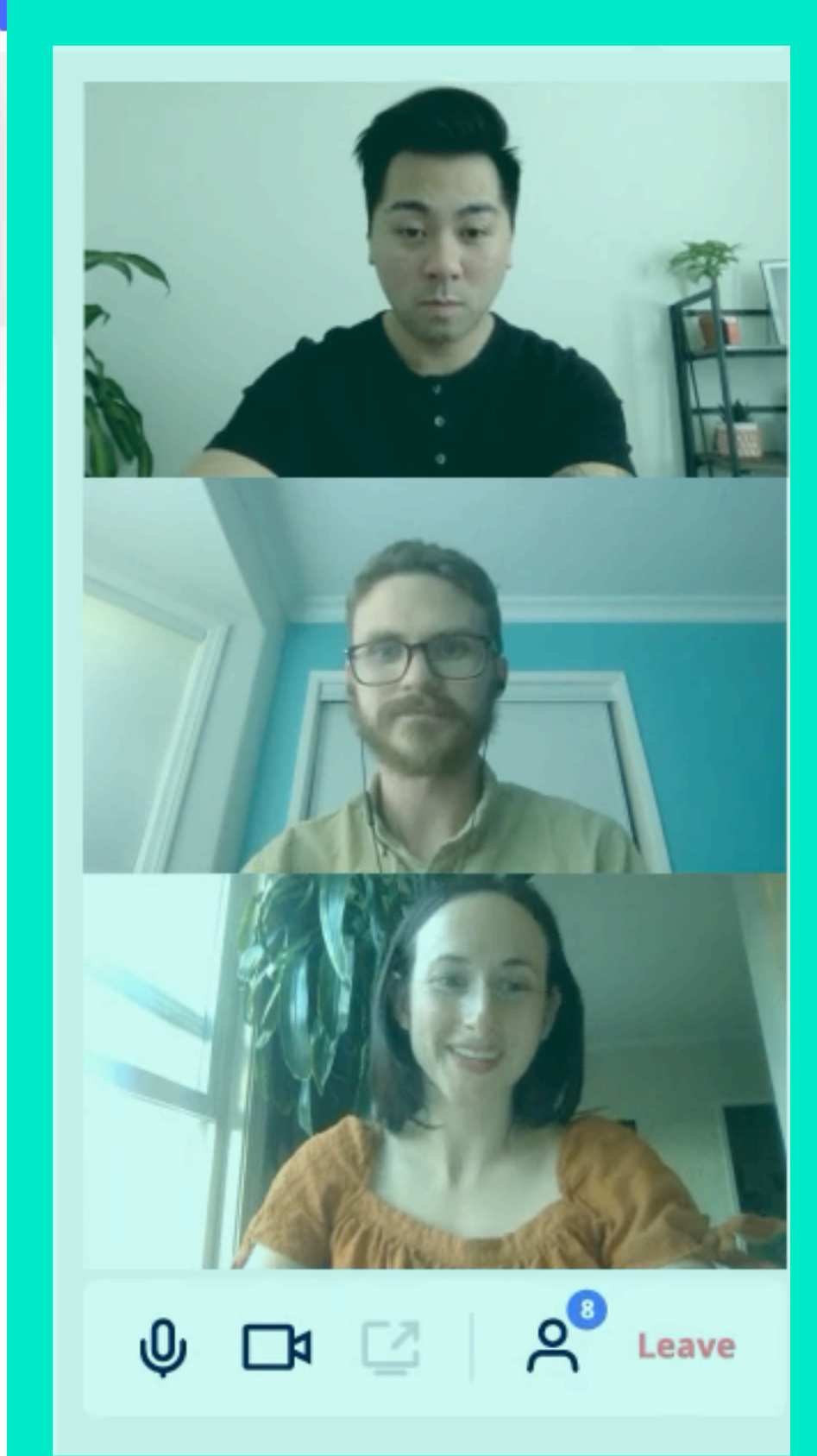
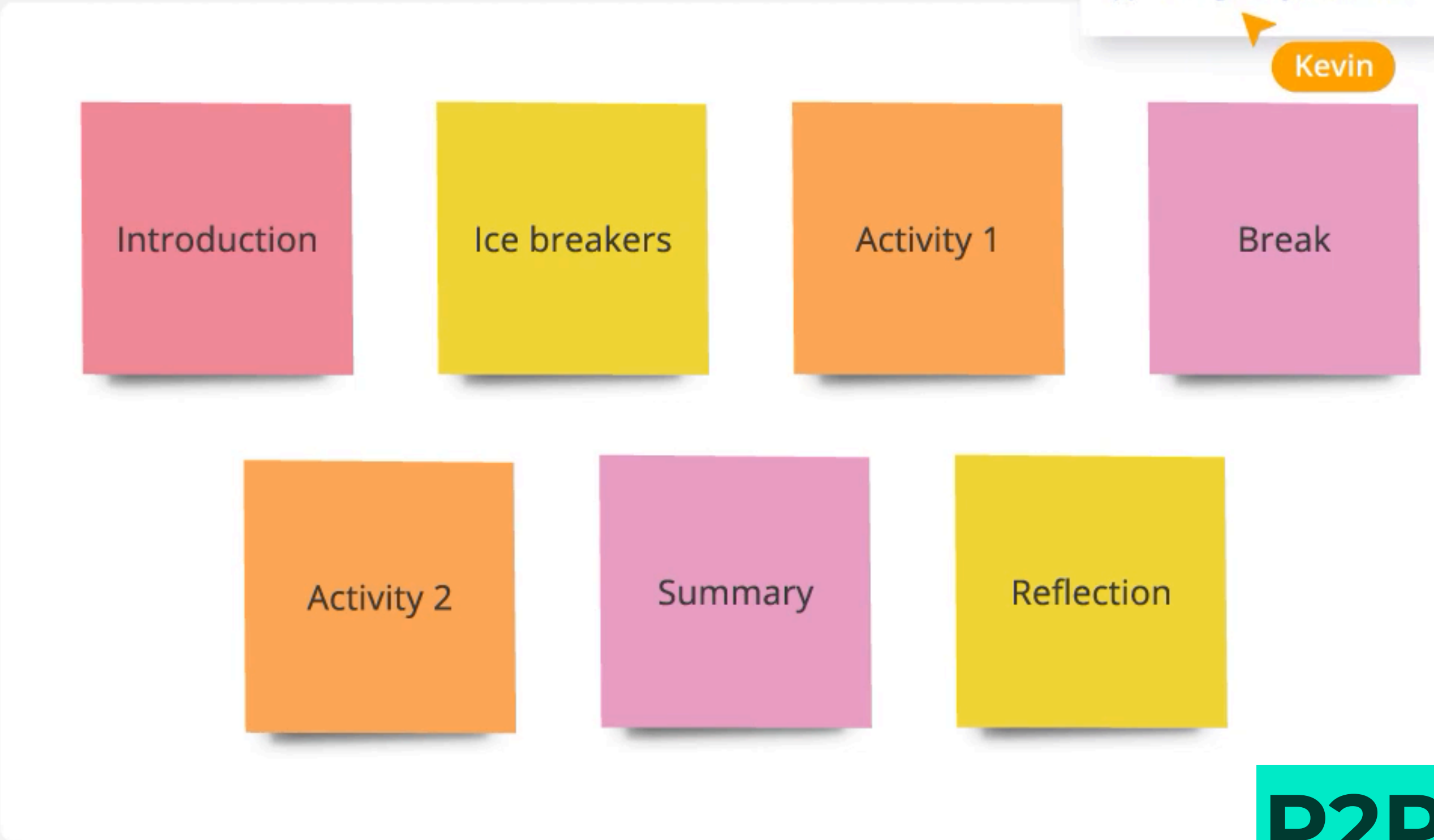
Rebecca

Outline

Kevin
editor (you)

✳️ Bring everyone to me

Kevin



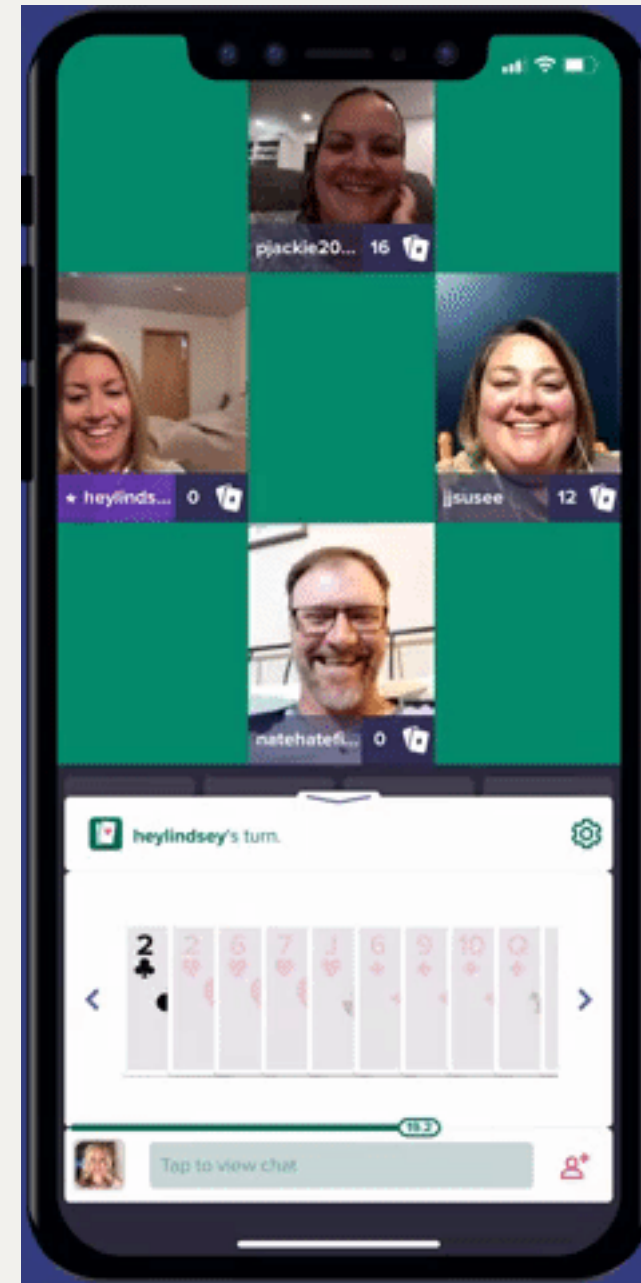
P2P Interaktion



Brittni

100%

Virtuelle Couch

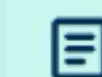
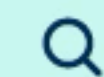


miro

Workshop ★



Share



Rebecca

Outline

Introduction

Ice breakers

Activity 1

Break

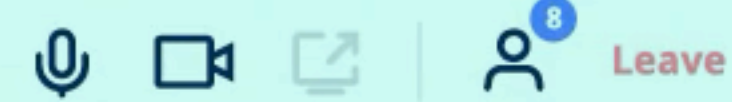
Activity 2

Summary

Reflection

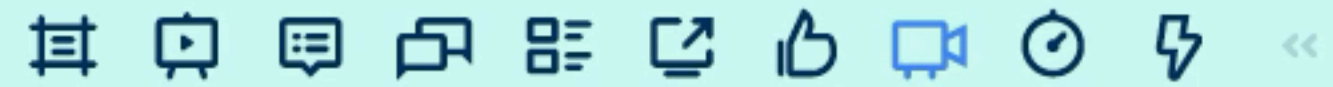
Bring everyone to me

Kevin



Matt

Brittni



LIVE & Synchron!

Co-Watching

1. Pick a programme



The image shows a horizontal row of five program recommendations from a streaming service interface. Each recommendation consists of a thumbnail image, a genre label, the program title, and a short description. From left to right: 1. A red globe with 'BBC NEWS' text, labeled 'Watch Live' and 'BBC News Channel' with the subtext 'Watch live news'. 2. A young boy in a red jacket, labeled 'Drama' and 'The A Word: Series 3' with the subtext 'The puzzle of Joe's family needs piecing back together'. 3. A woman's profile against a sunset, labeled 'Drama' and 'State of Happiness' with the subtext 'When a sleepy town strikes oil, everything changes'. 4. A car interior with people, labeled 'Comedy' and 'People Just Do Nothing: Series 1-5' with the subtext 'Keep it Kurupt'. 5. A dark scene with a person, labeled 'Sci-Fi' and 'DEVS' with the subtext 'The world is full of secrets and mysteries'.

Thumbnail	Genre	Program Title	Description
	Watch Live	BBC News Channel	Watch live news
	Drama	The A Word: Series 3	The puzzle of Joe's family needs piecing back together
	Drama	State of Happiness	When a sleepy town strikes oil, everything changes
	Comedy	People Just Do Nothing: Series 1-5	Keep it Kurupt
	Sci-Fi	DEVS	The world is full of secrets and mysteries

Wo stehen wir im TV?

- ✅ Inhalt / Story
- ❌ Agency /
Gestaltungsmacht
- ❌ Präsenz
- ❌ P2P Interaktion
- ✅ LIVE & Synchron!



**Wie kommen
wir weiter?**

Open World Plattformen




75-120 Mio
MAU

2-3 Mrd.
Minuten/Tag

UC Berkley @ Minecraft



 **BLOCKELEY GRADUATION CLASS OF 2020**

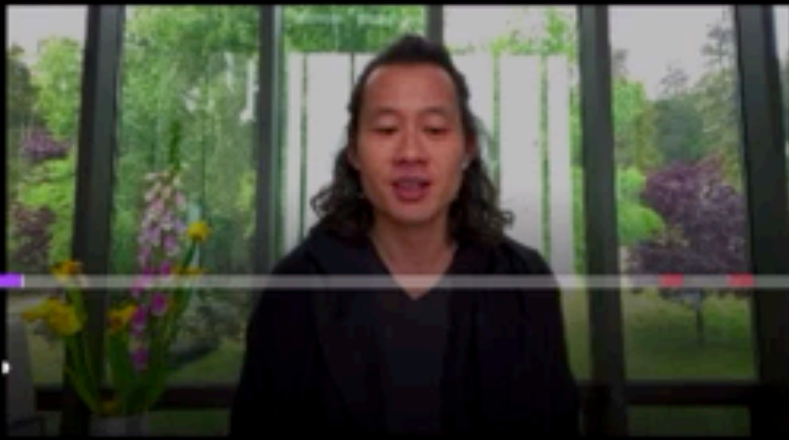
Zum Aufheben der Stummschaltung klicken

Der Ton ist in einigen Passagen dieses Videos deaktiviert, weil es sich hierbei um urheberrechtlich geschützte Inhalte handelt.

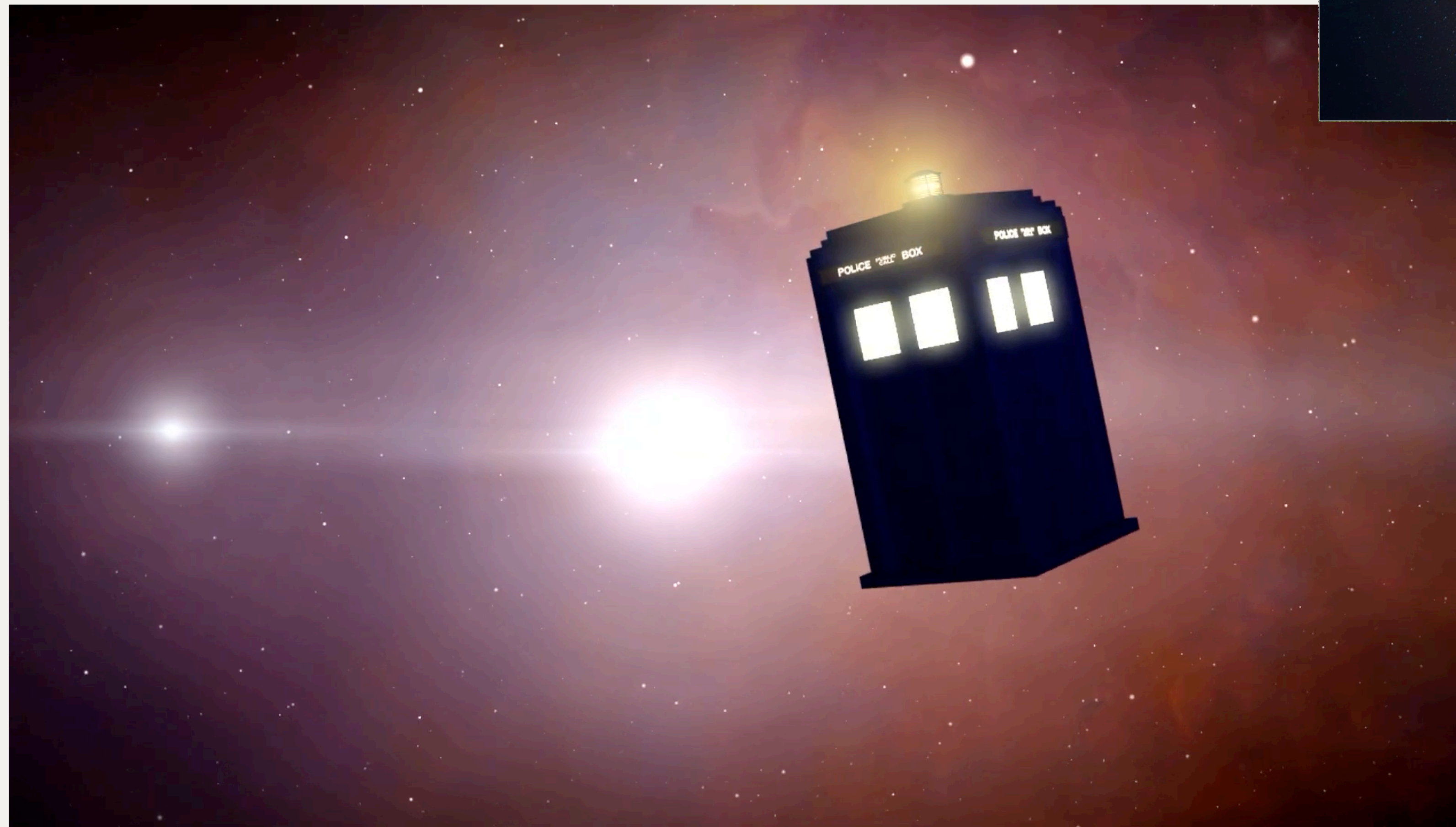
LIVE ON TWITCH.TV/OS_OPERATINGSYSTEM

KEYTEM BEAUZ

Justin Kan KEYNOTE SPEAKER / CO-FOUNDER OF TWITCH



Doctor Who @ Roblox



Travis Scott @ Fortnite

Creative
Mode



Wo stehen die Open World Plattformen?

✗ Inhalt / Story

✓ Agency /
Gestaltungsmacht

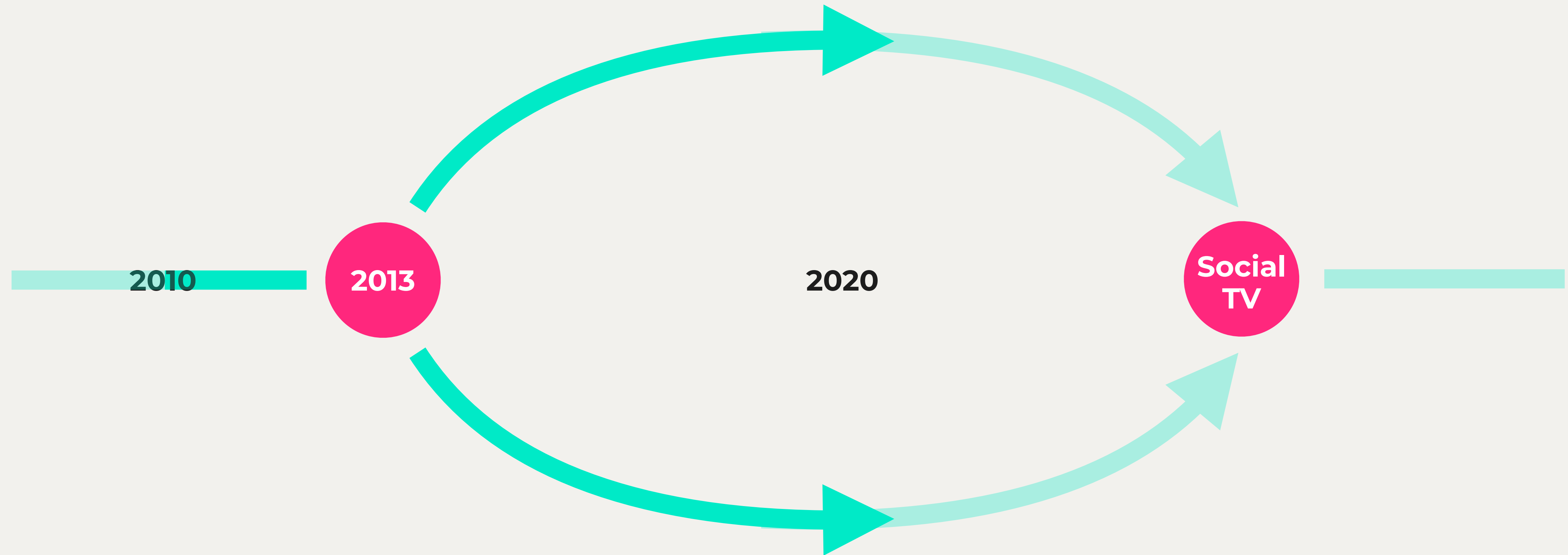
✓ Präsenz

✓ P2P Interaktion

✓ LIVE & Synchron!



Ein Weg für Social TV



Vielen Dank!

Bertram Gugel

M: +49 179 22 1 77 63

bertram@gugelproductions.com
www.gugelproductions.de