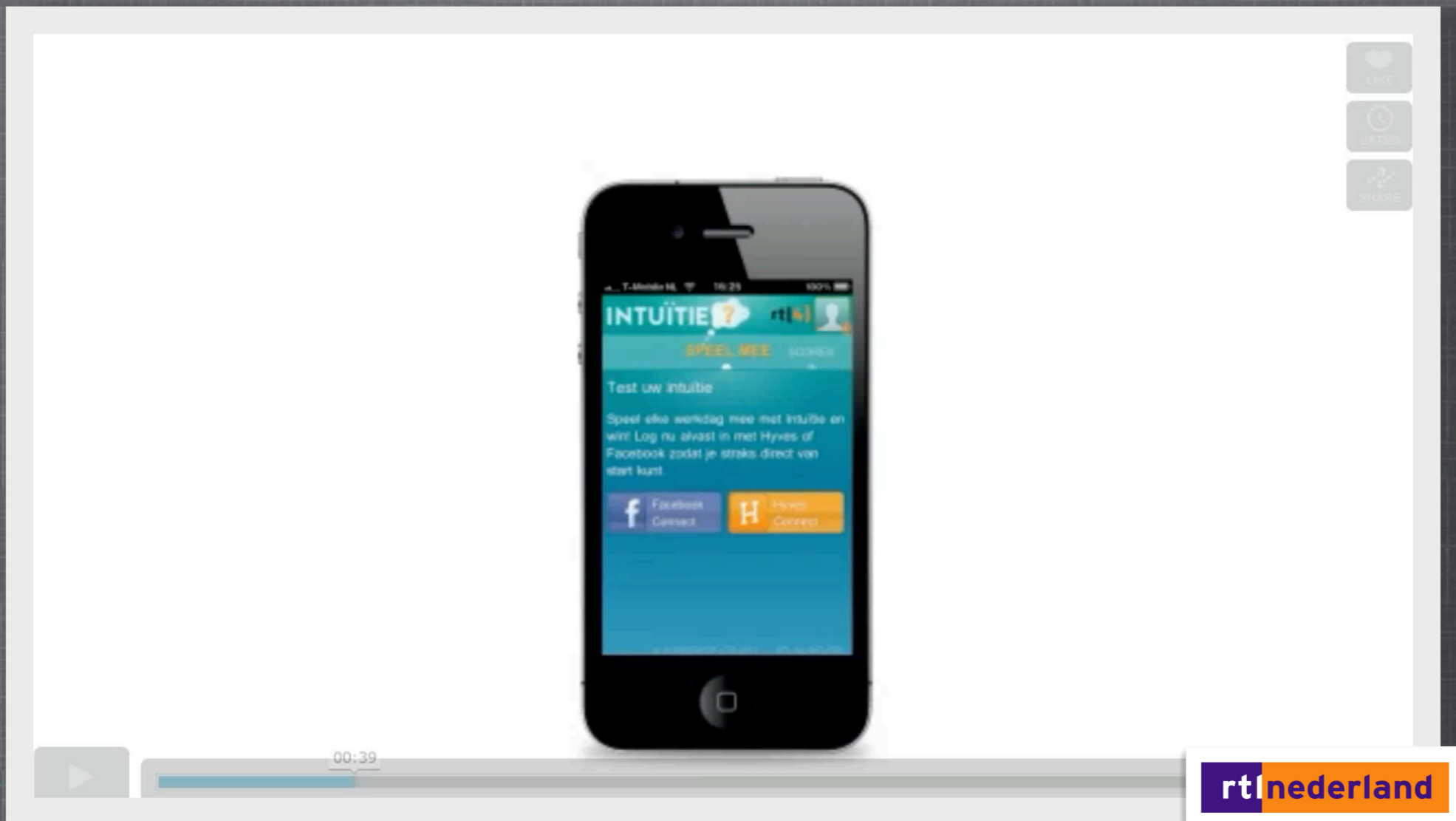


SECOND SCREEN

Jan Paul Dekker



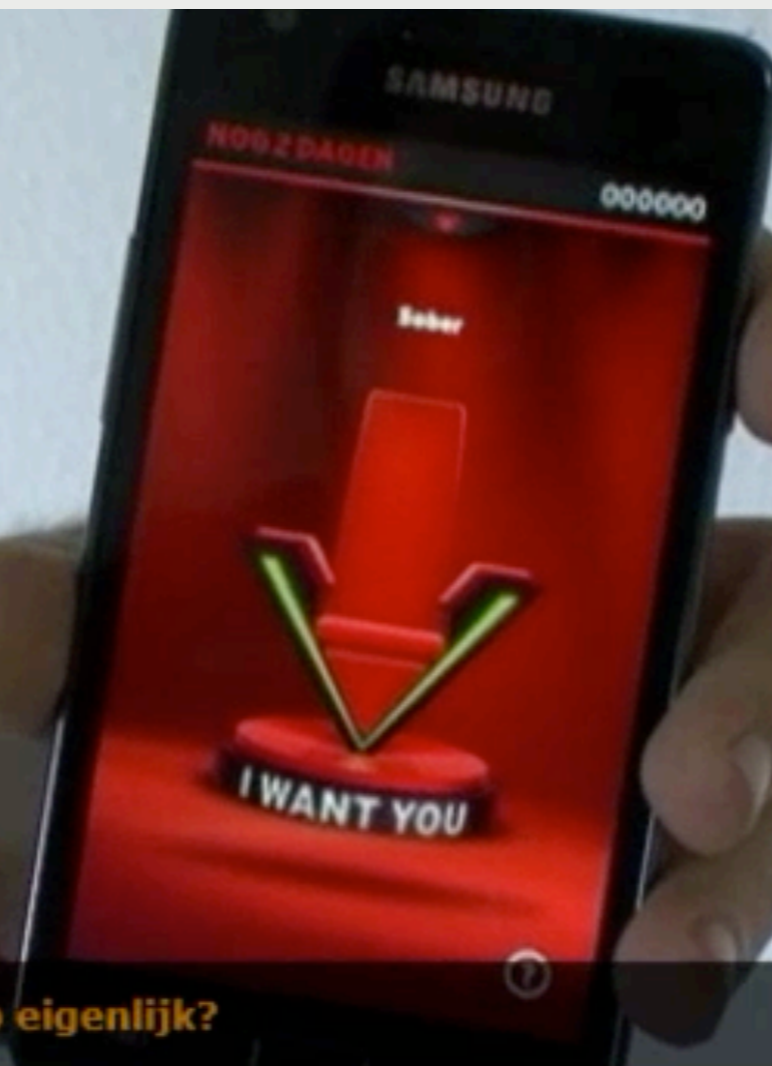


THE CLASSIC

Intuïtie, Call TV zonder de call

rtl

Fase 1



Hoe werkt die ThuisCoach app eigenlijk?

00:00:36

00:01:40



rtlnederland

HOT

Thuiscoach App



TRANSMEDIA

"Wie is Tim?", transmedia storytelling

1,073,809

Social impressions on the
2012 Brit Awards

100m

Cumulative check-ins on
GetGlue

45%

of British people use
social networks to discuss
what is on TV

33%

of all discussions on social
networks are about
traditional media

\$32+

million

Invested in second screen
and social TV in the last 3
months

30%

of tablet usage happens
while watching TV

17.5m

Social impressions on
Super Bowl XLVI

59%

of British people use
smartphones to discuss
what is on TV

17.1m

Social impressions on the
2012 Grammy's

73%

of viewers would like to interact
with TV commercials for products
they are interested in

60%

of second screen app users
return within 2 weeks

55%

of reality show viewers vote
for contestants in the US

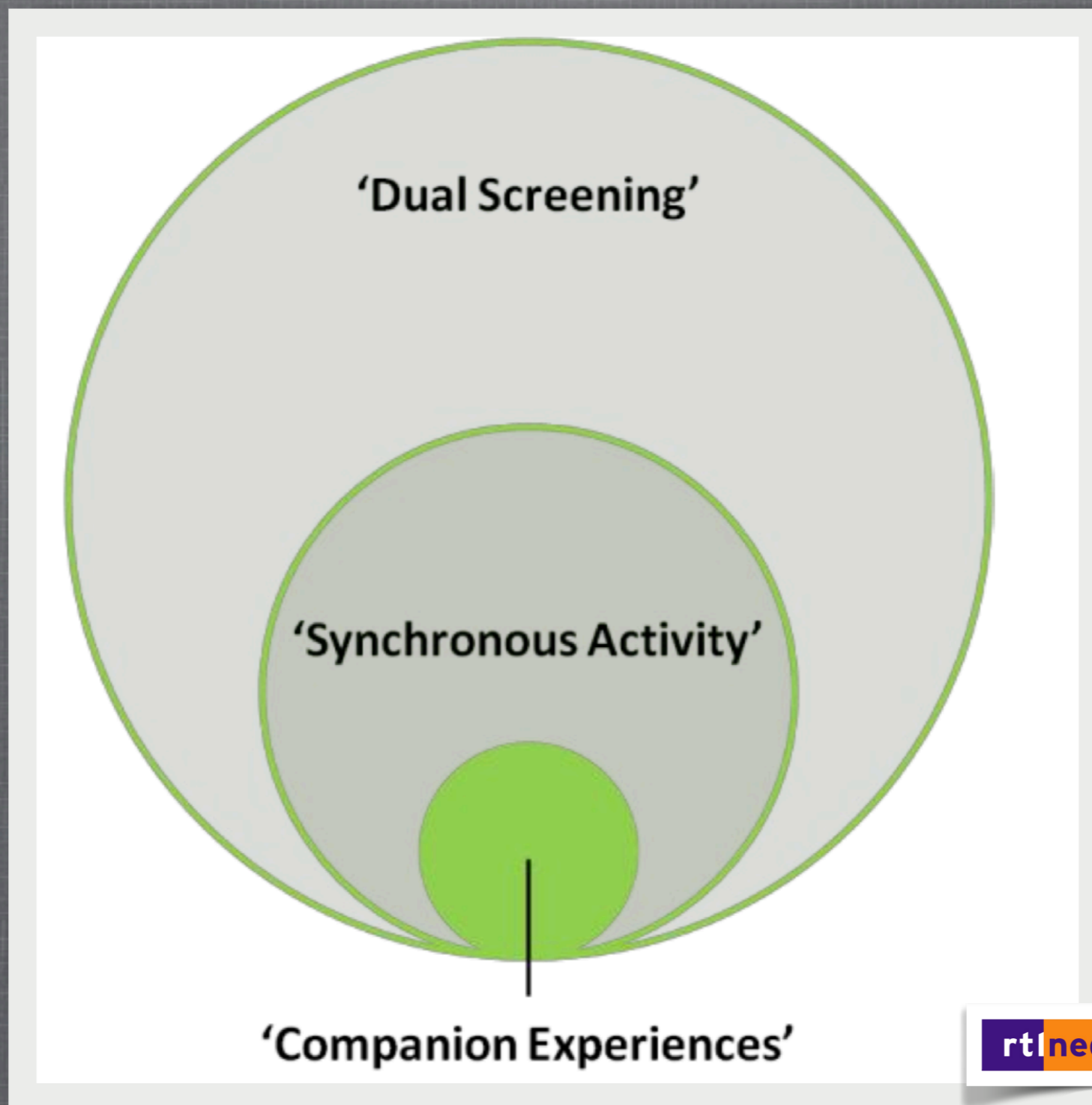
FACTS

Attention!



SIZE MATTERS

Phone, Tablet, PC & TV

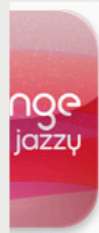


WHAT



FINGERPRINTING VS WATERMARKING

Wat zit je te kijken, het moment en waarom



RTL Lounge Radio A...

Muziek

Releasedatum 24-10-2...

GRATIS ▼



The voice of Holland...

Muziek

Releasedatum 11-10-2...

+ GRATIS ▼



RTL 7 Europa League M...

Sport

Bijgewerkt 09-10-2012

GRATIS ▼



The voice of Holland...

Amusement

Bijgewerkt 06-11-2012

GRATIS ▼



GTST: Wie is Tim?

Games

Bijgewerkt 07-08-2012

GRATIS ▼



Kijkes

Amusement

Bijgewerkt 11-06-2012

+ GRATIS ▼



Couverts

Eten en drinken

Bijgewerkt 15-05-2012

GRATIS ▼



So You Think You C...

Amusement

Bijgewerkt 04-09-2012

+ GRATIS ▼



SiZZ lekker mobiel

Amusement

Bijgewerkt 29-07-2012

GRATIS ▼



RTL 'S APPS



APPS VS HTML



WHAT NEXT

Future Roadmap RTL



GADGET SHOW 360