

# The “Multi Screen” Generation



17:09:56

**GAIN**

#GAINDSA



CONSTRUINDO  
**NOSSA**  
**IMAGEM**  
ENCONTRO DE COMUNICAÇÃO 2013



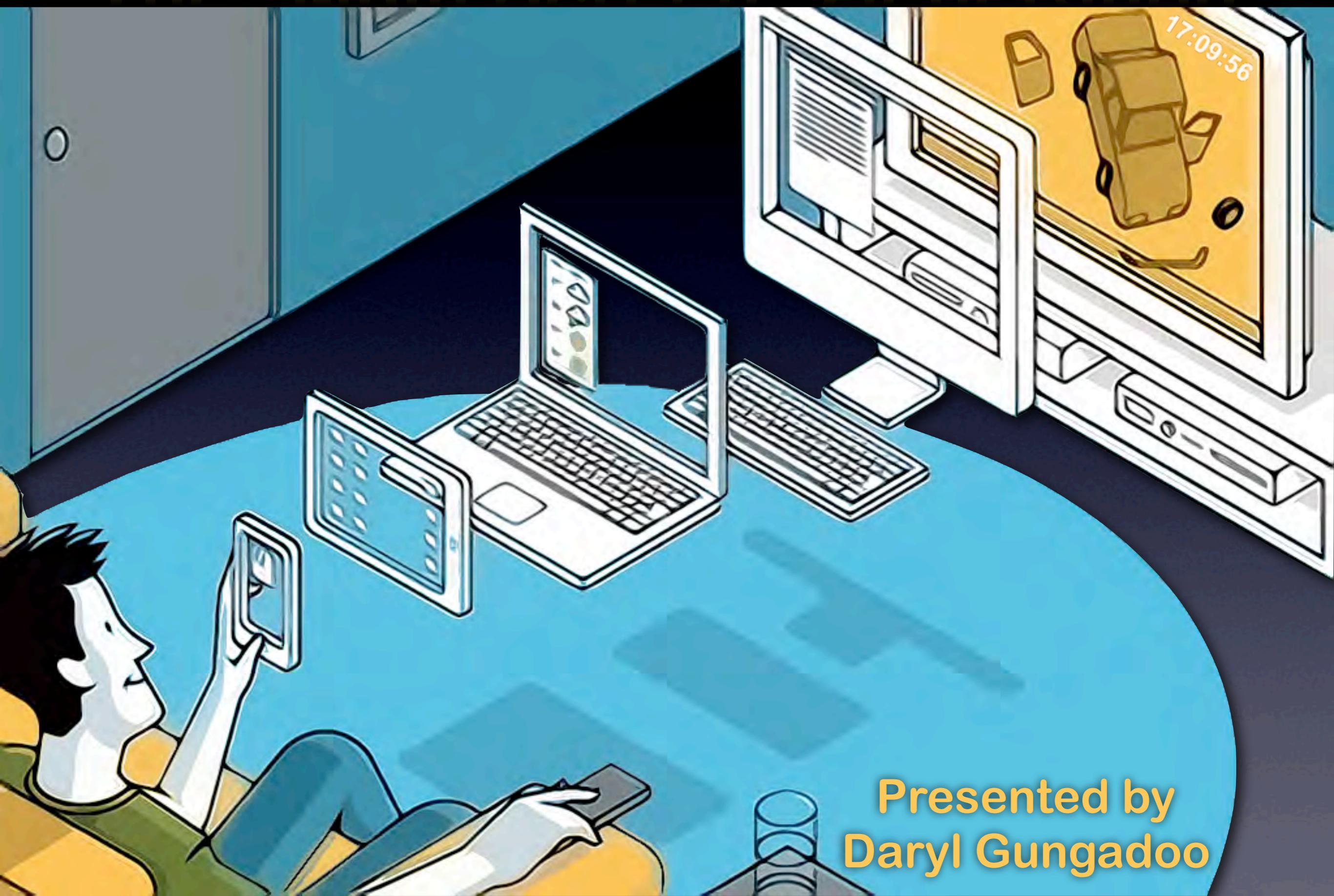
@DarylGungadoo



daryl@awr.org



# The “Multi Screen” Generation



Presented by  
Daryl Gungadoo



“Transformar ideias criativas em avanços...”



Inventor since 1886:



Verificador gramatical



Dicionário Eletrônico (1985)



1º computador portátil (1989)



1º Assistente pessoal digital (PDA) 1994





# SMITH CORONA™





 **SMITH CORONA™**

Source: <https://www.smithcorona.com/history>



1886



1909



1955



1989



1990





1886



1909



1955



1990

PWP 9500  
World's 1<sup>st</sup> portable  
Word Processor



1989



**SMITH  
CORONA™**

# Inovação



# Grau de inovação



# Grau de inovação

- Disruptive



- Revolutionary



- Evolutionary



- Sustaining



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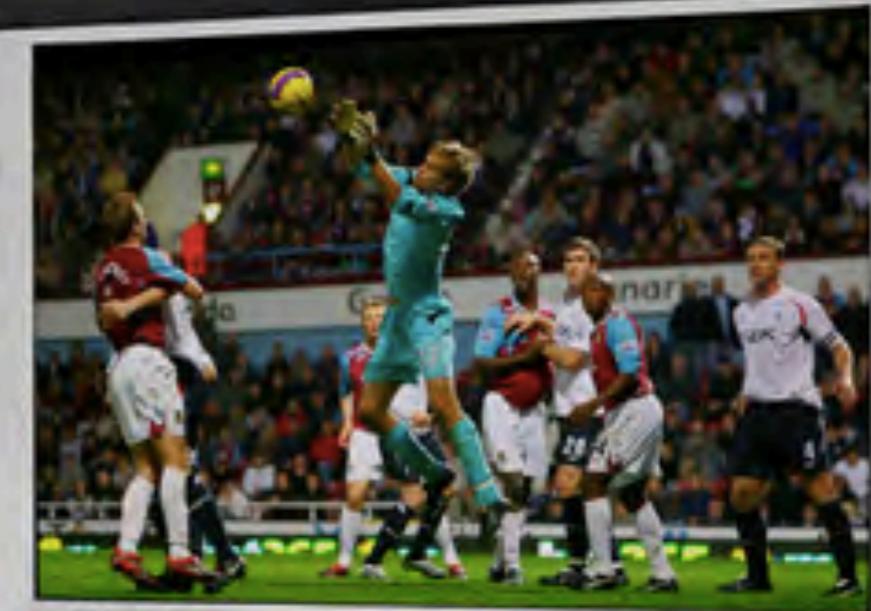
# Verses





&





- Segunda Pantalla:  
término que hace referencia  
al dispositivo electrónico  
(tablet,smartphone) que un  
usuario de televisión utiliza, a  
fin de interactuar con el  
contenido que está  
consumiendo.

N



Thursday 9/8c  
**GREY'S ANATOMY**







The image illustrates the integration of mobile devices and television for entertainment. On the left, an iPad displays the official ABC's *Grey's Anatomy* app. The screen shows a banner for the show, a "Share GREY'S ANATOMY" button, a summary of the plot, and a list of recent episodes. A yellow arrow points from the "Share" button towards the television screen. In the center, a television set shows a medical team performing surgery in an operating room. A white arrow points from the TV screen towards the social media icons. On the right, there are large, stylized icons for Facebook and Twitter. Below these, two more icons represent media storage: a folder with a film reel and a folder with a camera.

**iPad Screen Content:**

- Share GREY'S ANATOMY**
- The professional roles and real lives of a diverse group of surgeons collide in this award-winning drama. As a doctor at Seattle Grace Hospital, Meredith Grey tries hard to become a legendary surgeon while juggling life's many challenges.
- EPISODES**
- Don't Deceive Me (Please Don't) Episode 15, Season 7 2/8/2011
- Start Me Up Episode 12, Season 7 1/13/2011
- Dismiss Episode 11, Season 7 1/6/2011
- Adult and at Peace Episode 10, Season 7 1/2/2011
- Show Night, So Long

**ABC's GREY'S ANATOMY**

**1 Tune In** Tune in to new *Grey's Anatomy* episodes

**2 Listen** The iPad will pick up normal TV volume

**3 Sync With Show** The App will sync with the show in about 10 seconds

**Lexus**

**GREY'S ANATOMY** THURSDAYS 10|9c

**abc**

**GREY'S ANATOMY** Thursdays 10|9c



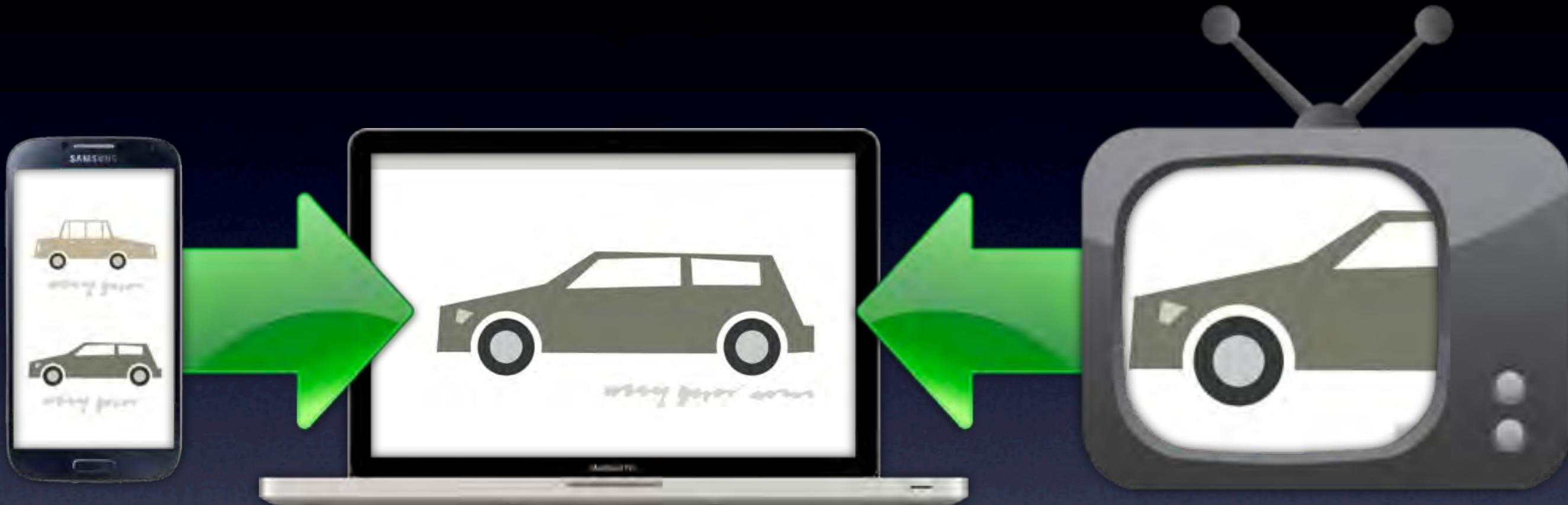
Available on the  
**App Store**

3

# Modes of Multi-Screening



# Modes of Multi-Screening



Seqüencial

# Modes of Multi-Screening

1

Seqüencial



2

Simultâneo



Multi-tasking - Unrelated Activity

# Modes of Multi-Screening

1

Seqüencial



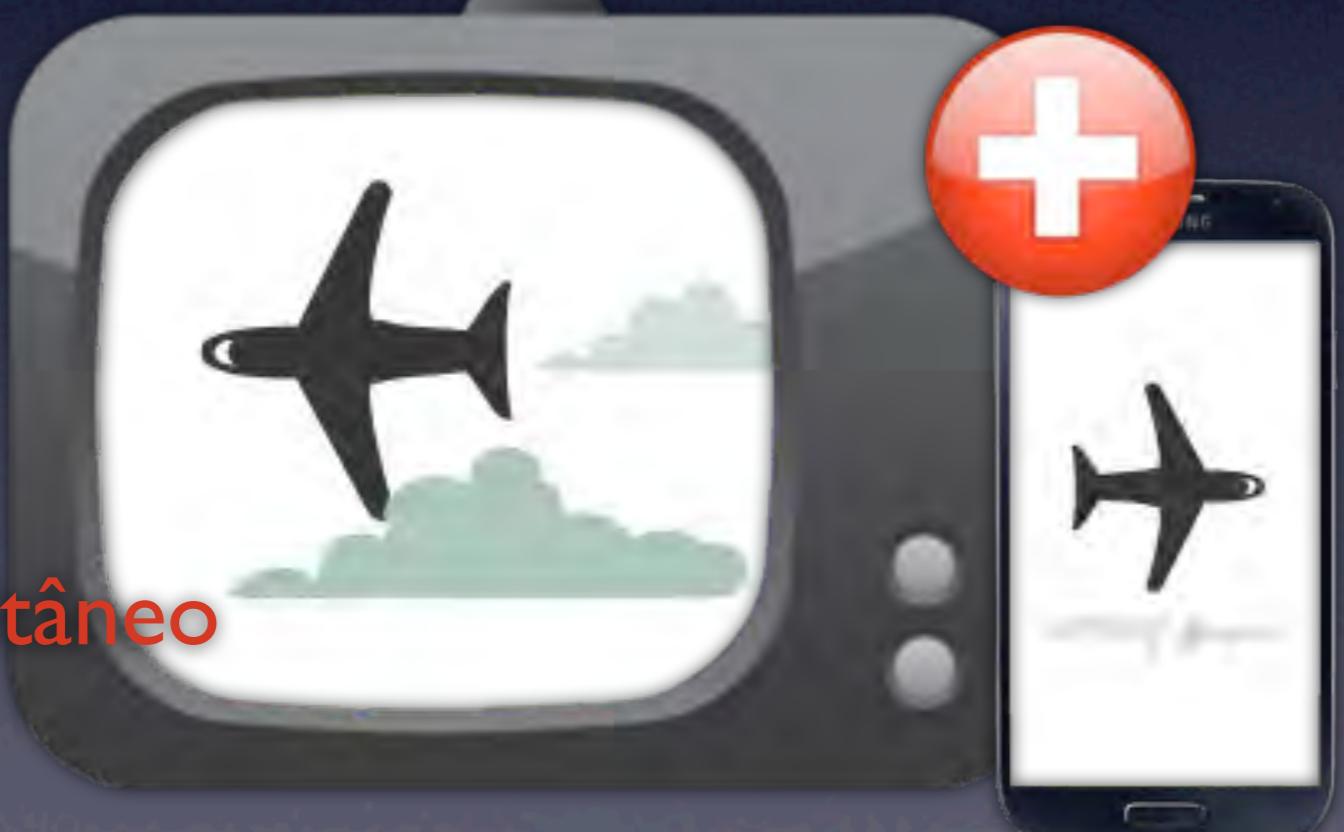
2



- Unrelated Activity

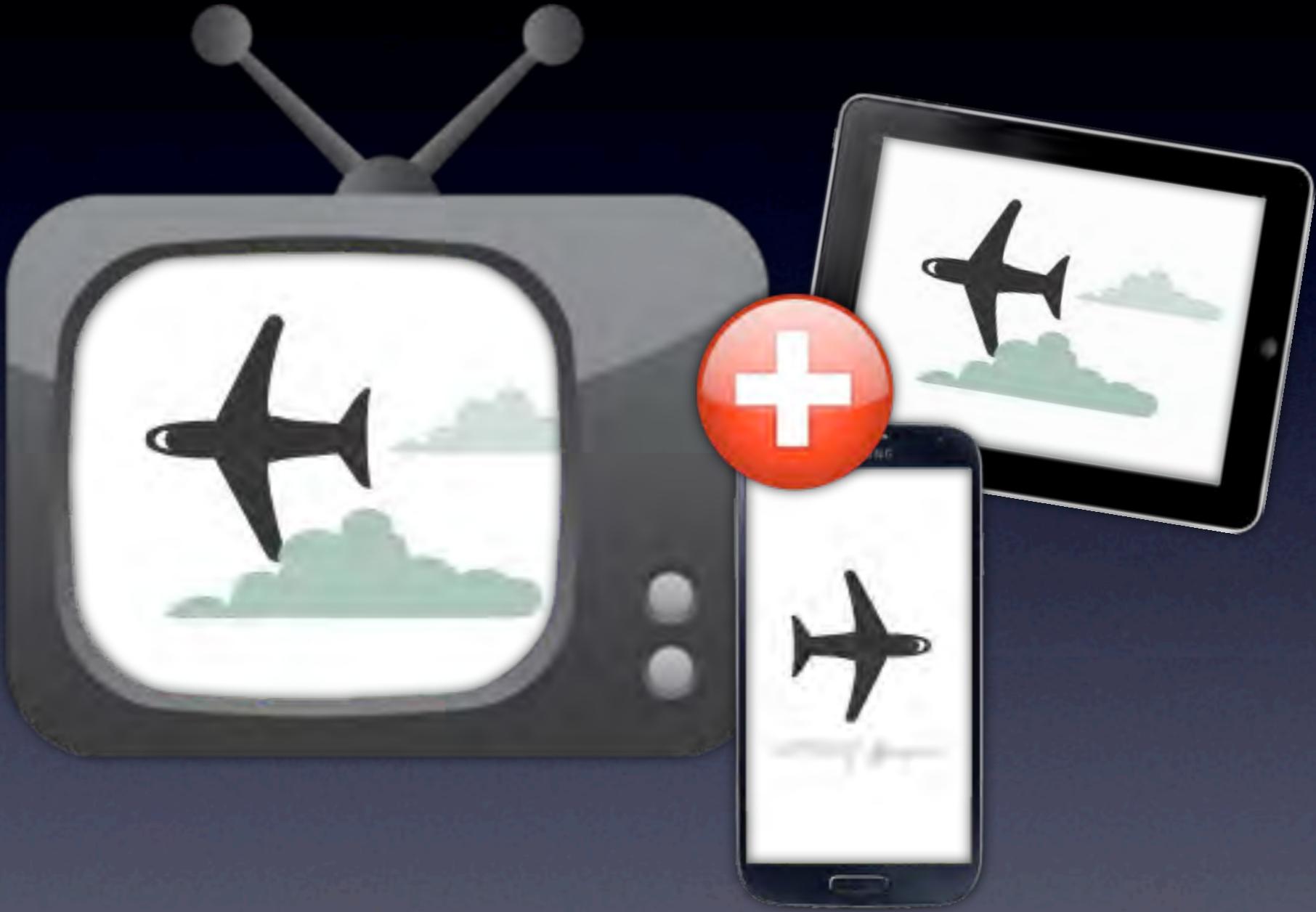
3

Simultâneo



Complementário - Related Activity

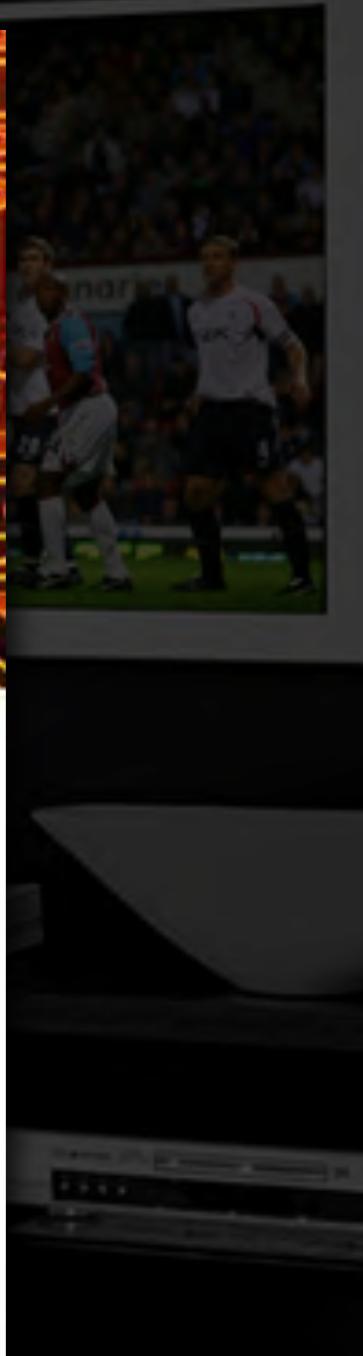
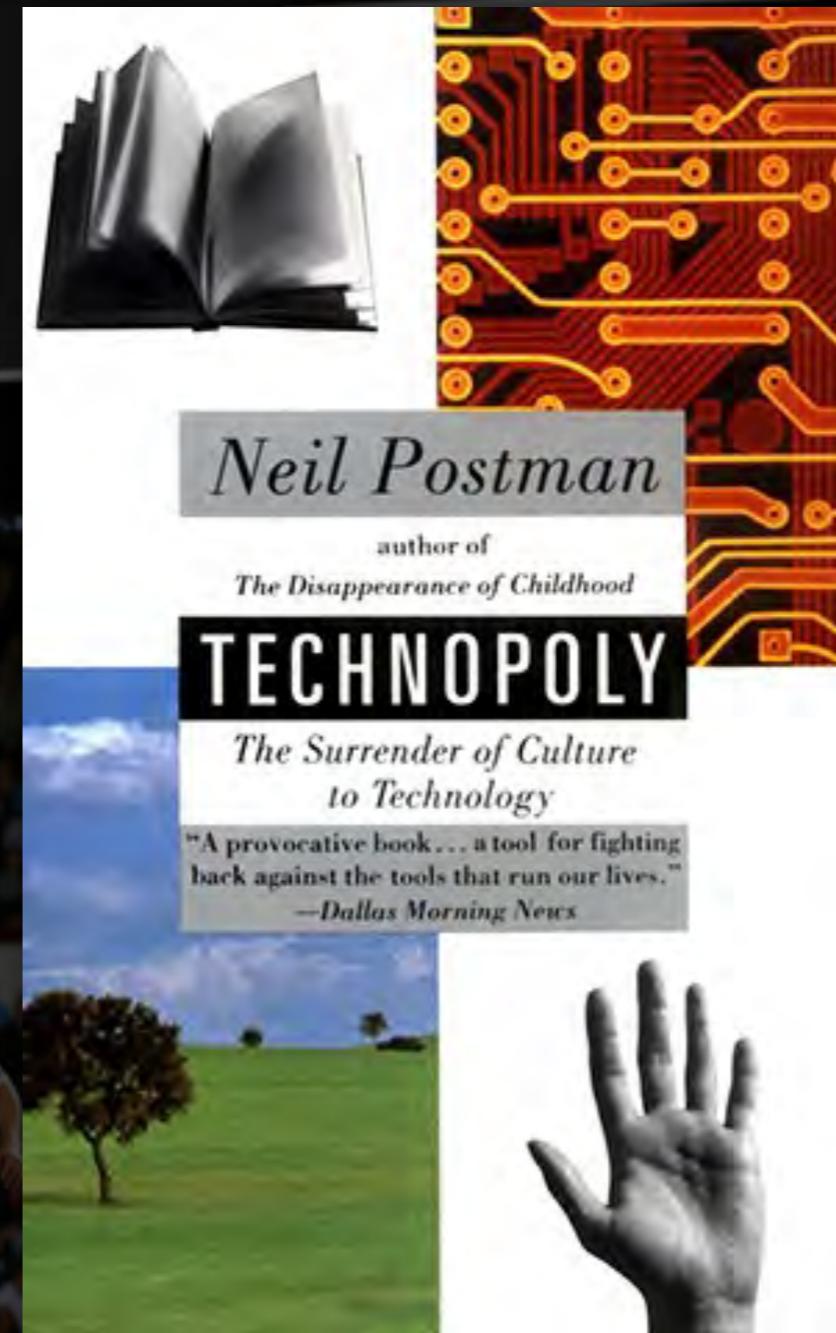
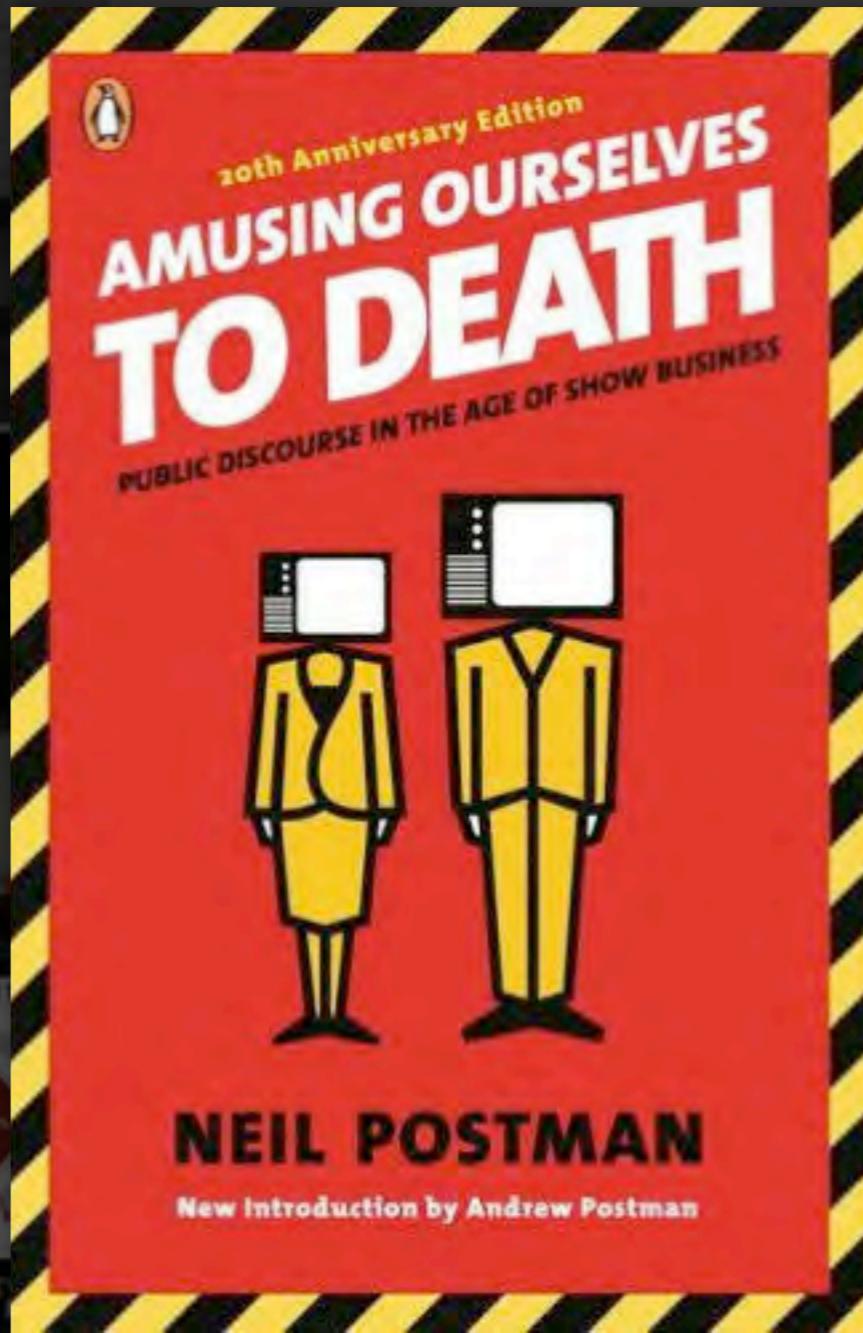
# Modes of Multi-Screening



Complementário - Related Activity



# Tendências do consumo



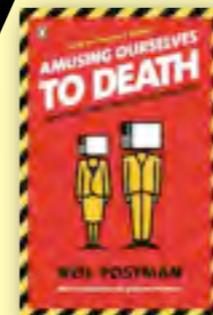
Neil Postman (American author, media theorist & cultural critic)

# Tendências do consumo



Limiar de  
atenção

MeuMírcor



Tecnologia  
Moderna

# Tendências do consumo

## Linear TV

- Terrestrial (A / D)
- Satellite/Cable
- Internet **Live Stream**
  - (Except Sports / News)

Meta Mirror

## IP TV

- **OnDemand** (OTT online)
- **Podcast** (offline)
- Media Multi-taskers
- Media socially shared
- Participation TV
- Second-Screen



# Tendências do consumo

## Como funciona ?



# Tecnologia



LiveStream



Marca d'água **TATTOO**



Impressão digital



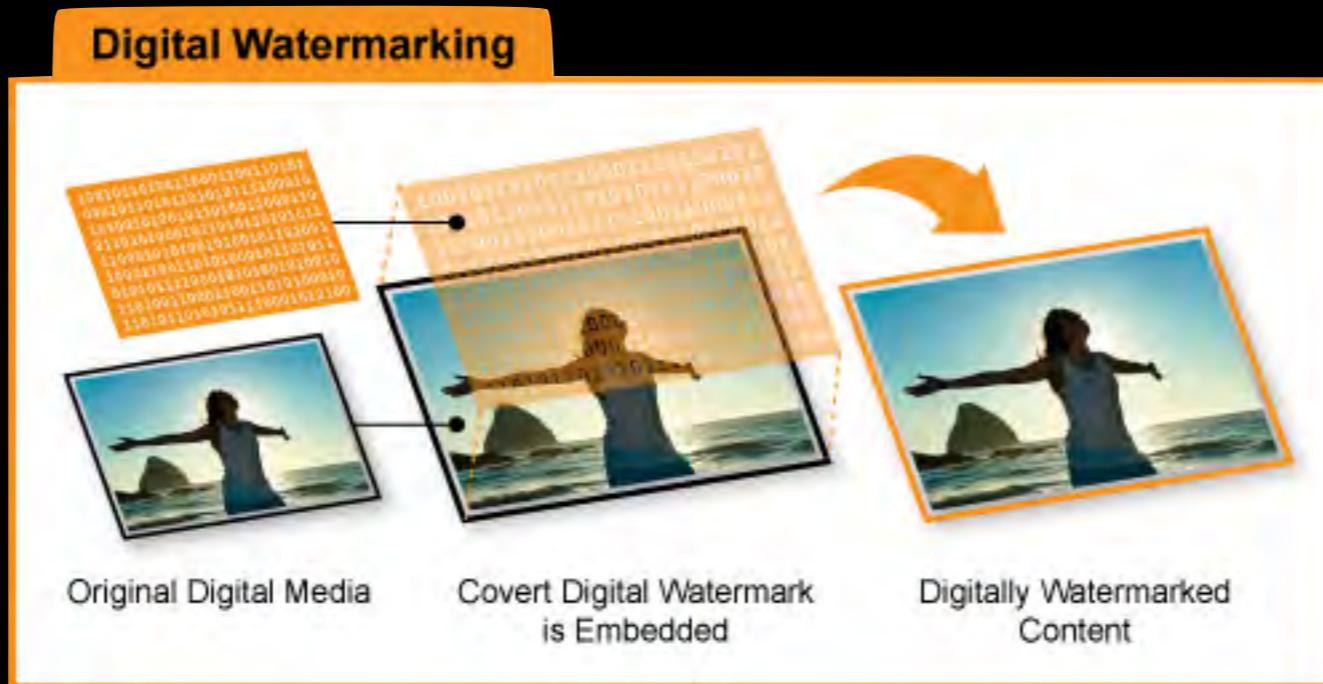
Content ID



TimeStamp



# Tecnologia





# Tecnologia



# Tecnologia



## Tecnologia



LiveStream



Marca d'água



Impressão digital

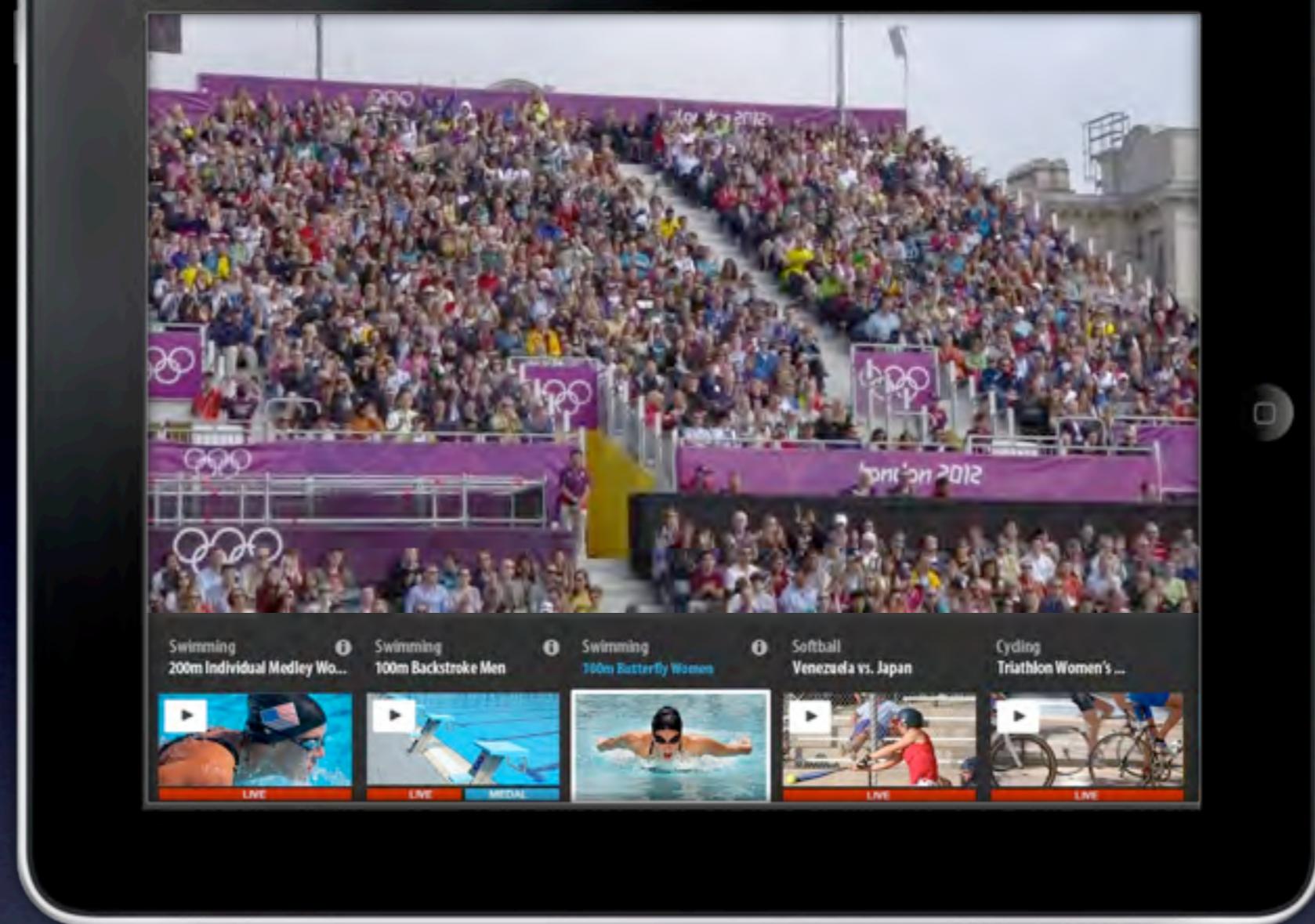
## Requisito



Curated  
CDN

## Custo





## Livestream / Archive



Independent Usage



LiveStream / OnDemand / Social:



Branded App (per Event)



**Streaming + some Archive technology**



# FreezeFrame



Complementary Usage - Related Activity



“Social TV” of Live TV for



Branded App (per TV channel)



FingerPrinting technology (Content ID + TimeStamp Sync)



## DishBoard / SideShows



Complementary Usage - Related Activity



“Social TV”, interacting with



Branded App (per Series)



FingerPrinting technology (Content ID + TimeStamp Sync)

# DishBoard / SideShows



Verizon 6:17 PM 14%

Modern Family

## MODERN FAMILY CAST

**Ed O'Neill**  
(as Jay)  
Born: April 12th, 1946 in Youngstown, Ohio  
Known For: Delicious Peace Grows in a Ugandan Coffee Bean (2009), Spartan (2004), Nobody's Baby (2001)

More On: [IMDb](#) [W](#) [gq](#) [g2](#)

**Julie Bowen**  
(as Claire)  
Born: March 3rd, 1970 in Baltimore, Maryland  
Known For: Horrible Bosses (2011), Jumping the Broom (2011), Crazy on the Outside (2010)

More On: [IMDb](#) [W](#) [gq](#) [g2](#)

**Ty Burrell**

Home Cast Episodes Social

0:00 0:31

Miso SideShow

show.gomiso.com/m7lpj0y#SIARIWF

Reader + B Book 3 e O

mISO SideShow

Grey's Anatomy  
Season 8, Episode 24 | "Flight"

Sideshow by Meghan Dubitsky  
Check out more SideShows [here](#)

20 MINS 24 SECS

In the midst of the chaos and death, it's comforting that Meredith and Cristina are still relying on each other and trying to help each other through.

Leave a Comment

So whaddya think, homeboy?

Like

miso





umami.tv



gomiso.com/producer



Tendências do consumo

Como funciona?

Criar conteúdo?

## Tecnologia



LiveStream



Marca d'água



Impressão digital

## Requisito



Curated  
CDN

## Custo





Video



**META**

Web



+

foto



+

Social Link



Ready for TX



CAPTURE  
& DESIGN



COINCIDENT  
CREATE

Tendências do consumo

Como funciona?

Criar conteúdo?

Caminho futuro?





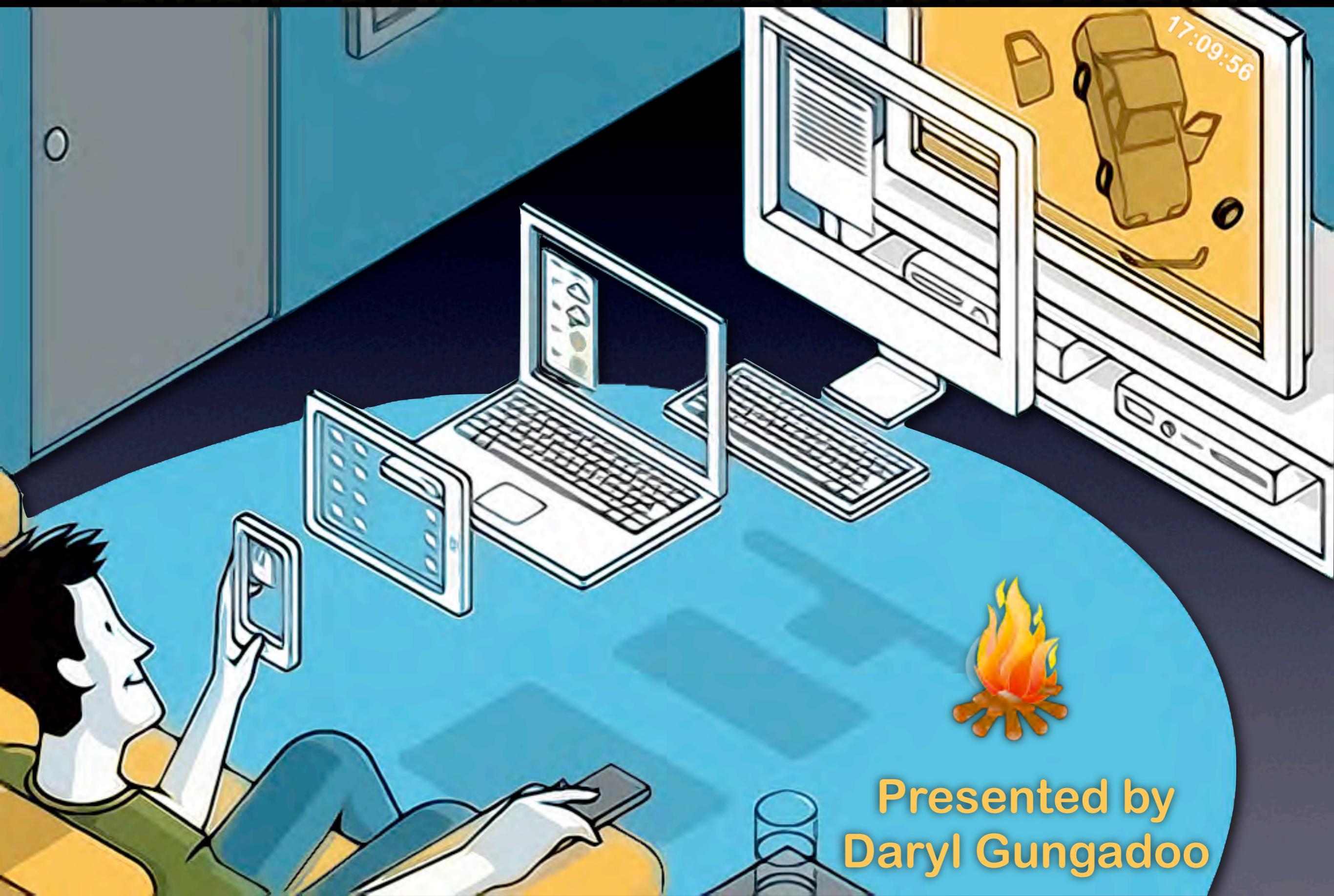
Participation TV



=



# Content is King, Engagement is Queen...



Presented by  
**Daryl Gungadoo**

17:09:56



# CONSTRUINDO NOSSA IMAGEM

ENCONTRO DE COMUNICAÇÃO 2013



@DarylGungadoo



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# Discussão: Novas Tecnologias

Disruptive...

CONSTRUINDO  
NOSSA  
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ENCONTRO DE COMUNICAÇÃO 2013

- ④ In the Bible
- ④ As Administrators
- ④ As Technologists

# Discussão: Novas Tecnologias Disruptive...

## • In the Bible

