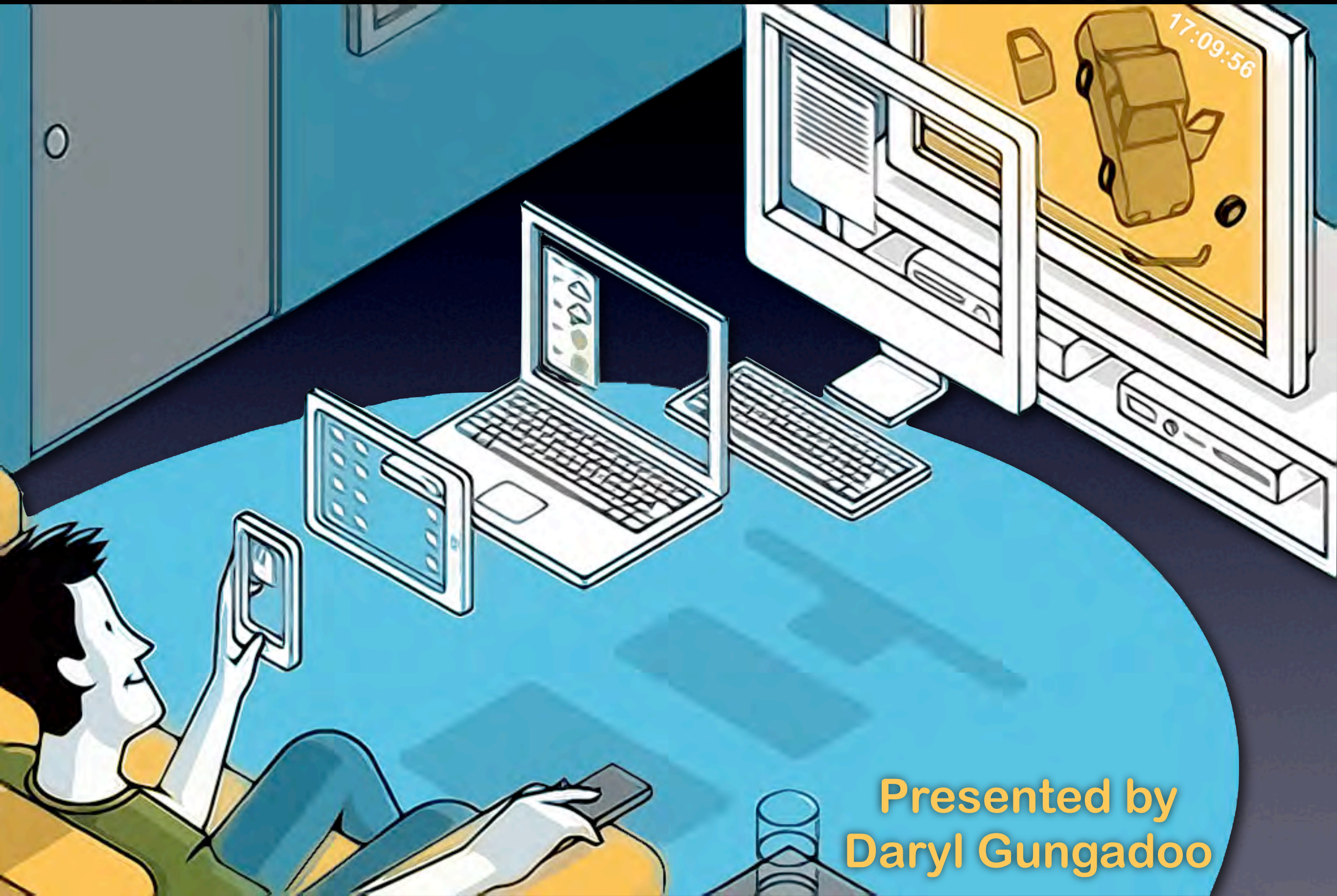


# The “Multi Screen” Generation





# 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™**





1886



1909



1955



1989



1990



**SMITH  
CORONA™**



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

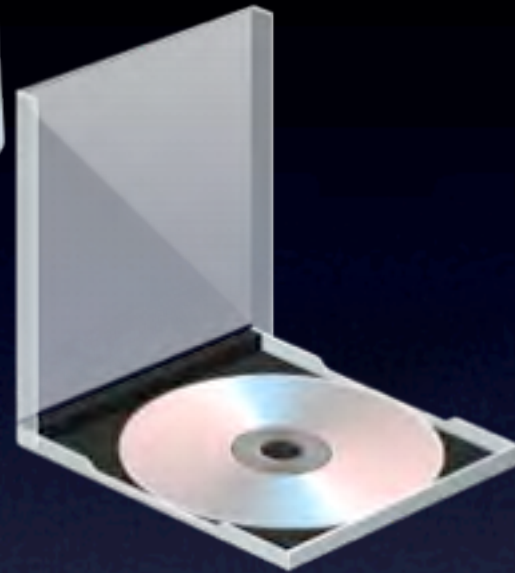
- Disruptive
- Revolutionary
- Evolutionary
- Sustaining





# Grau de inovação

- Disruptive
- Revolutionary
- Evolutionary
- Sustaining





# Grau de inovação

- Disruptive



- Revolutionary



- Evolutionary



- Sustaining











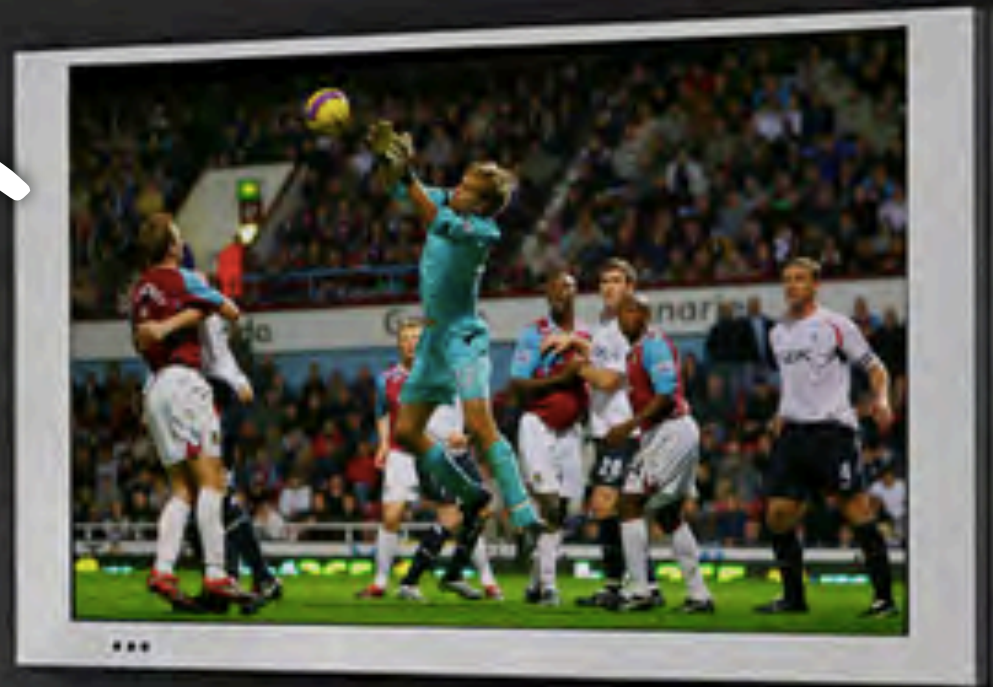
Verses













- 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.



TV

abc

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



















Available on the  
**App Store**





# Modes of Multi-Screening





# Modes of Multi-Screening



Seqüencial



# Modes of Multi-Screening



Multi-tasking - Unrelated Activity



# Modes of Multi-Screening



**2**



- Unrelated Activity

**3**

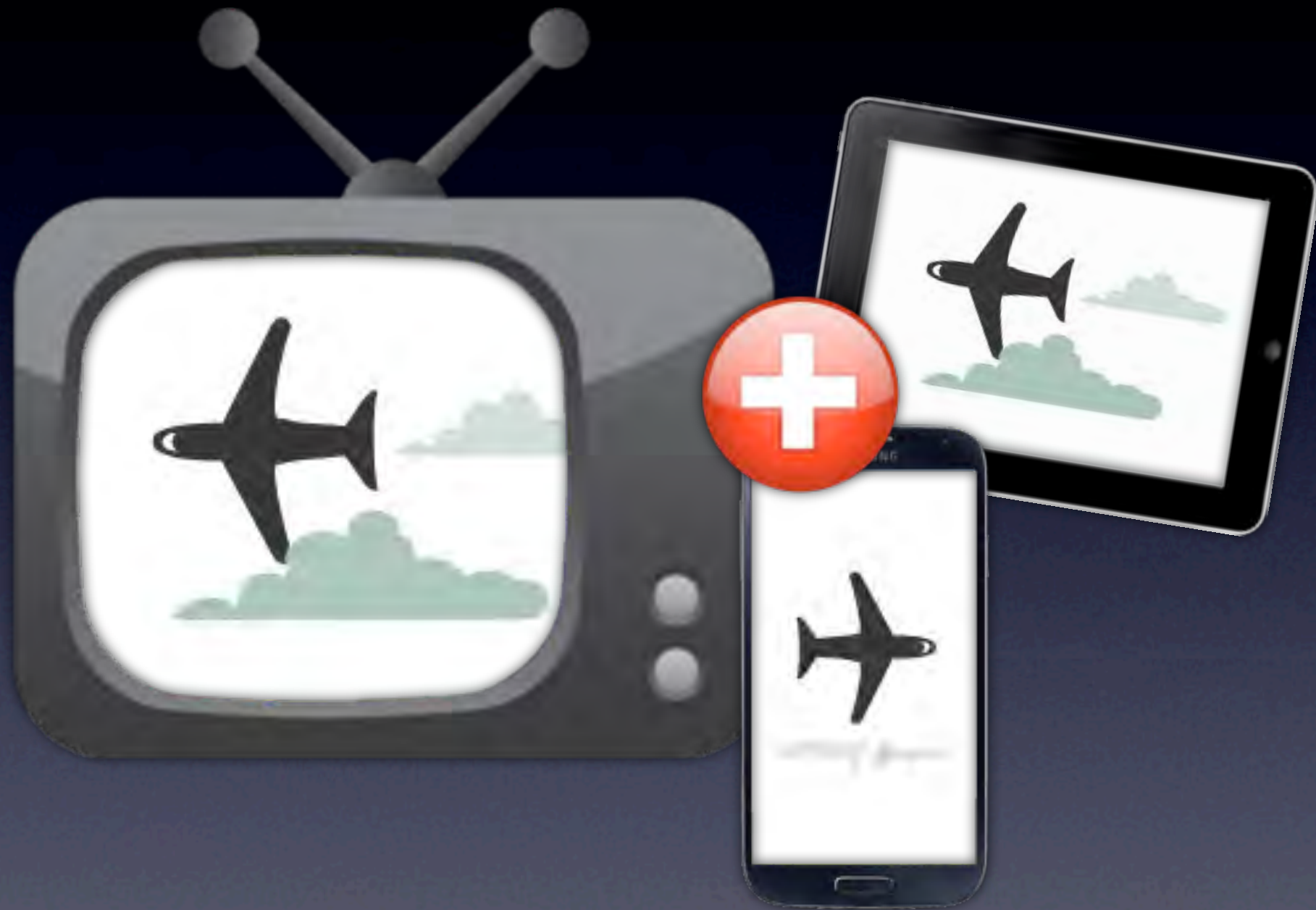
Simultâneo



Complementário - Related Activity



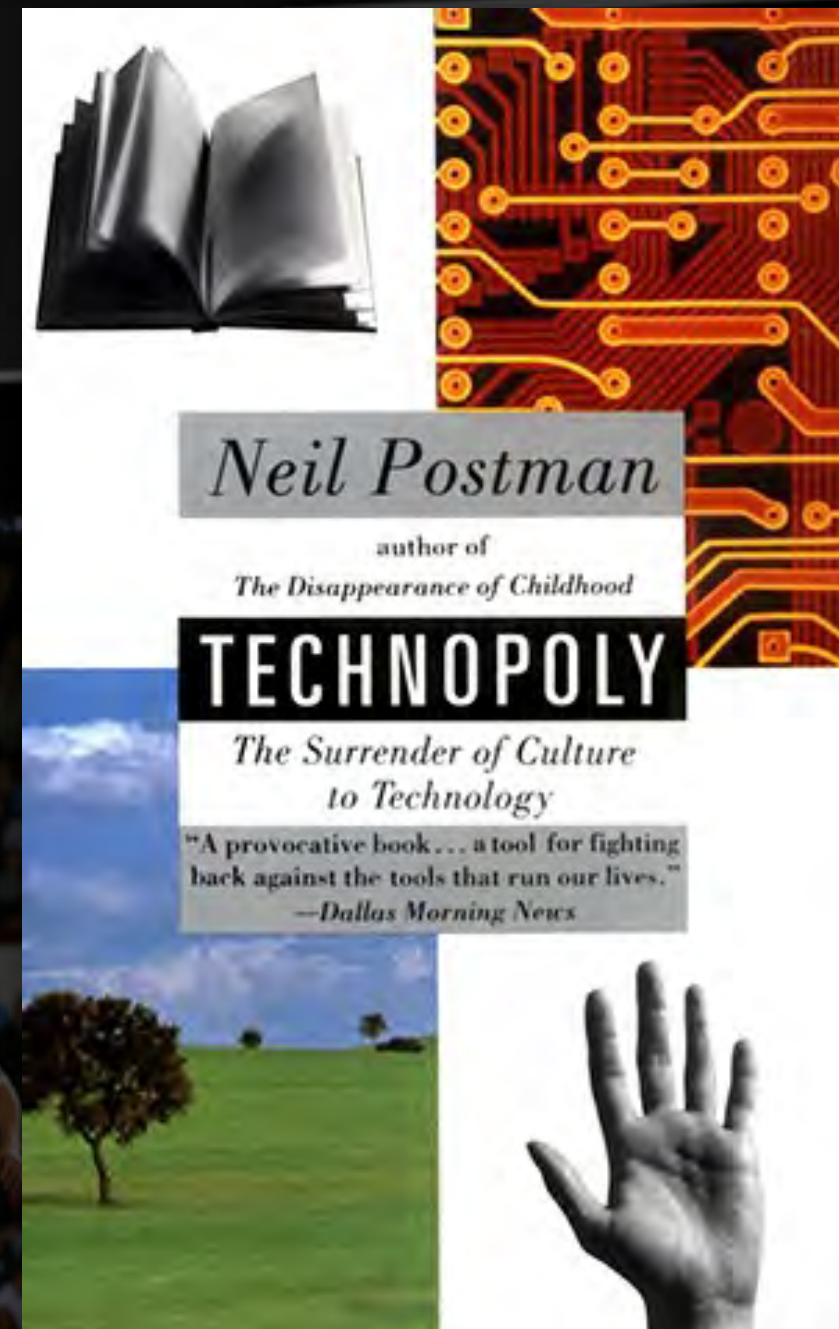
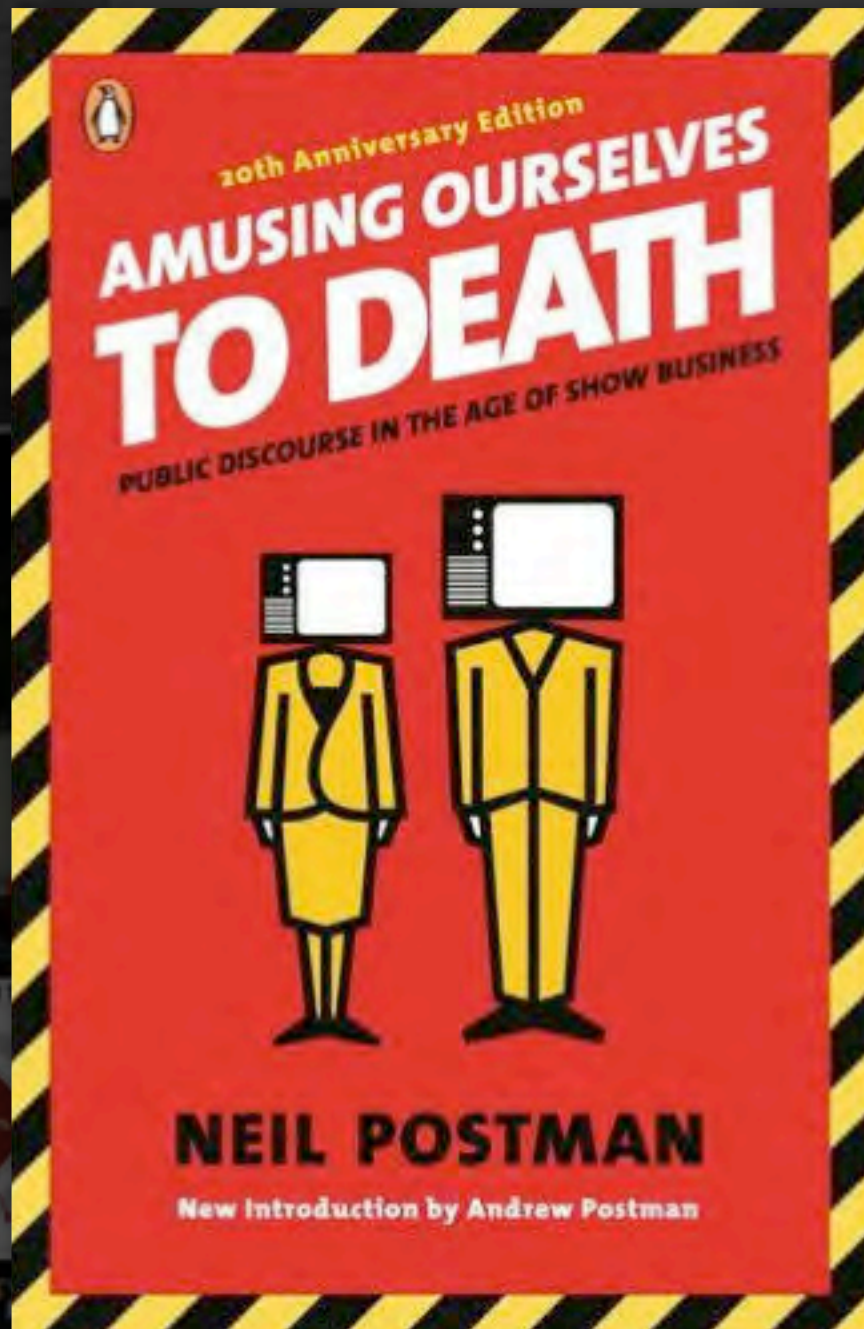
# Modes of Multi-Screening



Complementário - Related Activity



# Tendências do consumo



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



# Tendências do consumo



**Tecnologia  
Moderna**



**Limiar de  
atenção**





# Tendências do consumo

## Linear TV

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



## 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



## Digital Watermarking



## Digital Fingerprinting





# Tecnologia





# Tecnologia



+





# Tecnologia

# Requisito

# Custo



LiveStream



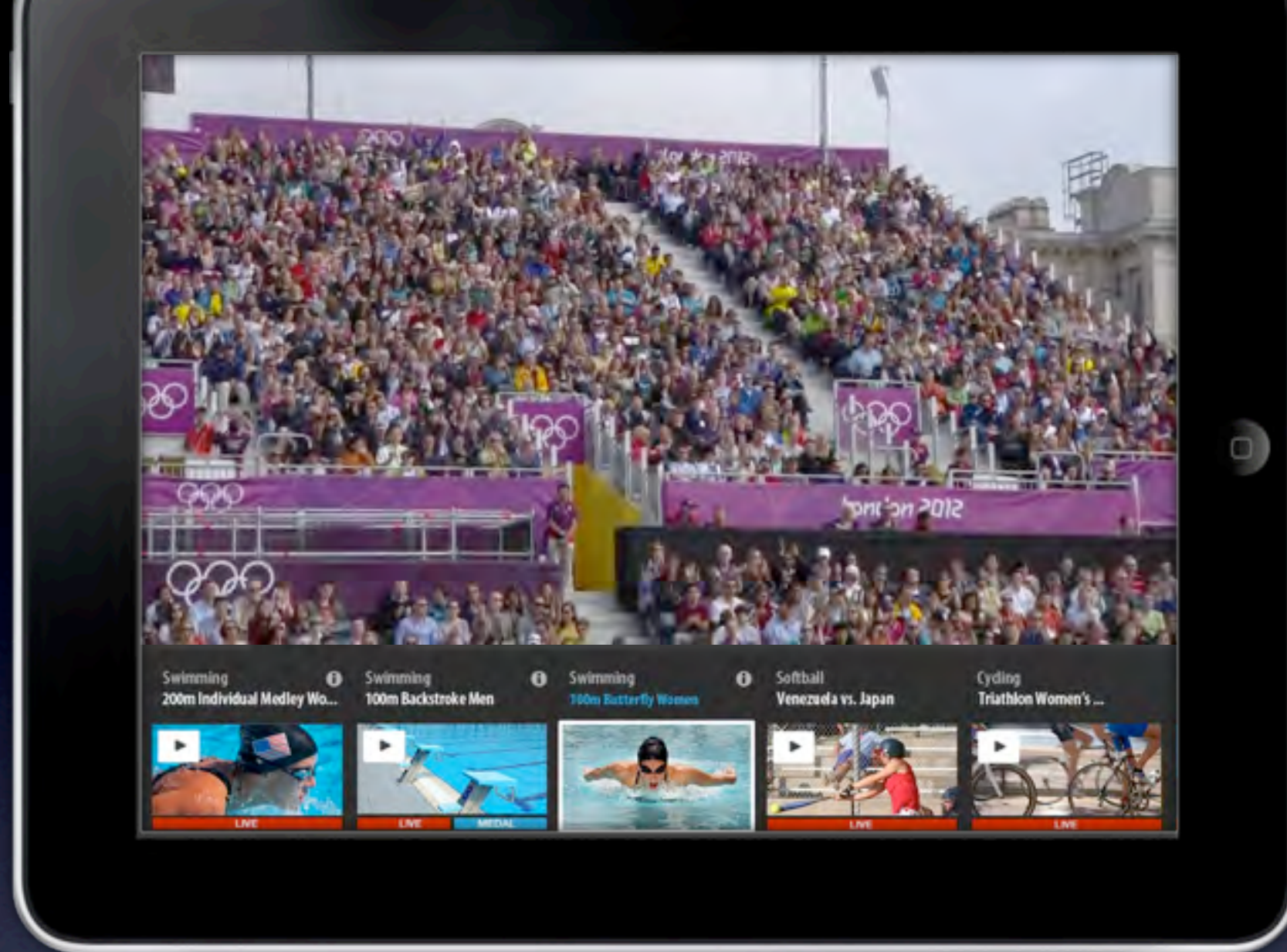
Marca d'água



Impressão digital







## Livestream / Archive



Independent Usage



LiveStream / OnDemand / Social:



&

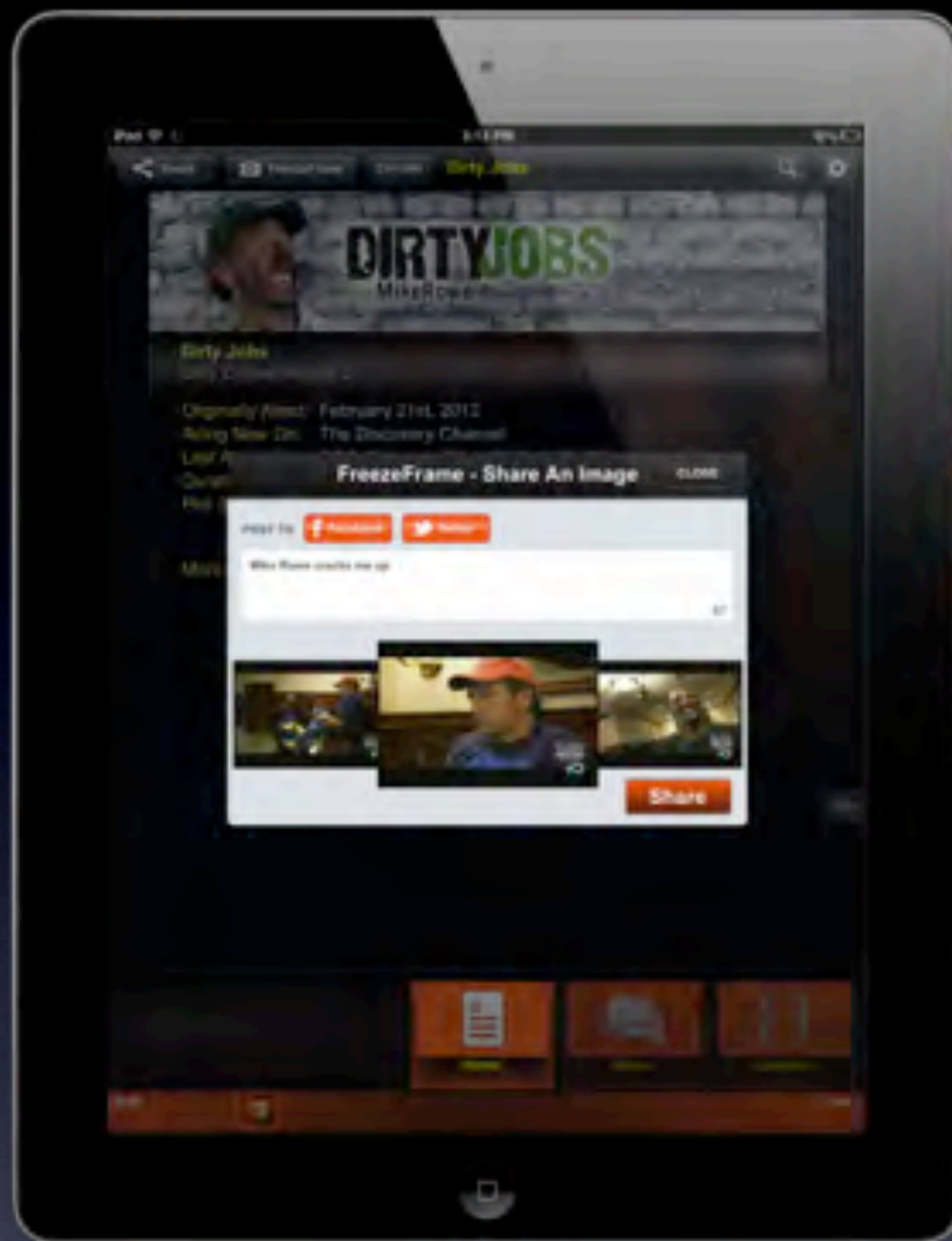


Branded App (per Event)



**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:

**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:

**Ty Burrell**

Home Cast Episodes Social

0:00 0:31



Miso SideShow

show.gomiso.com/m7lpj0y#SIARIWF


Reader

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



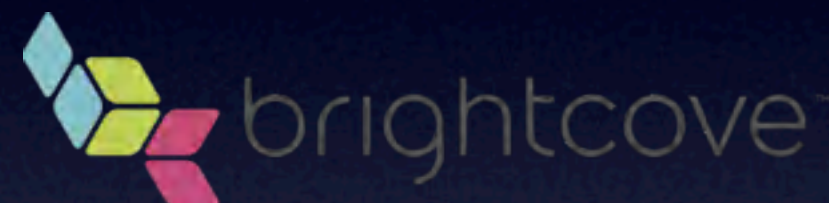




[umami.tv](http://umami.tv)



[gomiso.com/producer](http://gomiso.com/producer)

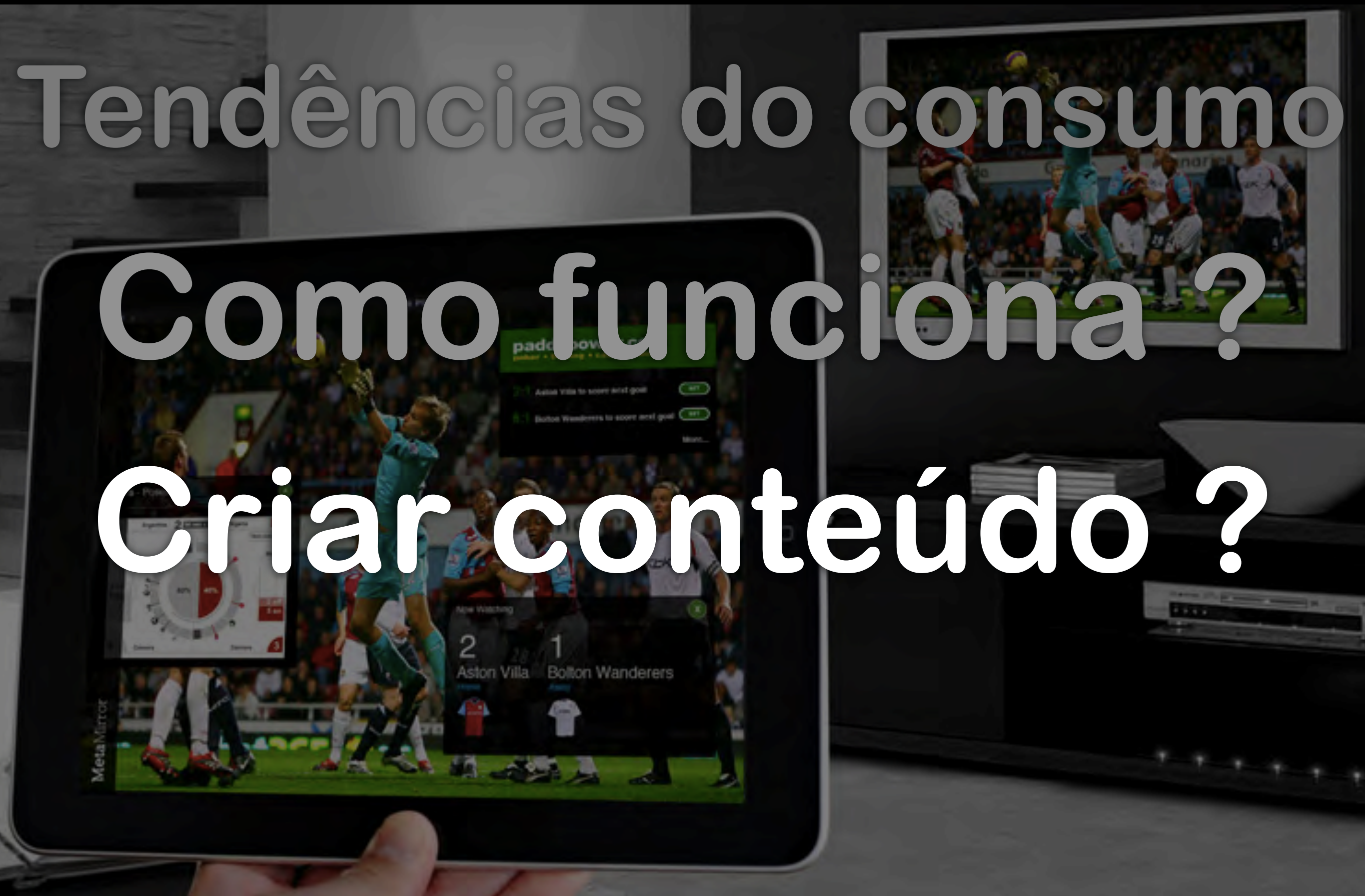




Tendências do consumo

Como funciona?

Criar conteúdo?





# Tecnologia

# Requisito

# Custo



LiveStream



Marca d'água



Impressão digital







Video

Web

foto

Social Link



+



+



+





Ready for TX





CAPTURE  
& DESIGN

VIDEOS

WEB  
SITES

IMAGES

DEVELOP

DELIVER

TRACK



CREATE



WEB  
PLAYER



MEASURE



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



**GAIN**

#GAINDSA

# CONSTRUINDO NOSSA IMAGEM

ENCONTRO DE COMUNICAÇÃO 2013



@DarylGungadoo



daryl@awr.org





# Discussão: Novas Tecnologias

Disruptive...

● In the Bible

● As Administrators

● As Technologists

CONSTRUINDO  
NOSSA  
IMAGEM  
ENCONTRO DE COMUNICAÇÃO 2013

GAINDSA  
#GAINDSA

NOVO TEMPO



# Discussão: Novas Tecnologias Disruptive...

## ● In the Bible

