Interactive
—
by the numbers
Interactivity is dead, long live interactivity

2nd screen interactivity is stupid...

If you don't measure, did someone really do it?
Interactivity evolves

We tried 1st screen interactivity

The rise of the TELEphone...and then it got smart

What IS interactivity . . .

The rise of social media . . .and the rest of it
UNITED STATES: NUMBER OF SOCIAL NETWORK USERS 2015-2022

NUMBER OF SOCIAL NETWORK USERS IN THE UNITED STATES FROM 2015 TO 2022 (IN MILLIONS)

Note: United States; 2015 to 2017; Internet users who use a social network site via any device at least once per month
Source: Statista; Statista DMOID 278409
Social media isn’t a thing

Websites used to be novel

When social media becomes the norm

The new low touch
ARE YOU READY?

WARNING: This video contains fast flashing images. It may trigger seizures for people with photosensitive epilepsy. Viewer discretion is advised.
FX – American Horror Story

Eight week campaign where fans were invited to join the cult through a Facebook messenger bot and complete interactive video tasks each week to unlock content related to the upcoming season

- 1.7M video views
- 70% completion on mobile of 8 eps
- 500K Facebook messages
- 9.1 million viewers watched the season premiere, making it the 2nd most watched program of 2017
You unlocked 2 of 2 Secrets in that episode

START HERE

1. 5 - 6 mins

HELP?

2. 6 - 7 mins

DO MATT'S CHORES

DO MATT'S CHORES

CLEAN UP

SPY
BBC – Secret Life of Boys

25-episode kids comedy. Viewers invited to tap the show and uncover extra punchlines, character insights and collect easter eggs. The more they tap, the closer they get to solve the story's plot.

- 88% of the audience are clicking, touching and getting involved
- A mind-altering 6x interactions for every engaged viewer
- 4x more time spent than non-interactive video
- 6 countries all supported by one video
Twitch – not just watching gaming

Cease Study: Red Bull Italy

Red Bull Italy allows eSport viewers vote for their team on Twitch

Twitch Extensions allows viewers to click directly on the video player to vote.

It registers clicks and can show additional information on top of the stream.

Up to 90% engagement

$ monetization $
DIGITAL VOICE ASSISTANT REGULAR USAGE RATES IN THE U.S. 2017

REGULAR USAGE OF SELECTED DIGITAL VOICE ASSISTANTS AMONG RESIDENTS OF THE UNITED STATES, AS OF APRIL 2017

Google Assistant (Google products): 33%
Siri (Apple products): 32%
Cortana (Microsoft products): 21%
Alexa (Amazon products): 17%

Note: United States; April 11 to 22, 2017; 18-65 years; 1040 Respondents; U.S. residents
Source: Statista Survey ID 702814
OPINION OF THE BENEFITS OF VIRTUAL ASSISTANTS AMONG U.S. RESIDENTS 2017

IN YOUR OPINION, WHAT ARE BENEFITS OF THE INCREASING POPULARITY OF VIRTUAL ASSISTANTS?

Better guidance when purchasing goods and services: 38%
Less time in front of a screen: 40%
More convenience in daily life: 59%
Shorter waiting times when calling a hotline: 28%
None of the above: 16%

Note: United States; April 11 to 22, 2017; 18-65 years; 1040 Respondents; U.S. residents
Source: Statista Survey ID 702942
SITUATIONS IN WHICH U.S. RESIDENTS WOULD USE A VIRTUAL ASSISTANT 2017

SITUATIONS WHERE PEOPLE WOULD USE VIRTUAL ASSISTANTS, IN THE UNITED STATES, AS OF APRIL 2017

Note: United States; April 11 to 22, 2017; 18-65 years; 1040 Respondents; U.S. residents
Source: Statista SurveyID 702926
the “no duh” moment
If you don’t measure it . . .
Interactivity is dead, long live interactivity