

Interactive

—

by the numbers

PONDER THIS

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

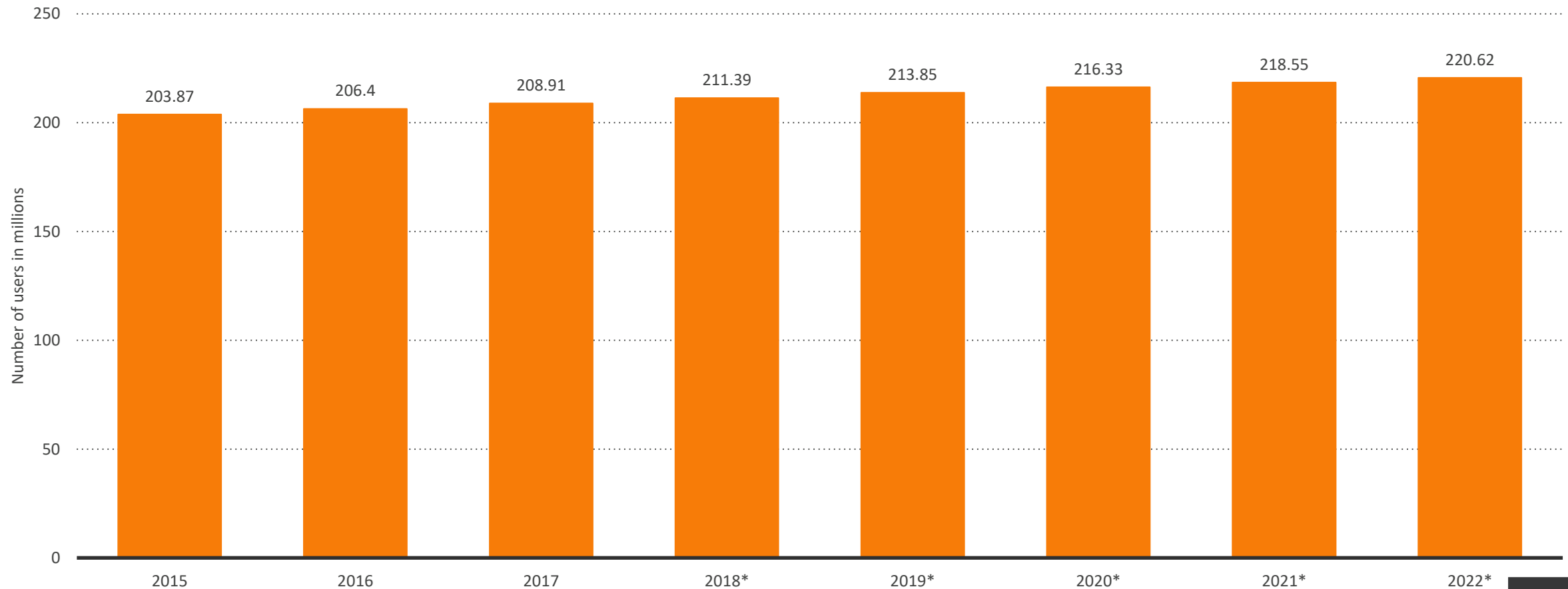
The rise of the TELEphone...and then it got smart

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.

ONE

TWO

THREE

FOUR

FIVE

SIX

SEVEN

EIGHT

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



W I R E W A X



You unlocked 2 of 2 Secrets in that episode



START HERE

1



5 - 6 mins

2



6 - 7



HELP ?

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**



W I R E W A X

Twitch – not just watching gaming

The screenshot shows a Twitch channel for 'Red Bull Italia' during a 'League of Legends' stream. The main content is a 'Red Bull Factions' poll with the following data:

Faction	Percentage
TAUN	13%
NOXUS	21%
IONIA	39%
BANDE CITY	9%
SHADOWS	18%

Below the poll, the text reads: 'CLICCA SULLO SCHERMO LA FAZIONE CHE VUOI BANNARE'. The streamer 'Ex Machina' is online, and the chat shows several messages from viewers like 'DarthMother', 'Loleski', 'LiamRobinsonYT', 'Brevanz', and 'Darkfish21'. A 'Send a message' input field is visible at the bottom of the chat area.

Up to 90% engagement

\$ monetization \$

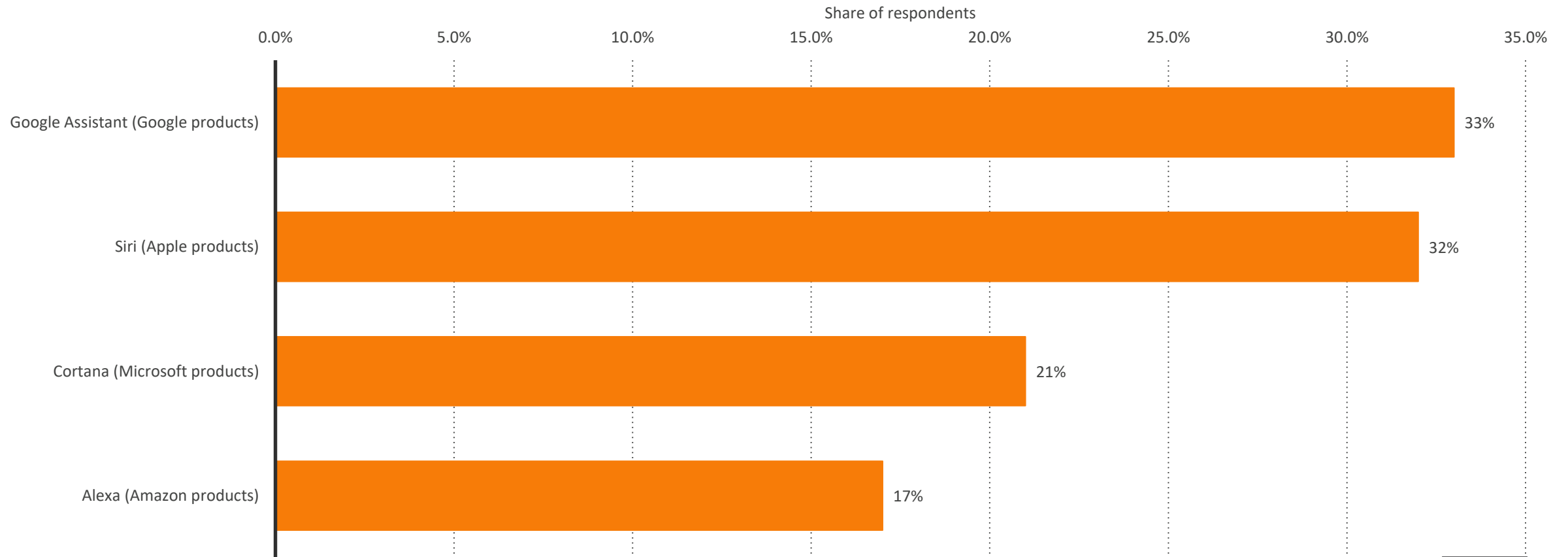
BRANDS!



amazon

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



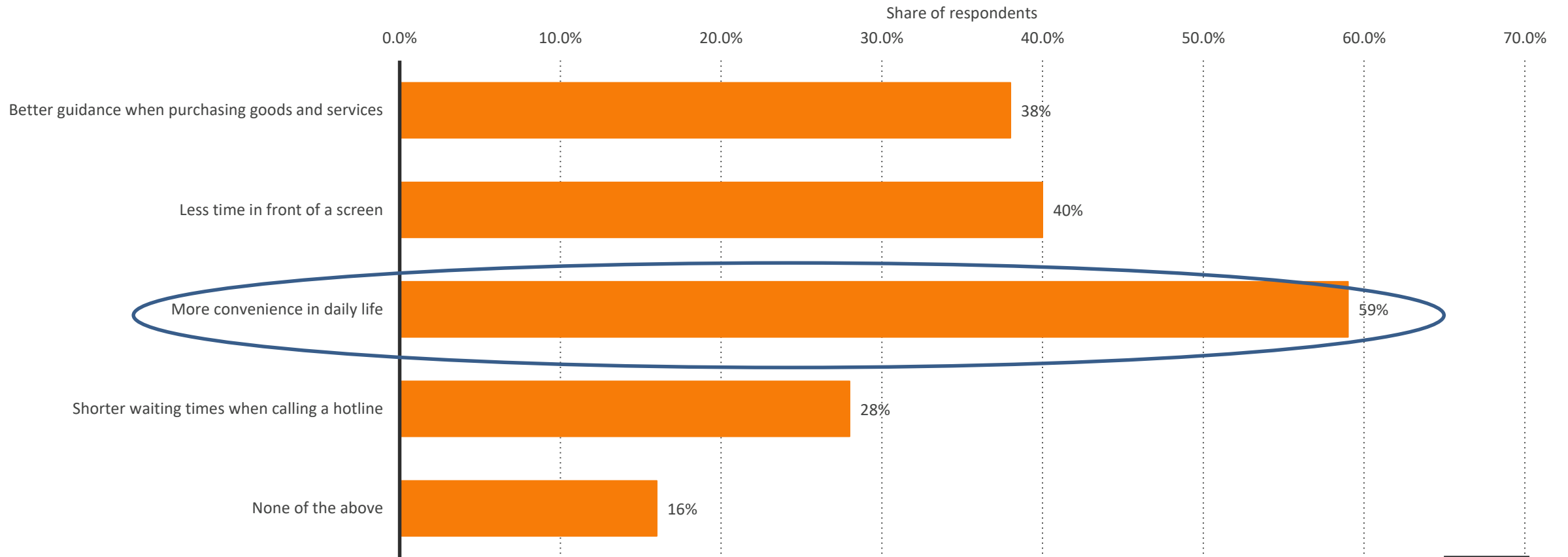
Note: United States; April 11 to 22, 2017; 18-65 years; 1040 Respondents; U.S. residents

Source: Statista Survey [ID 702814](#)

Magid

OPINION OF THE BENEFITS OF VIRTUAL ASSISTANTS AMONG U.S. RESIDENTS 2017

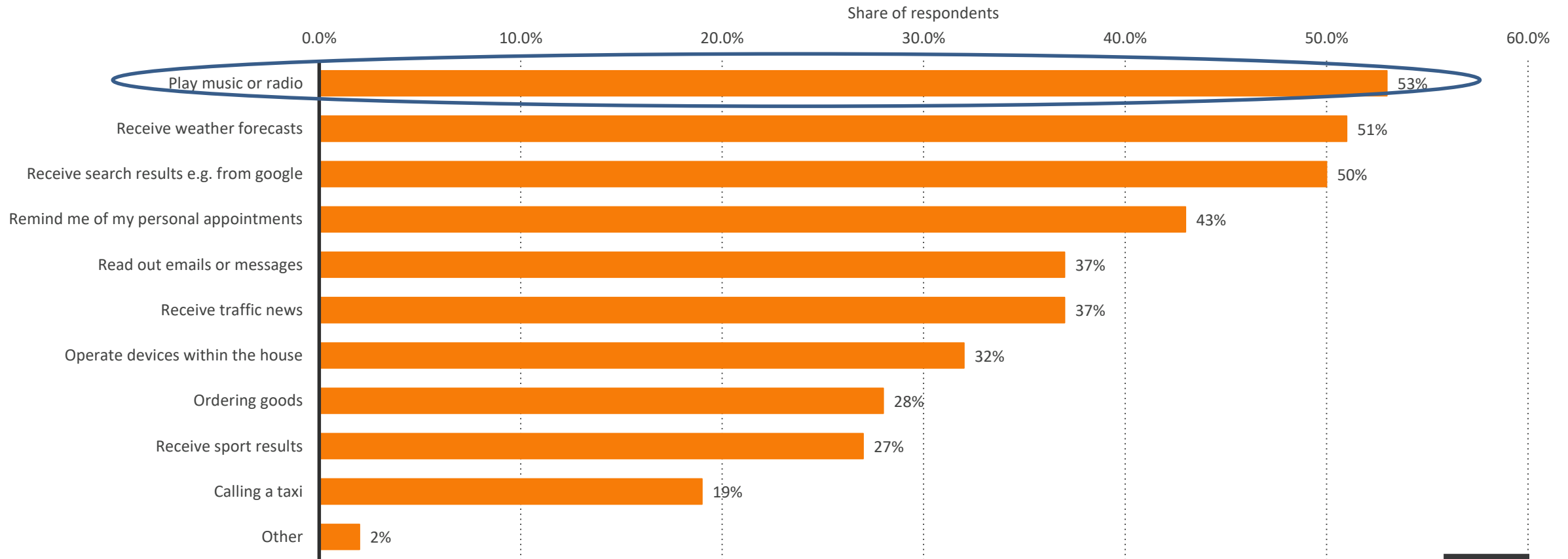
IN YOUR OPINION, WHAT ARE BENEFITS OF THE INCREASING POPULARITY OF VIRTUAL ASSISTANTS?



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 Survey [ID 702926](https://www.statista.com/statistics/702926/)



the “no duh” moment

If you don't measure it . . .



 mparticle



**Interactivity is dead,
long live interactivity**