# Hybridcast Case Study:
# “WereWolf”

Fuji Television

# Werewolf: Hybrid content for Gamification

## Screen Overlay + Amusement CFs

# twitter interface

Tablet App

Viewers' tweets
(to personalities)

Personalitis' tweets

TV Screen

# Amusemet CFs

- Fruit machine Game

Win a special VOD content!

# Amusemet CFs

- “Ban a Werewolf” Game

# Lessons Learned(1)

- Advantages

Rich expression: Animations, Characters

Communication : Obtaining data through Internet

Interaction : User involvement

# Lessons Learned(2)

- Agenda/ Challenges
  - Sustenability matters:

Framework : Better Development environment is required.

Compatibility : We have tested on ALL TV SETS MODELS. Better test environment is required.

# Lessons Learned(3)

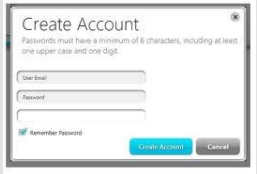
- UX matters: How hard could it?

**TV Sets:**

PUSH A BUTTON

**2nd Screens:**

Access App store




Create account

Download & Install

Launch & Pairing

...

# Lessons Learned(4)

- UX: Current solution:
  - QR code
  - Link to App Store
  - Still hard to access
  - WE NEED “RED BUTTON” for 2nd screens.

# Viewers' Feedbacks

- Some Negative Feedbacks
  - Huge amount of information
    - Screen Overlay (twitter, game interactions)
    - 2nd Screen App
  - Accustomed User Interfaces as one's genelation
- Different impression between **Digital Natives** and others
- Current UI is not everyone's perfect.
  We have to find **new fitting way** of expression.

# Statistics

Air time : 7th Mar. 25:30 – 26:55 (85 mins)

| | |
|---|---|
| # of Viewers | 1.2 million (estimated) |
| # of HC access | 1,064 |
| # of 2nd Screen | 76 |
| # of tweets | 1,890 (filterd) / 3,790 (# search) |

(for refernce)

| | |
|---|---|
| # of web access | 3,117 |
| # of mobile access | 7,849 |

Thank you!

Have your say?