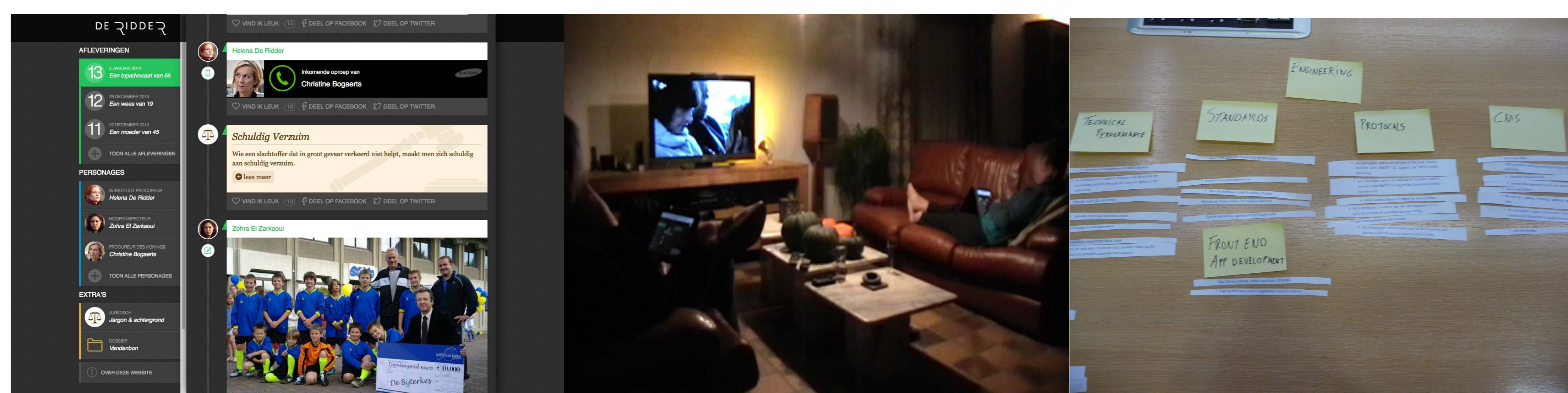


Using Overlays and Second Screen to Stimulate Social Interaction Without Compromising Passive Consumption

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Observations of Second Screen use in the home environment



The Issue:

- Most people that participate in interactive TV content, really enjoy it
- They only make up a small percentage (~10%) of the total TV audience for most shows
- Therefore broadcasters and producers don't want to spend much on the interactive part of a show
- And they certainly don't want the interactive part to interfere with the 'regular' viewers experience
- This leads to a chicken and egg conundrum

“The problem is that many program makers say the group of second screen users is only a small percentage of our viewers and won't change their show just for them.” - Public Broadcaster

The Proposition:

- A combination of second and first screen to offer a TV experience that stimulates social interaction
- HbbTV overlays and second screen connections result in no interference with regular viewing

Paper Prototypes of an Interactive Quiz on First and Second Screen



“We could play this instead of monopoly, it really feels like a family game” - Participant in the Quiz paper prototype session

