

W12 Studios

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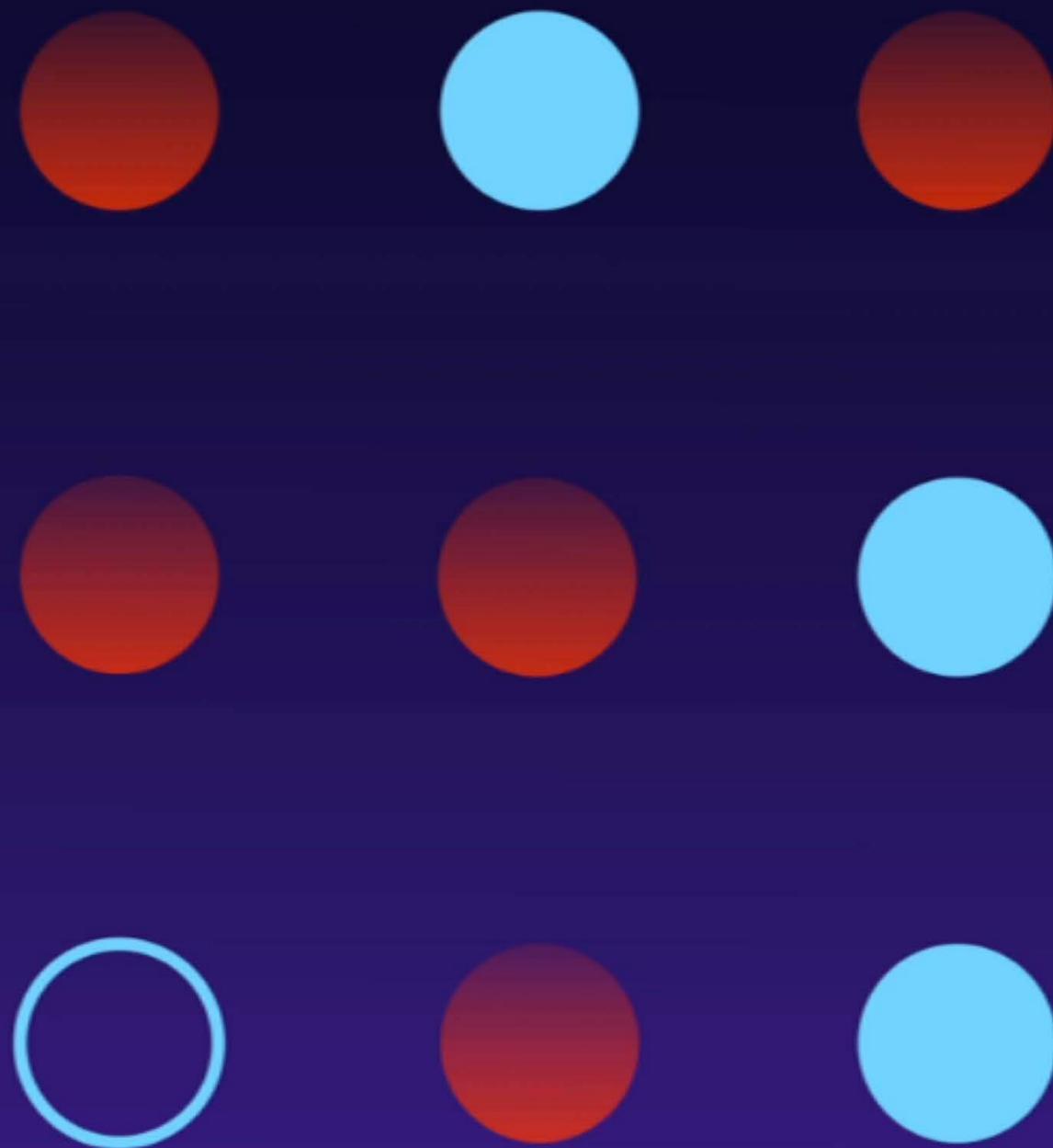
Private & Confidential. Do not circulate

W12

**We've come
a long way...**

Linear to non-linear

Content breaks free



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Broadcast to narrow cast

TV gets personal



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Local to global

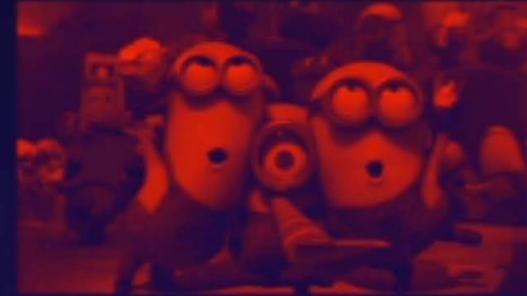
TV goes everywhere

W12

**But we aren't
there yet...**

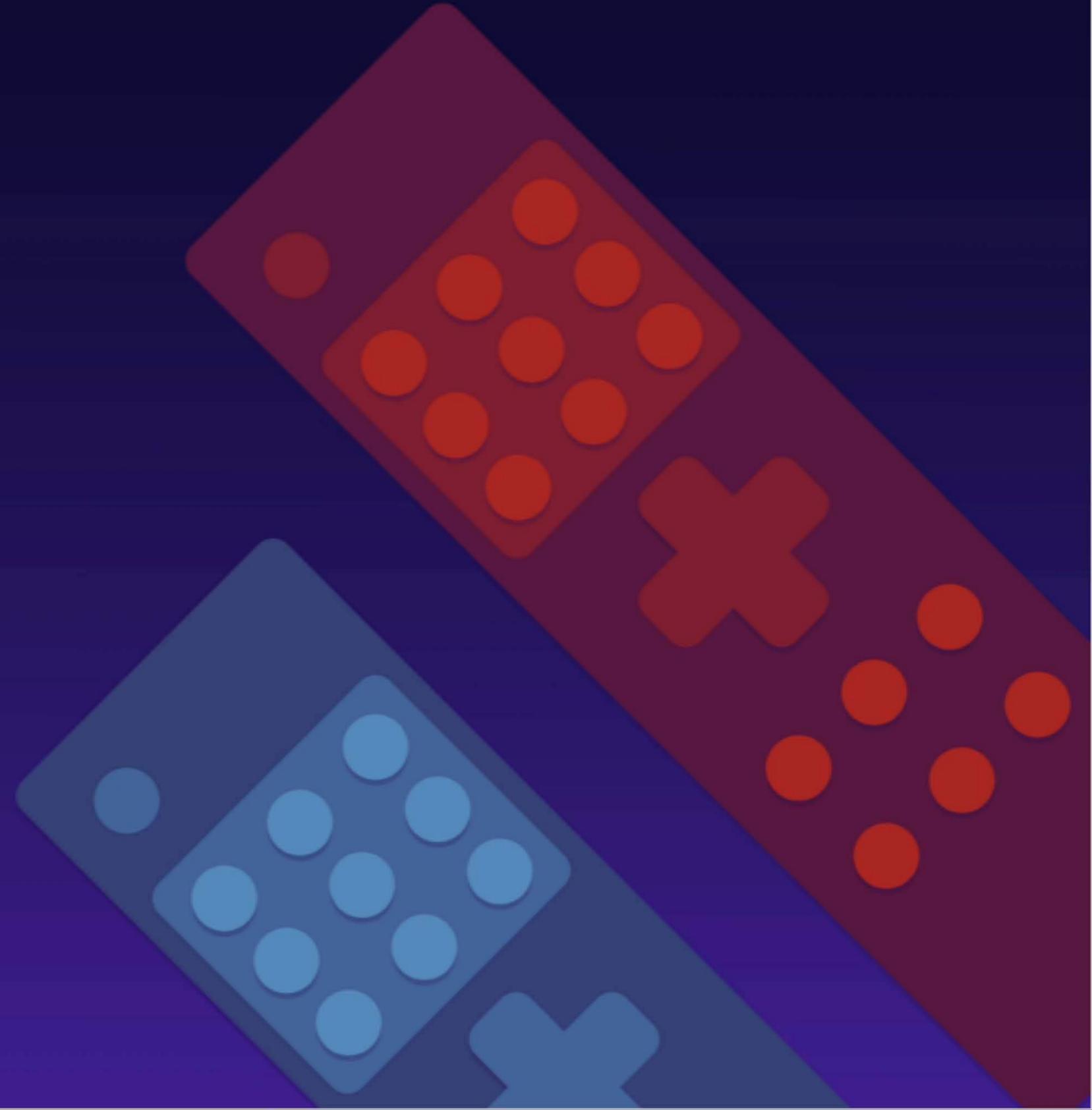
W12

The paradox of choice



W12

The remote control



W12

Menus & rails

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**We are at the
dawn of a new era**

**20% of user interactions will
take place via intelligent
personal assistants by 2019**

50% of web searches will be done with voice by 2020

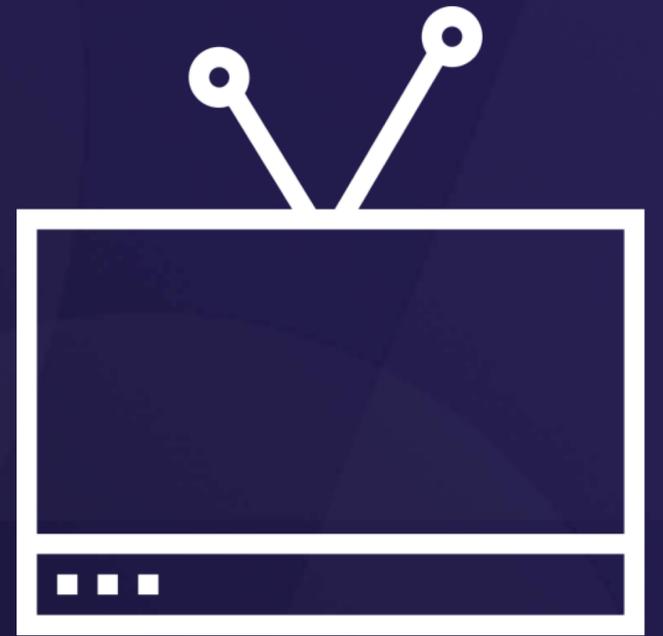
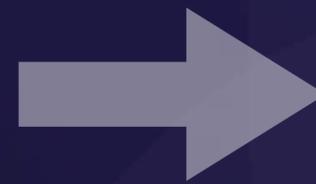
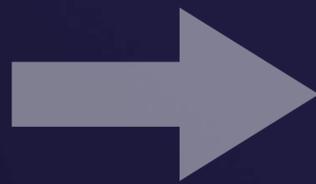
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**Customer experience will be
the key brand differentiator
by 2020**

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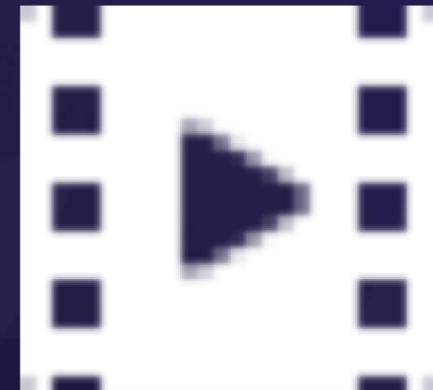
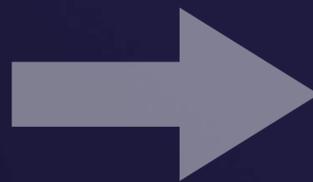
When the artificial turns natural

Artificial



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Natural



From command & control to conversations

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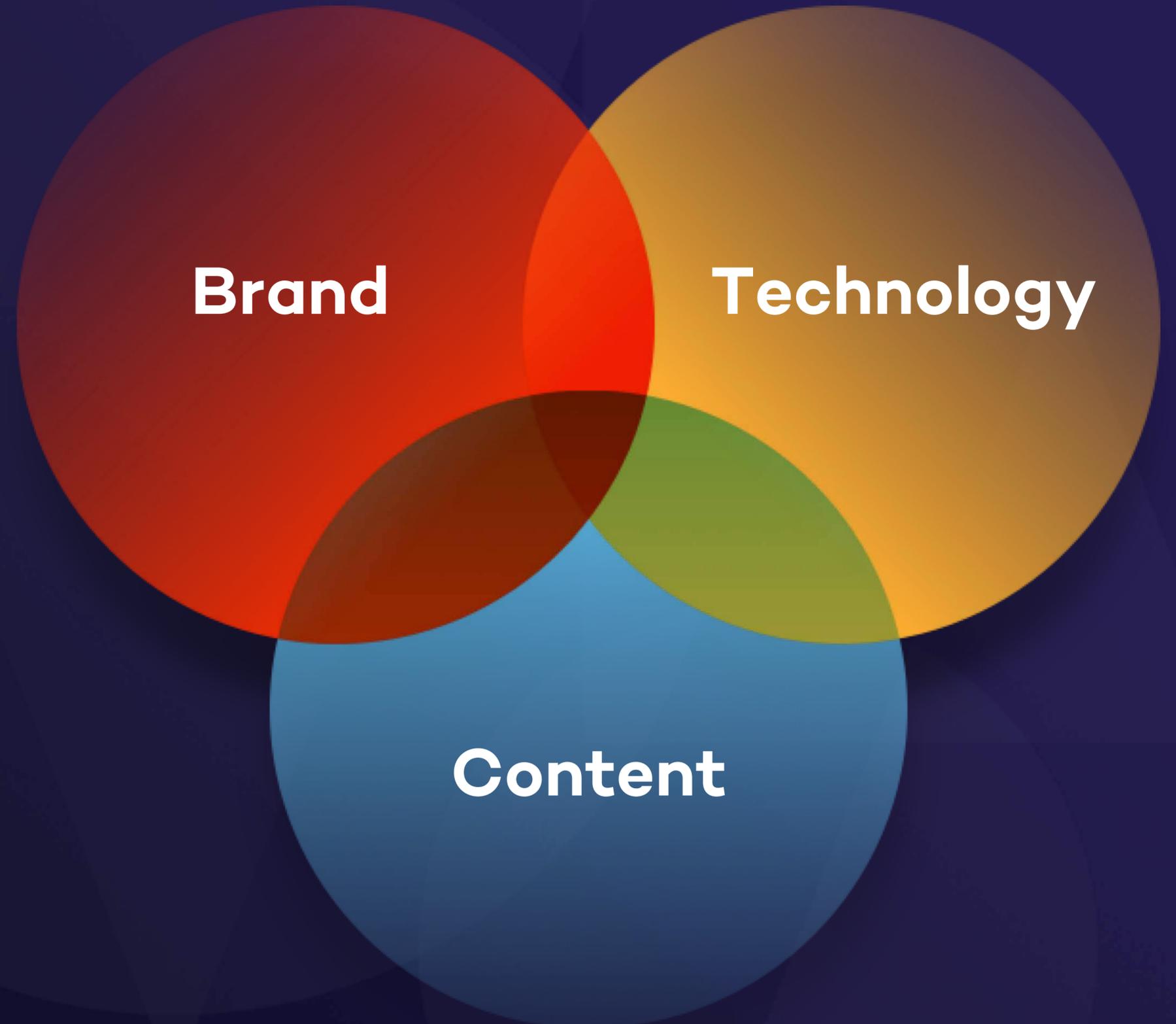
**A new design
approach is
needed**

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**A new design
approach is
needed**

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Experience framework



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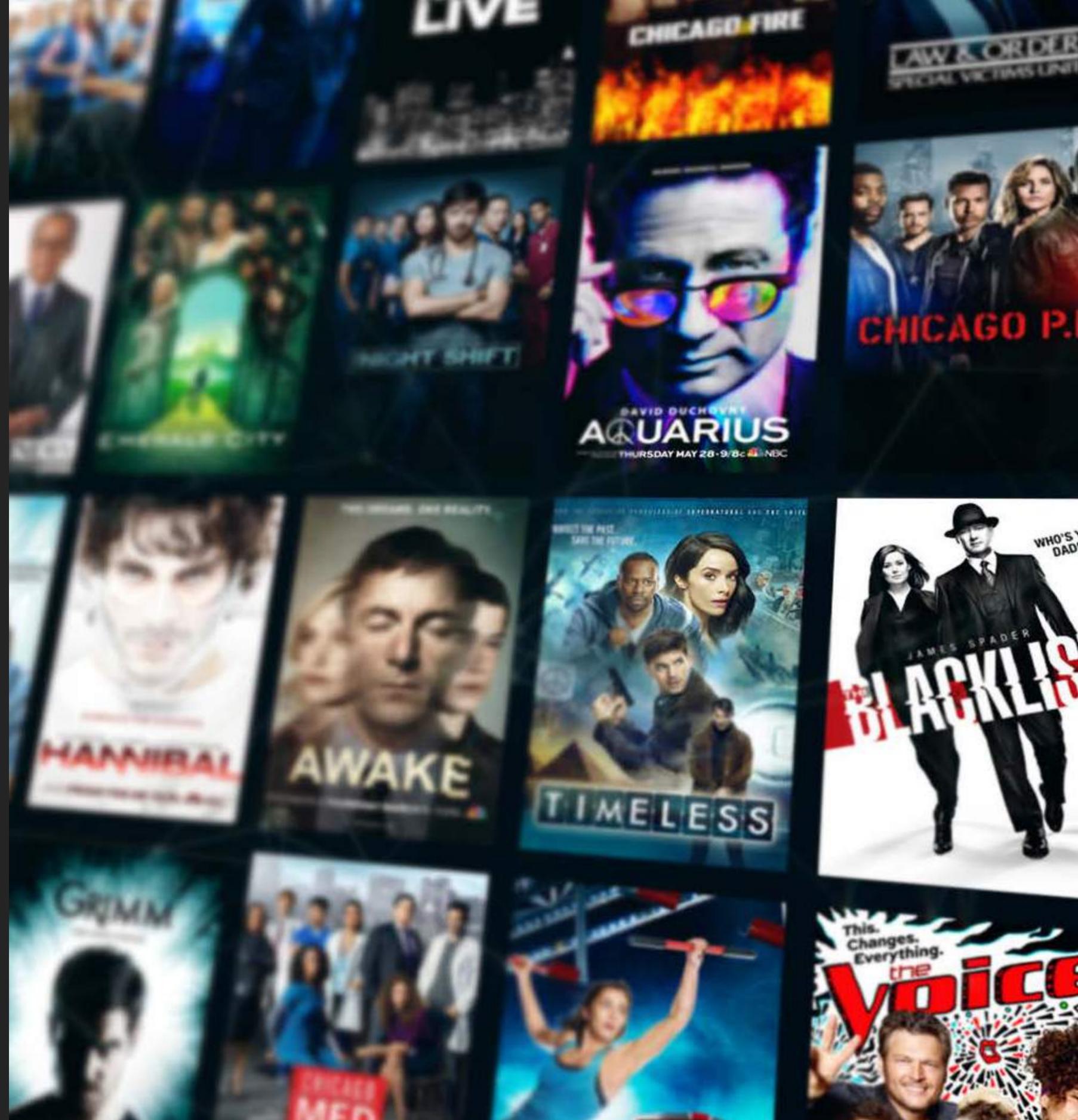
Content
**Personal
& relevant**



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Taxonomy

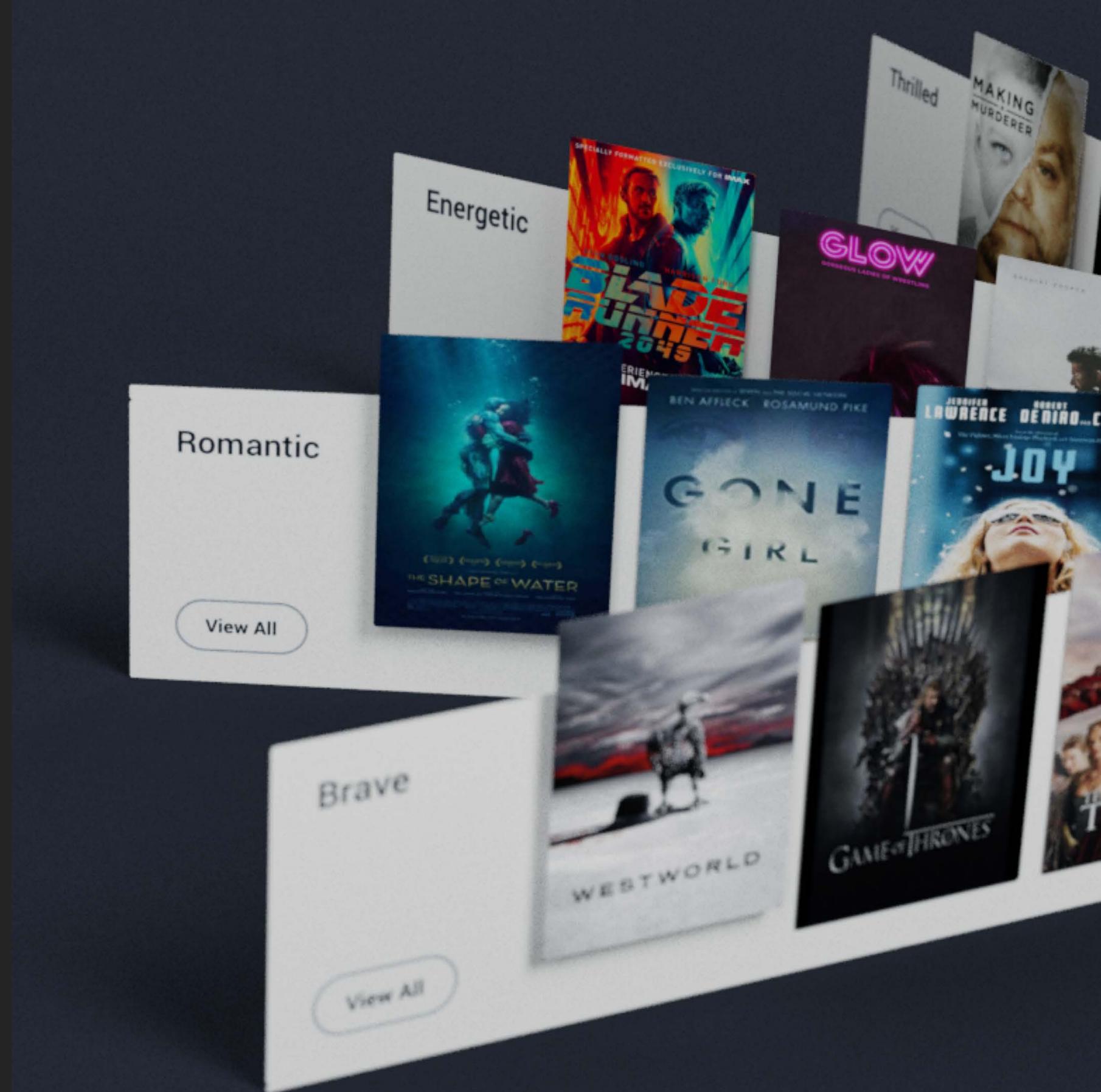
Digital provides users with access to a potentially infinite library of content. How the content is structured, cataloged and indexed is critical to ensure that the users can take advantage of the wealth of choice.



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Curation

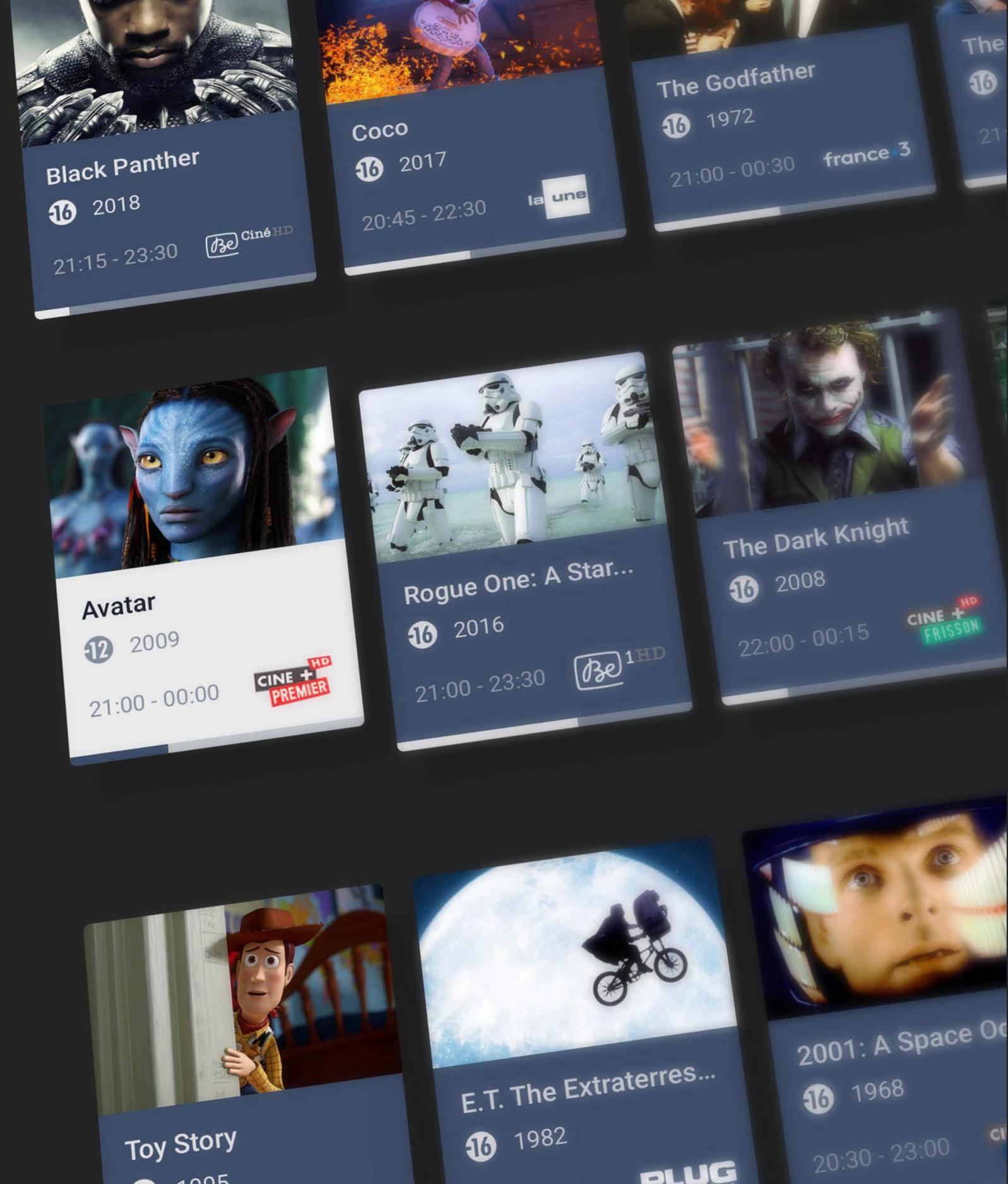
Entertainment succeeds when users can just lean back and enjoy. Curation ensures that the viewer doesn't have to work to discover and chose what to watch. The relevant content is selected for them, tailored to their preferences.



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Metadata

Data is critical to deliver meaningful and personalised experiences. Translating metadata into actionable information is crucial to customer satisfaction. The key is to focus on the information that matters and present it at the right time to the audience.



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Rules

In a dynamic medium it's critical that the rules are well defined to automatised decisions and ensure consistent treatment across all touch points, platforms and screen sizes.



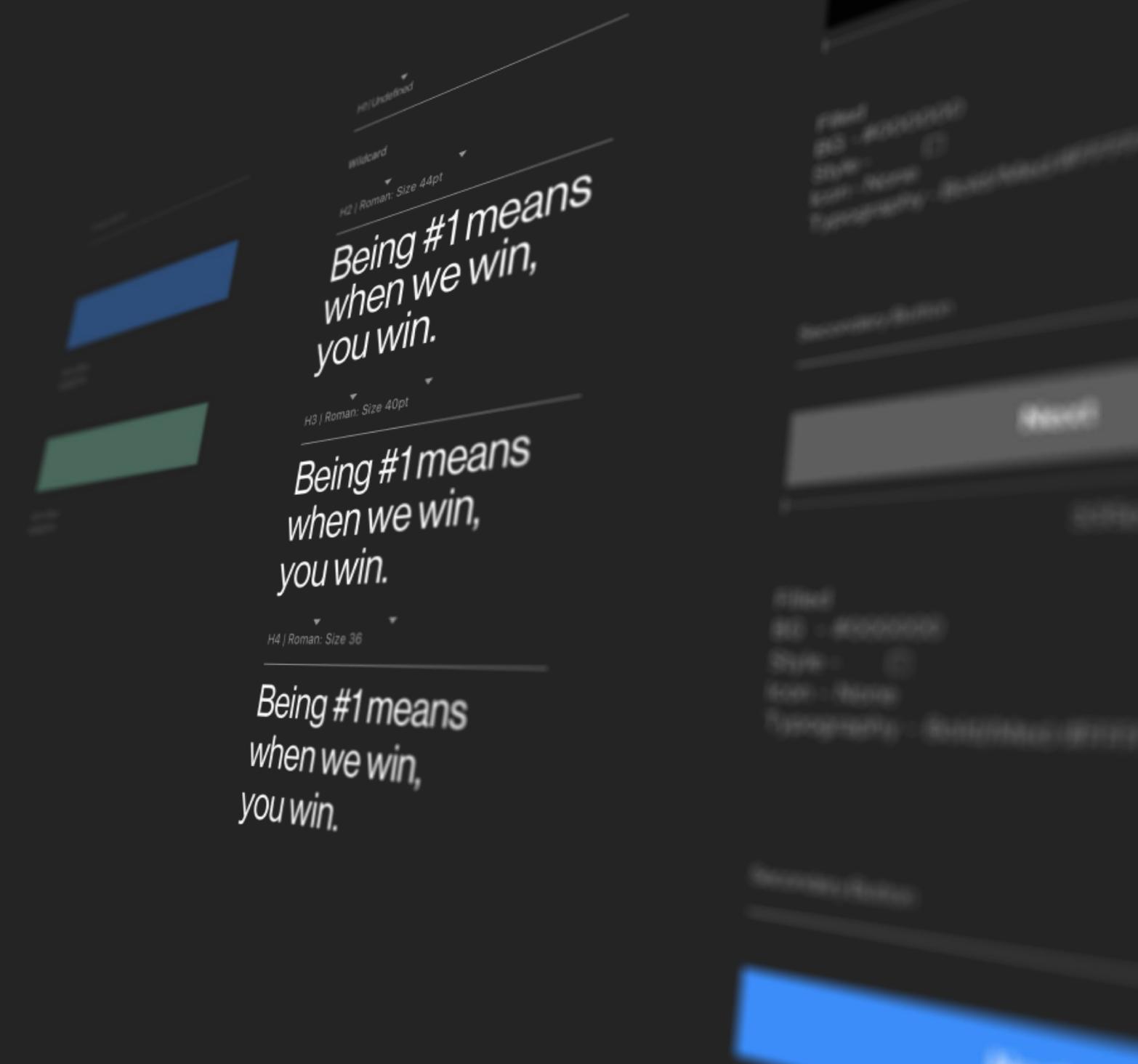
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Brand
Iconic
& **unique**



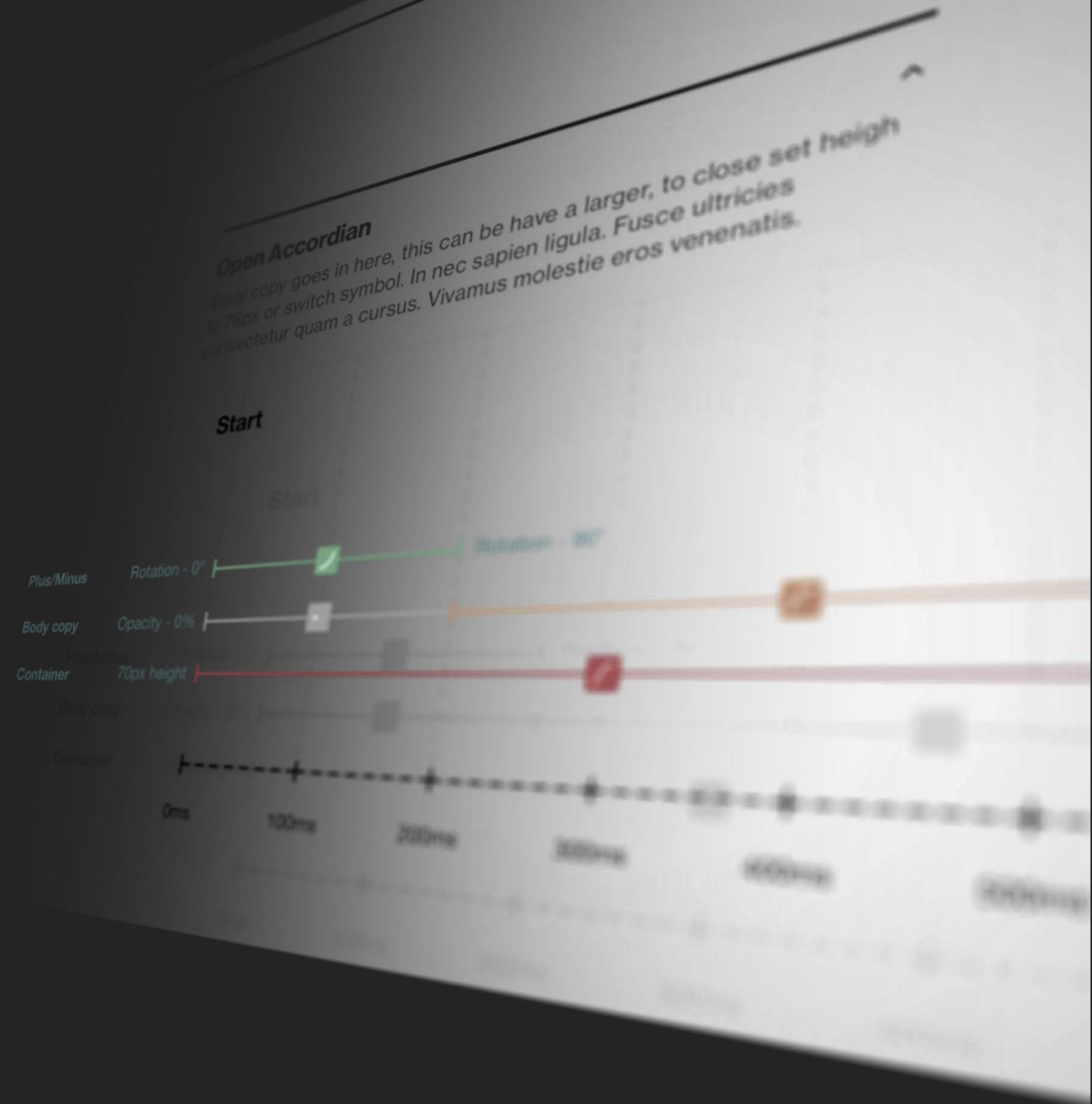
Graphic

The graphic language consists of the logo, colours, typography, image treatment, grids, buttons, and badges optimised for respective platforms and screen sizes. The graphic language complements already existing brand guidelines.



Motion

The motion language strengthens the brand, adds personality and simplifies interactions. The mnemonic forms the foundation that crystallises all aspects of the motion language such as speed, transparency, scaling, and gradient.



Sonic

Sound is increasingly important as interfaces dematerialise and voice control becomes standard. In addition to the sound mnemonic, the sonic library should contain treatments for user feedback, calls to action and key moments that are contextually appropriate and reflect the brand's personality.



UX Patterns

UX patterns define how the experience works: how the user interacts with all the components of the experience and transitions inbetween. It details the call-to-action, user feed back, states, carrousels and menus.



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Tech
**Efficient
& scalable**



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Atoms

H1

The Jungle Book

Neue Hass Unica Pro, 75 Bold, 48px

– TLM
– Program info

H2

The Jungle Book

Neue Hass Unica Pro, 75 Bold, 36px

– Rail header
– In focus content cards

P1 – Highlight

The Jungle Book

Neue Hass Unica Pro, 75 Bold, 24px

– Buttons

P1

The Jungle Book

Neue Hass Unica Pro, 75 Regular, 24px

– Body copy
– Metadata

P2 – Highlight

The Jungle Book

Neue Hass Unica Pro, 75 Bold, 18px

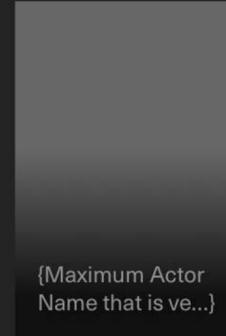
– Badges

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Molecules

Actor card (2:3)

Rest

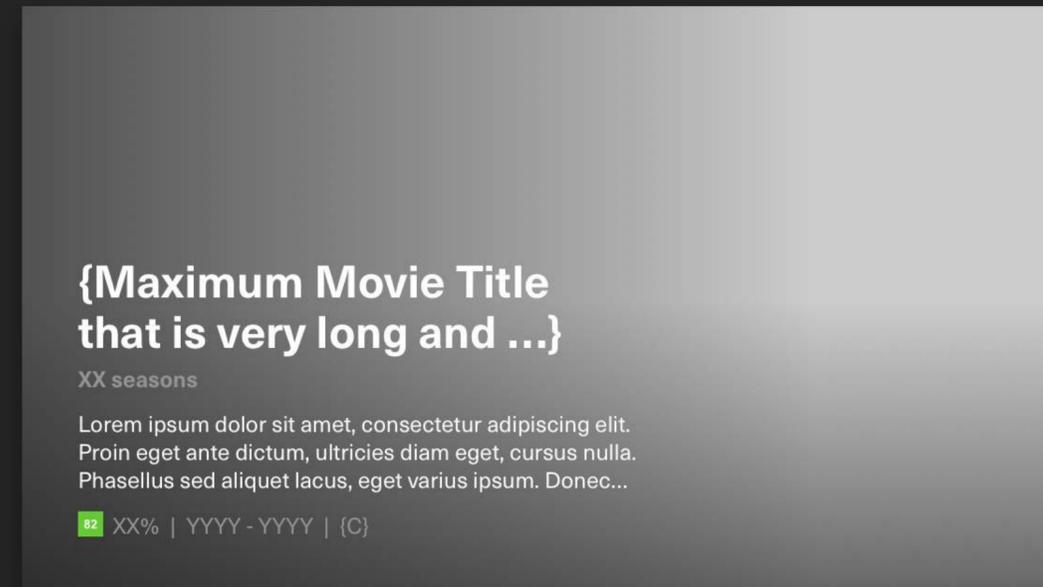


Focus



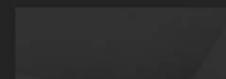
Hero Image (16:9)

Focus: TV Show/Episode

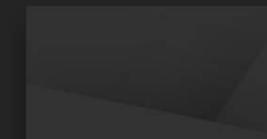


Fallback card (2:3)

Rest



Focus



Inputs & actions

Buttons variations

Primary

Rest

{Text}

Focus

{Text}

{Text}

{Text}

{Text}

{Text}

{Text}

{Text}

{Text}

Secondary

Rest

{Text}

Focus

{Text}

With icons

Rest

♥ Follow

Focus

♥ Follow

Rest

🎬 Trailer

Focus

🎬 Trailer

Rest

♥ Options

Focus

♥ Options

Rest

👁️ Preview

Focus

👁️ Preview

Filters

Toggles

Rest

3

2

1

Focus

3

2

1

Rest

New

A-Z

Popular

Rating

Focus

New

A-Z

Popular

Rating

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Organisms

New episode(s) available

New episode(s) available

Ne

Rail category



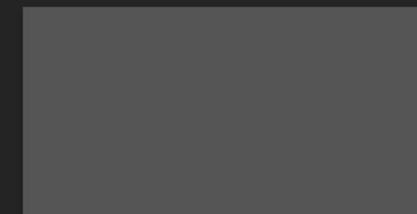
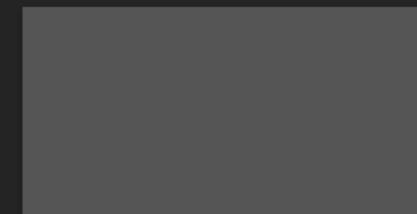
XX seasons

82 | YYYY - YYYY | {C}

New episode(s) available

Ne

Rail category

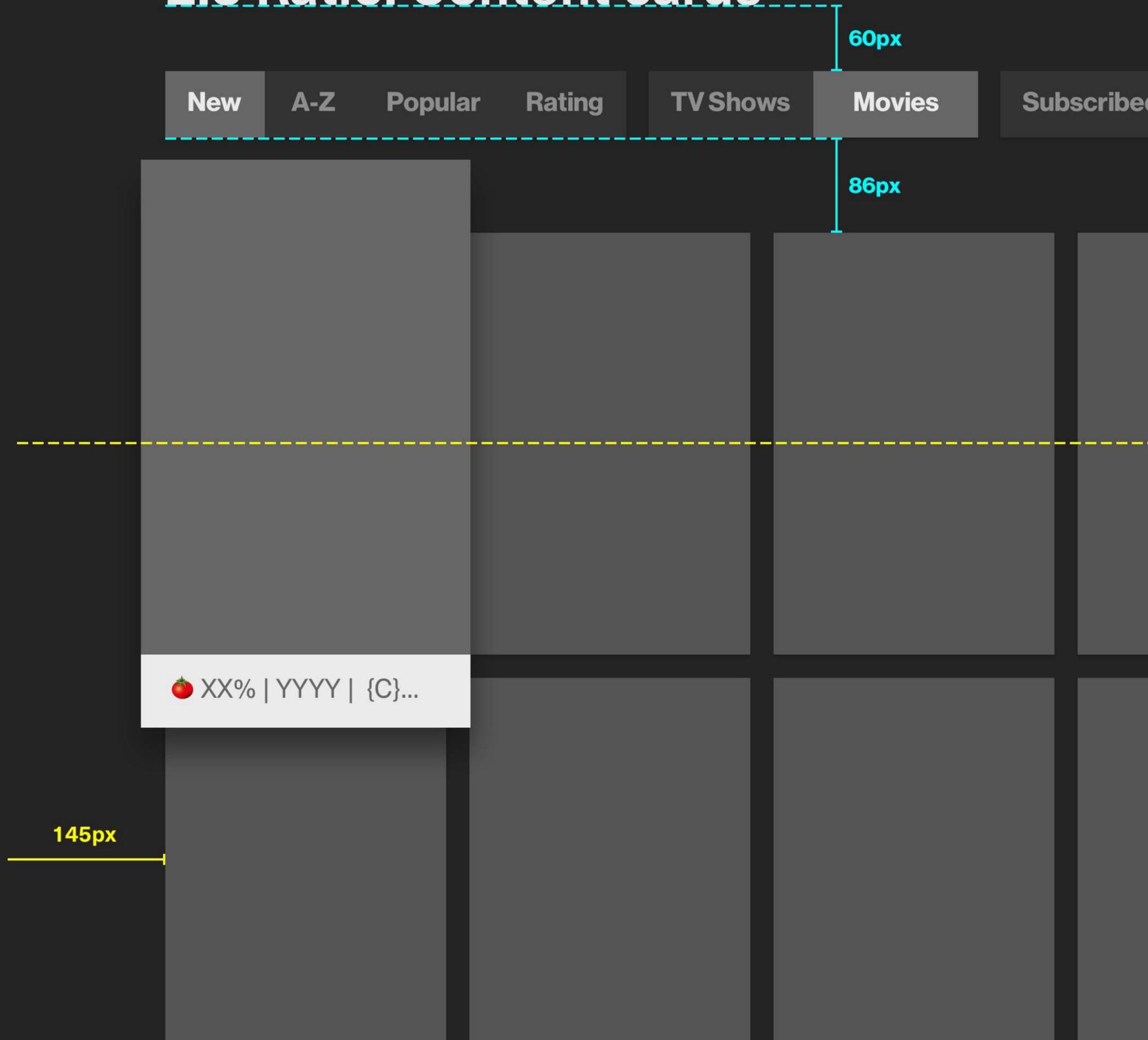


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Templates

{Previous page title}

2:3 Ratio: Content cards



W12

Pages

{Previous page title}

4:3 Ratio: Content cards



60px

96px

ORANGE
is the new
BLACK

6 seasons

82 | 2010 - 2018 | 18

MARVEL
CLOAK & DAGGER

New episode(s) available

CASTLE ROCK

New episode(s) available

in search of

New episode(s) available

145px

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Video

vevo 24 JULY 2015



Cara Delevingne
**TAYLOR'S
 BAD BLOOD!**

REVIEW **DAN CROLL,
 SWEET DISARRY**

PSY **THE BEST OF
 KPOP 2015**



A JOSEPH KAHN FILM

Watch Now
**TAYLOR SWIFT'S
 MUSIC VIDEO BAD
 BLOOD**

TAYLOR SWIFT >



**SAM SMITH
 IN THE LONELY HOUR**

CREATE

SAM SMITH'S NEW ALBUM
**PUT YOURSELF
 ON THE COVER!**

SEE ALL COVERS >



14 OF YOUR FRIENDS DID THIS



SONO

GET 20% OFF THE LATEST M

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Thank you

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