

W12 Studios

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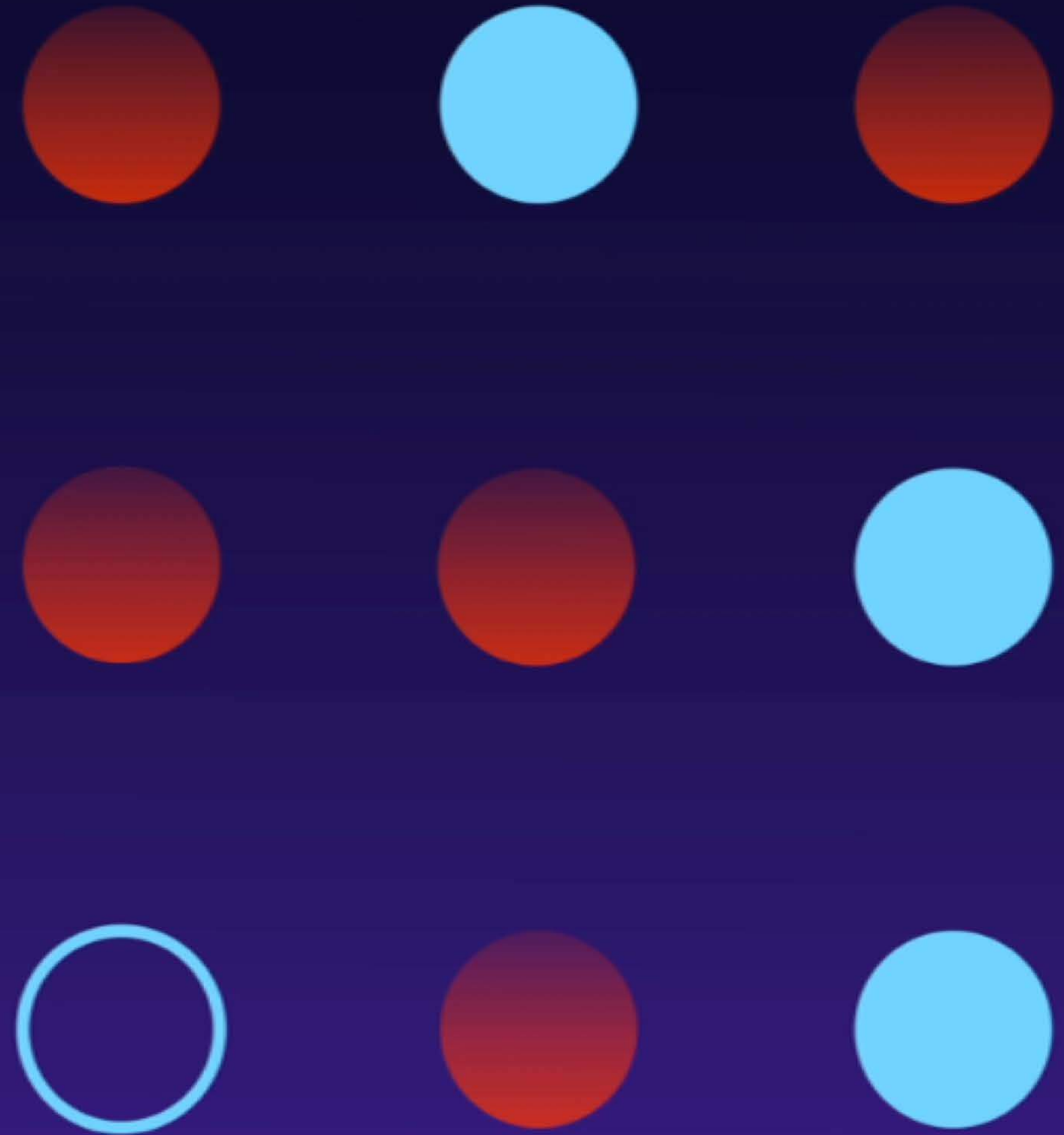
Private & Confidential. Do not circulate

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

Linear to non-linear

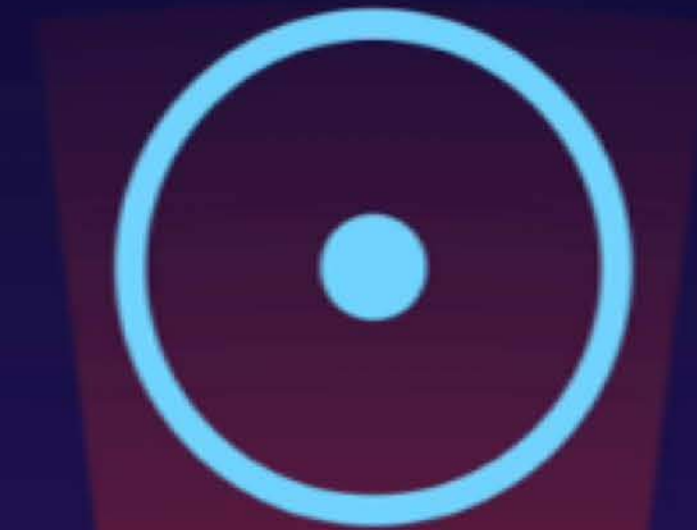
Content breaks free



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Broadcast to narrow cast

TV gets personal



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Local to global

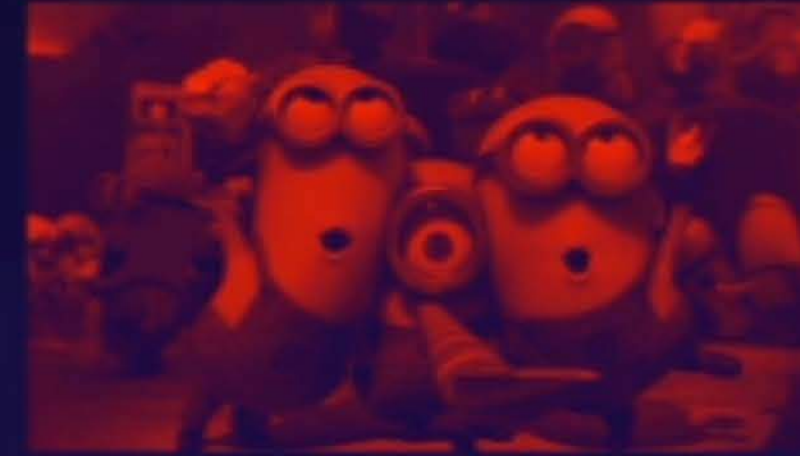
TV goes everywhere

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

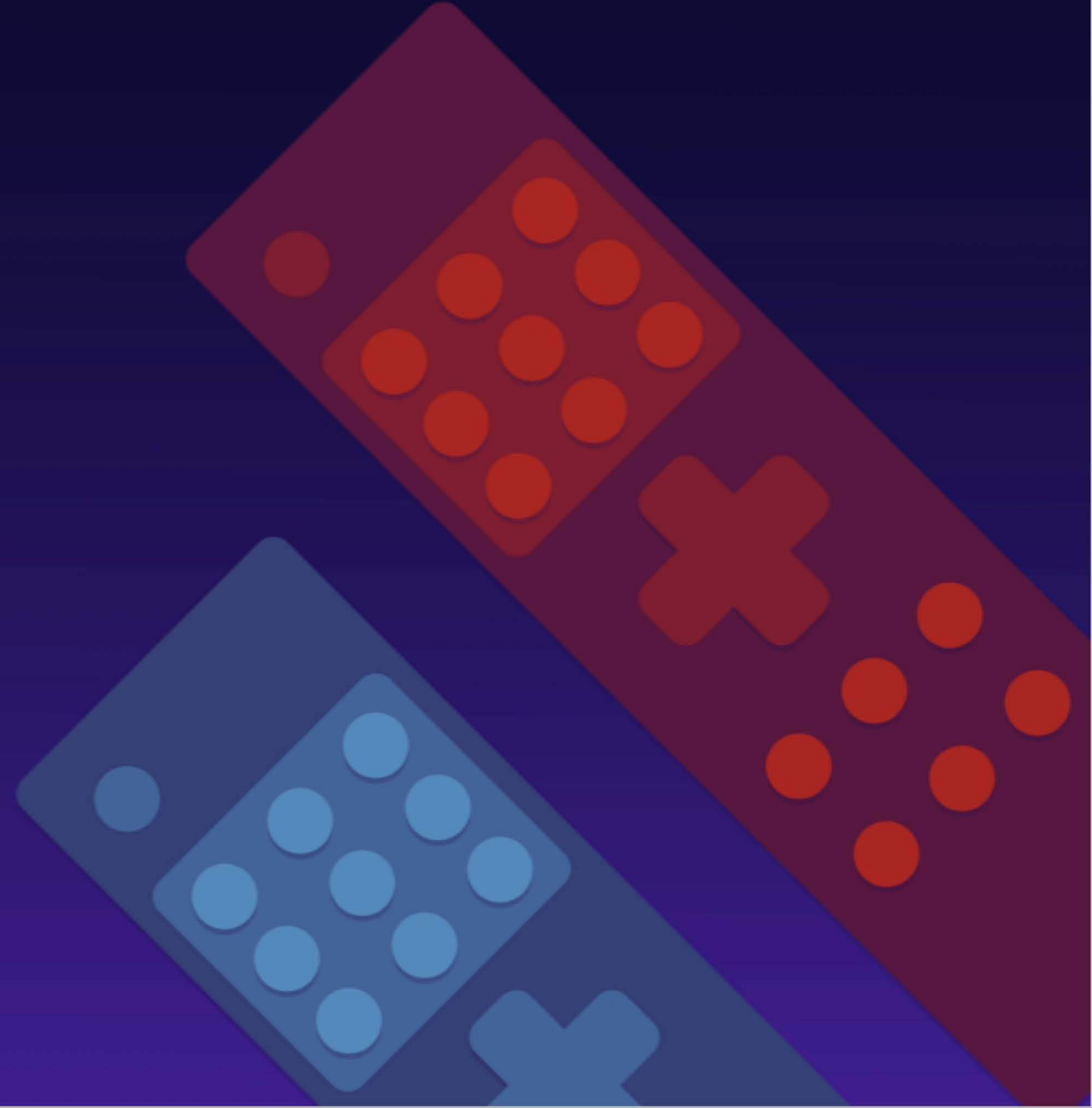
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The paradox of choice



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The remote control



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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**

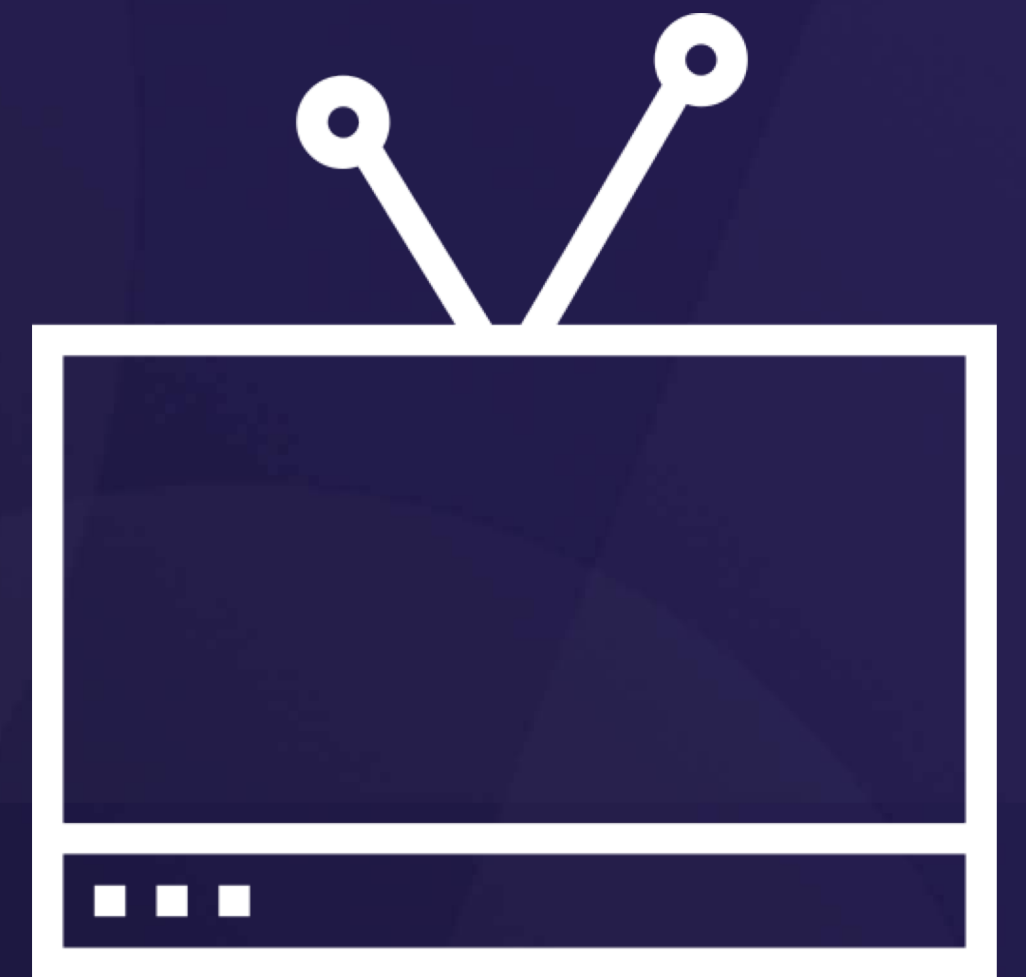
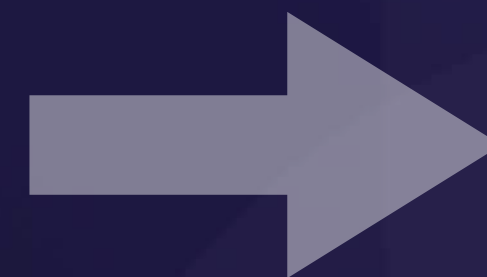
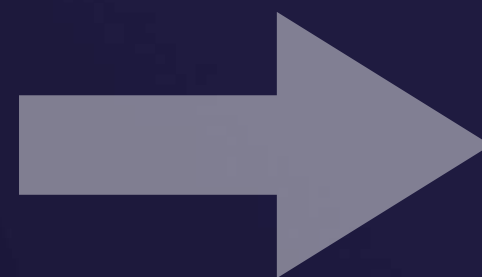
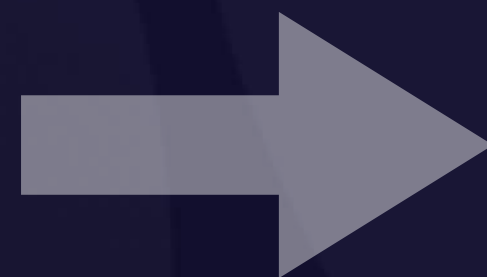
**50% of web searches will be
done with voice by 2020**

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

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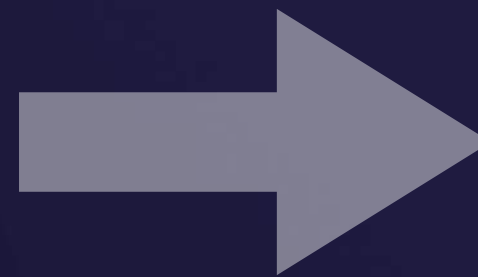
When the artificial turns natural

Artificial



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Natural



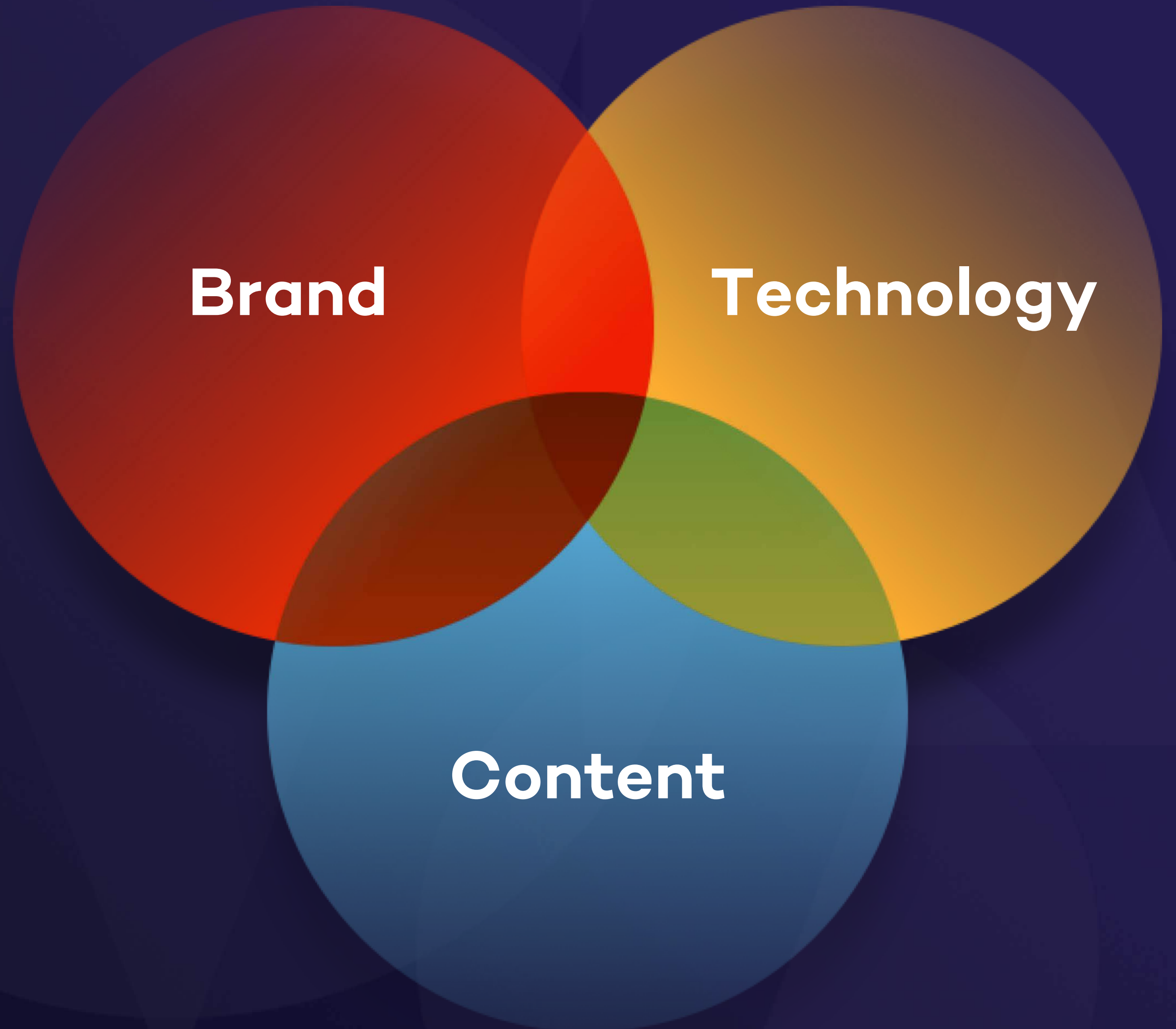
From command & control to conversations

**A new design
approach is
needed**

**A new design
approach is
needed**

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Experience framework



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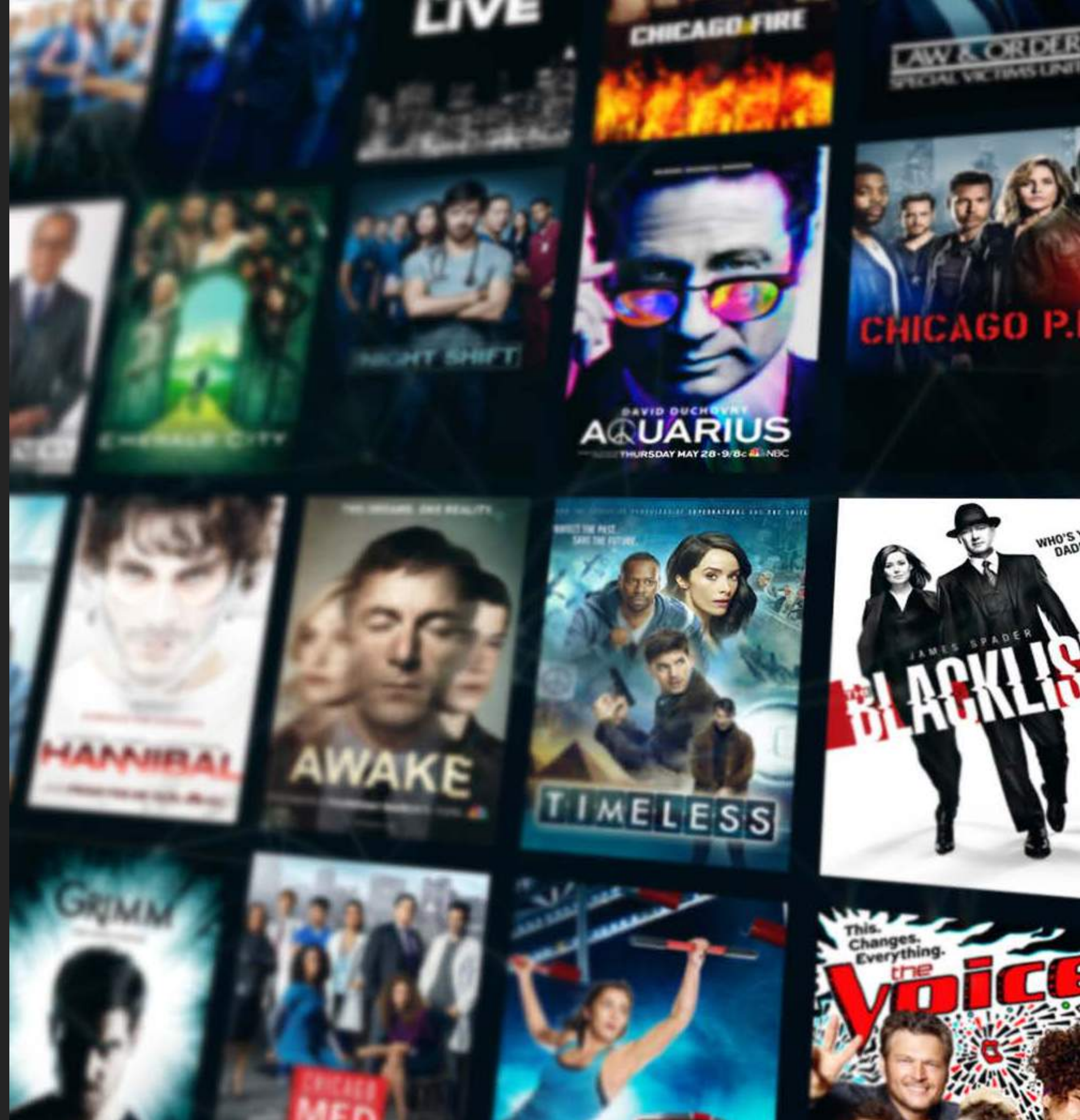
Content Personal & relevant



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Taxonomy

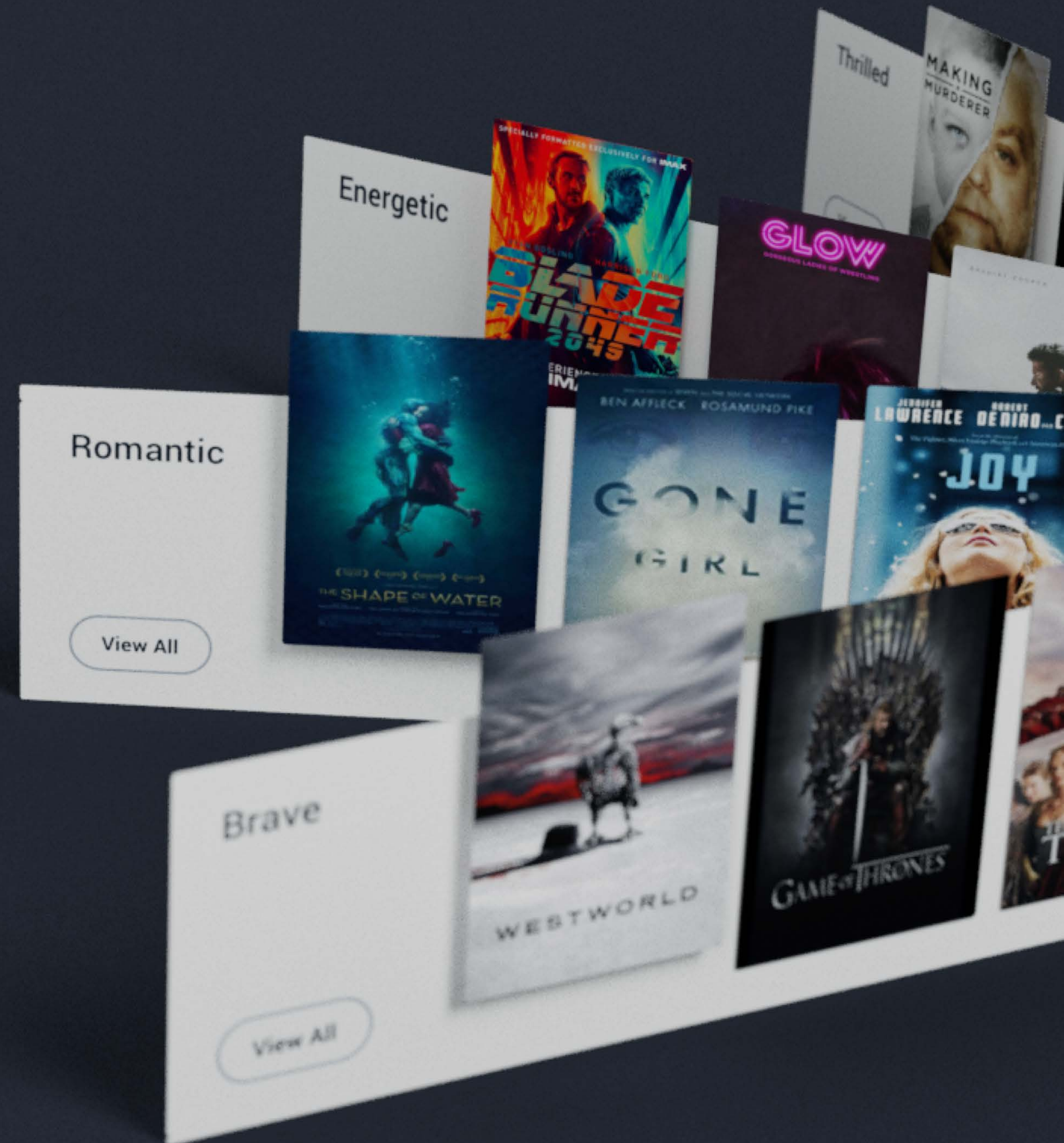
Digital provides users with access to a potentially infinite library of content. How the content is structured, cataloged and indexed is critical to ensure that the users can take advantage of the wealth of choice.



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Curation

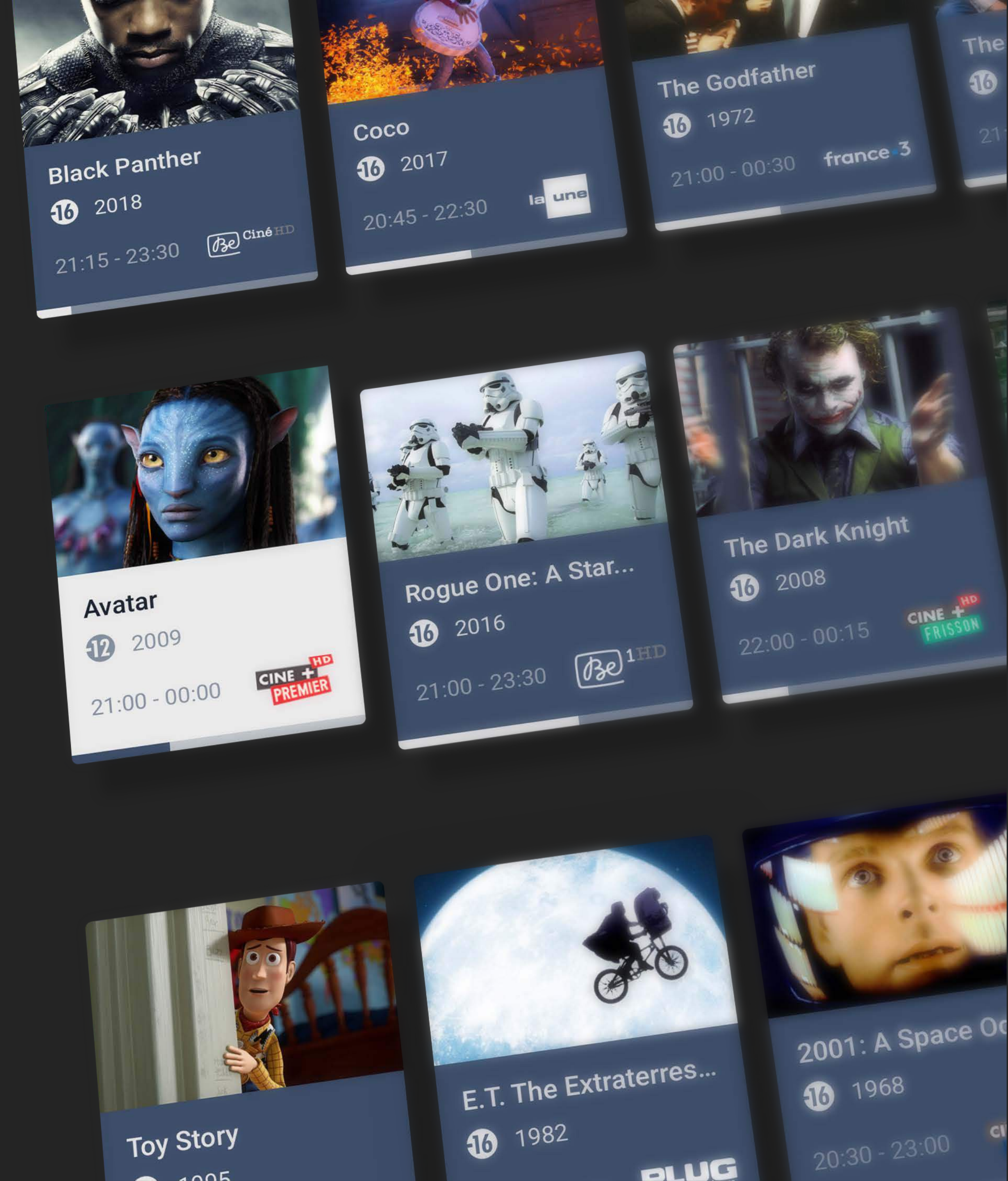
Entertainment succeeds when users can just lean back and enjoy. Curation ensures that the viewer doesn't have to work to discover and chose what to watch. The relevant content is selected for them, tailored to their preferences.



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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.



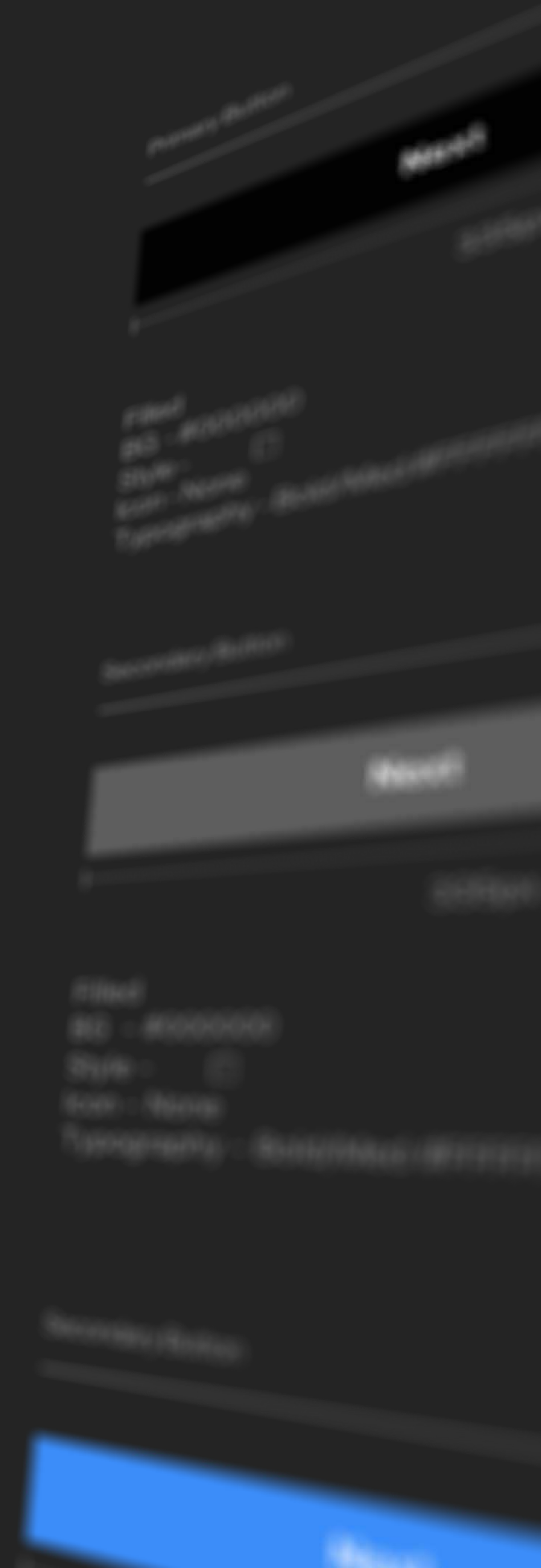
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Brand
**Iconic
& unique**



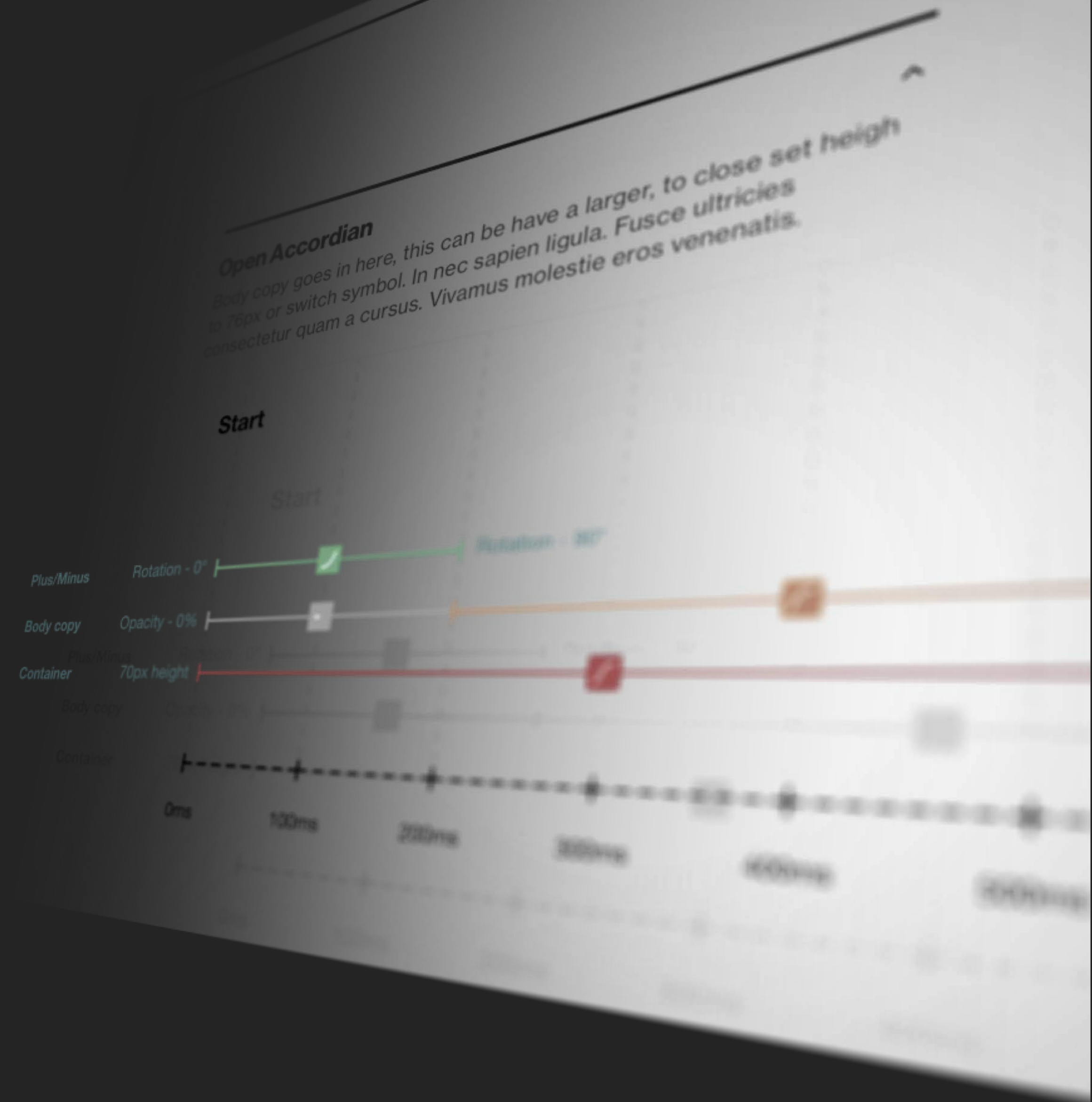
Graphic

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.



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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

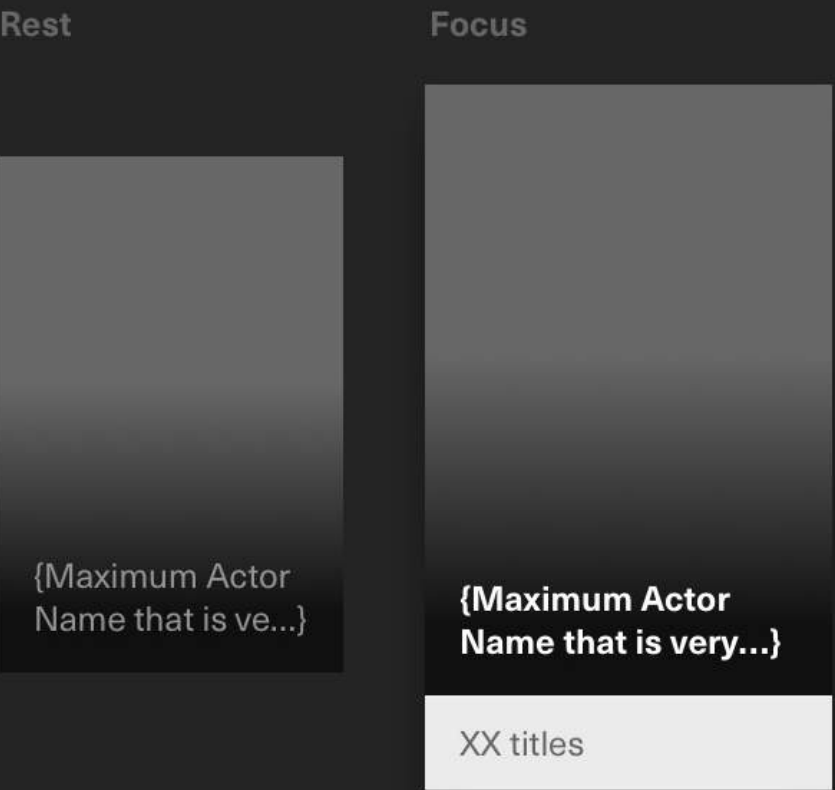
The Jungle Book

Neue Hass Unica Pro, 75 Bold, 18px

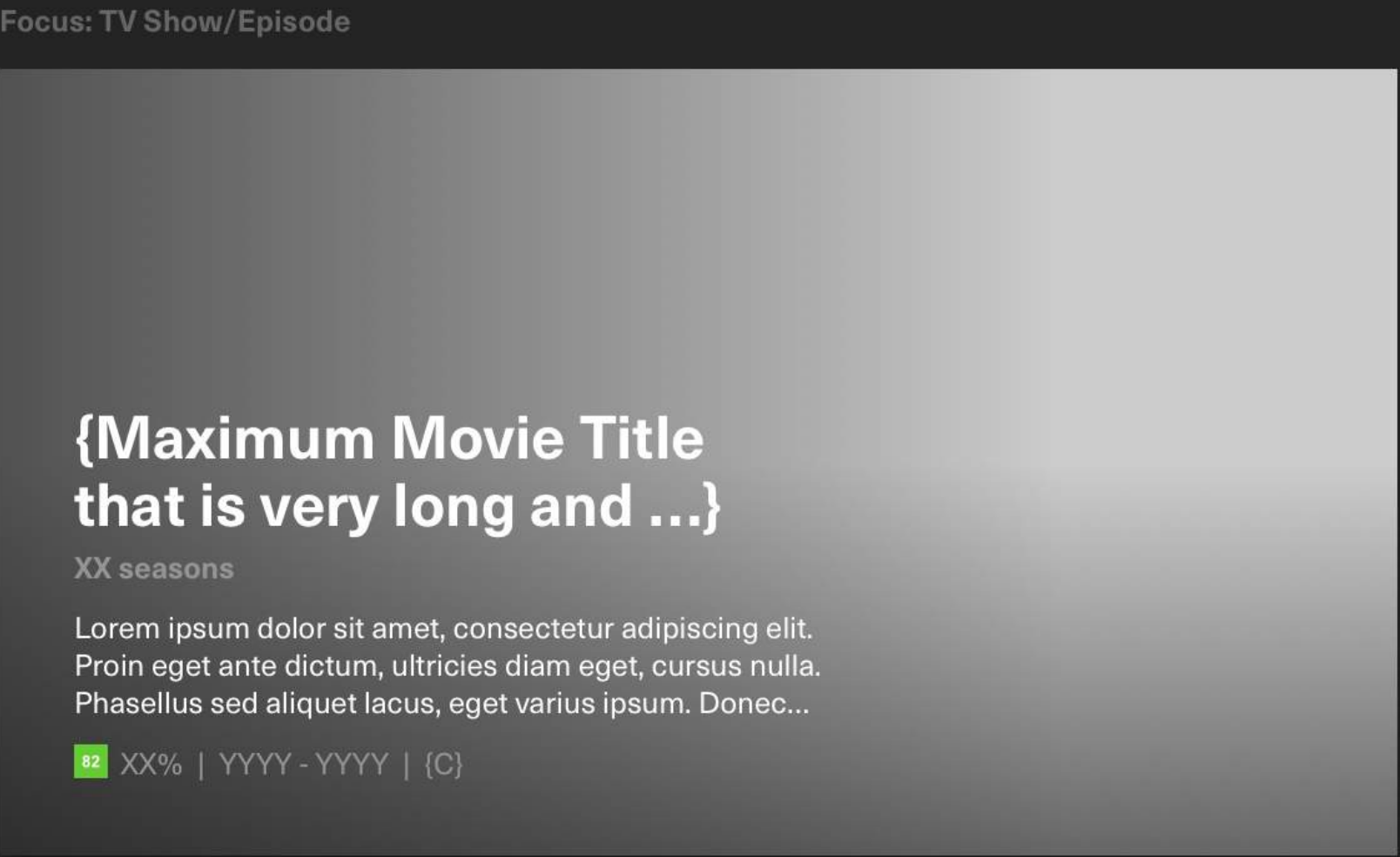
– Badges

Molecules

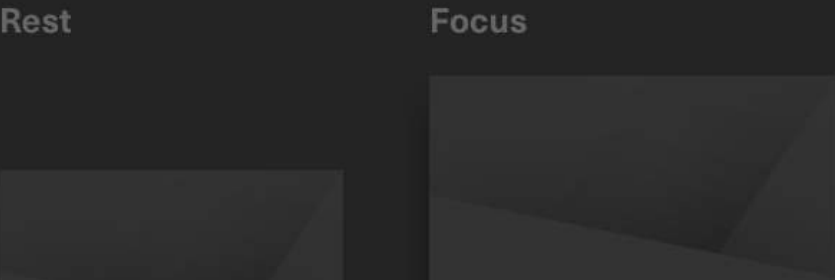
Actor card (2:3)



Hero Image (16:9)



Fallback card (2:3)



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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

Organisms

New episode(s) available

New episode(s) available

Ne

Rail category

XX seasons

82 | YYYY - YYYY | {C}

New episode(s) available

Ne

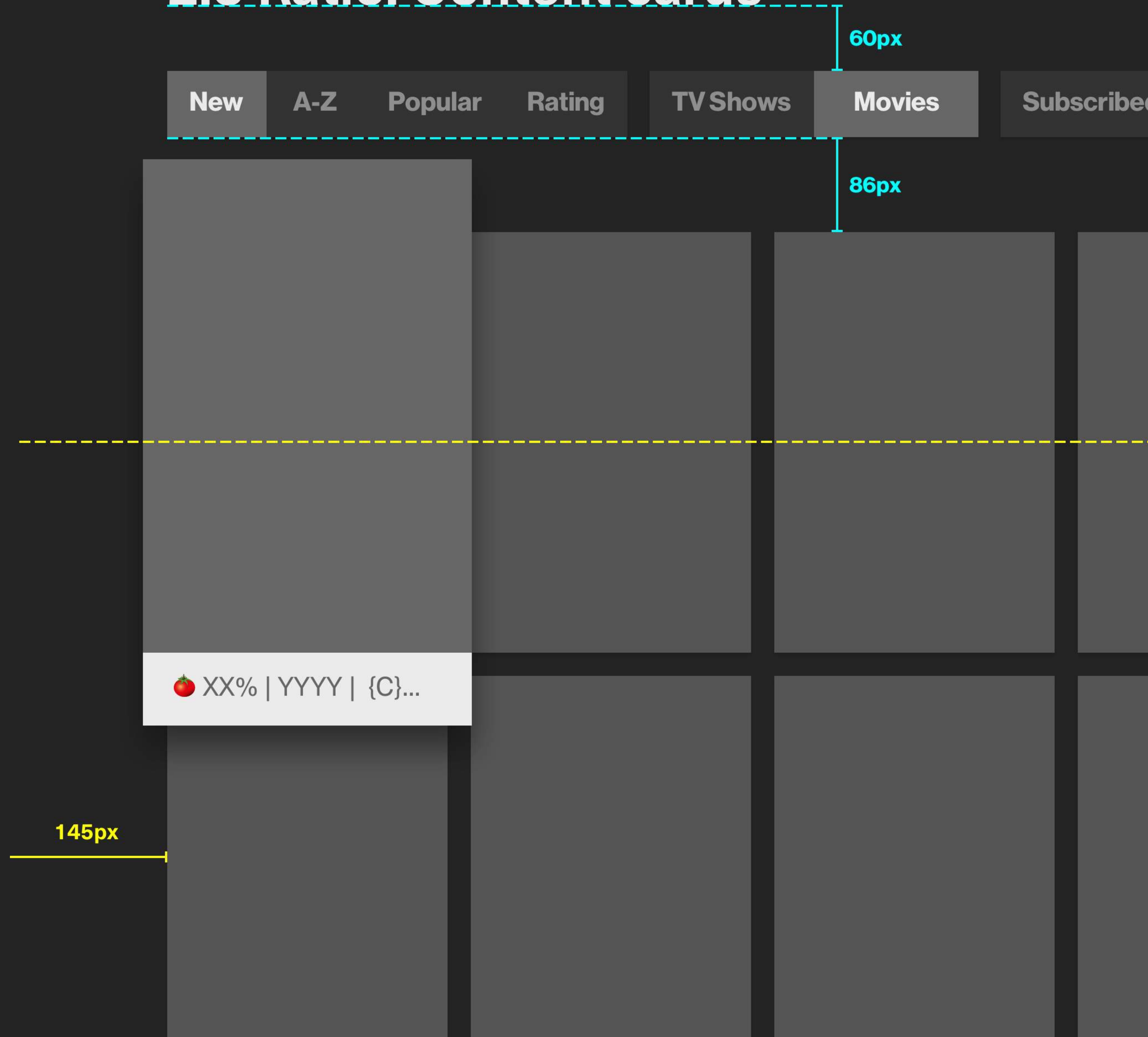
Rail category

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Templates

{Previous page title}

2:3 Ratio: Content cards



Pages

{Previous page title}

4:3 Ratio: Content cards

- NewA-ZPopularRatingTV ShowsMoviesSubscribed



6 seasons

82 | 2010 - 2018 | 18



New episode(s) available



New episode(s) available




New episode(s) available

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Video


vevo 24 JULY 2015



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

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SWEET DISARRY**

PSY **THE BEST OF
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SONO

GET 20% OFF THE LATEST M

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Thank you

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