Appscend

Romania's Got Talent case study - How to take second screen apps to the next level

Romania's Got Talent Second screen app

ProTV (part of CME Central European Media Enterprises) is a leading Romanian TV station launched in December 1995 that reaches almost 99% of Romania's 21.5 million people and uses a programming strategy of top international series and movies, as well as a wide variety of local productions including news programming, local entertainment and local fiction. CME Central European Media Enterprises is a media and entertainment company operating leading businesses in six Central and Eastern European markets, with an aggregate population of approximately 50 million people. It currently operates 34 commercial and subscription television channels.

Second screen challenge

Romania's Got Talent, part of the Got Talent franchise, debuted in February 2011, with a prize of 120 000 Euro and has aired three seasons reaching over 7 million viewers by the end of the third season in May, 2013.

According to Zeitgest, Romania's Got Talent quickly became the most popular show in Romania.

Romania's Got Talent app available on iOS/Android smartphones and tablets
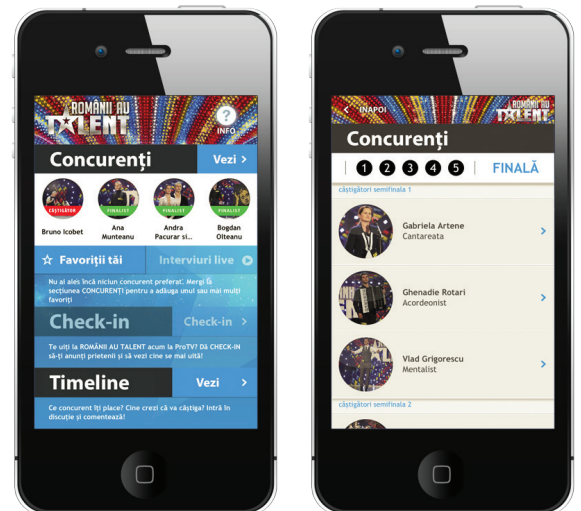Romanii au Talent – published by CME

Business Challenge

As second screen apps mainstream throughout the world, provide added content and bridge the gap between mobile device usage and TV usage, ProTV saw the need to deploy a second screen app tailored to the popularity of the Got Talent franchise and the specific requirements the companion app should meet.

ProTV contacted Appscend with the need of a second screen app that could provide additional content to the show, augmenting the viewing experience while at the same time driving engagement and provide interactivity and reliability throughout the programm.

Seeing that ProTV had to overcome multiple challenges, they believed their best solution was using an Integrated Cloud Mobile Application Platform that could adapt to the various challenges and needs that would arise and also provide the scalable backend infrastructure they needed.

• *The app needed to have a good user experience and be fast for it was to be primarily used while watching the show Romania's Got Talent, although it could also be used between episodes or reruns*

• *The app also needed to have an elegant design and to provide users with the ability to comment, interact and vote their favorite contestants*

• *One of the primary concerns was the popularity of the show, which was on the rise ever since the first season was aired on television. Quickly becoming the most popular show in Romania, reaching almost 7 million viewers, scalability would be paramount to ensure stability for mobile users and handling usage spikes*

• *The app was to be deployed on both Android and iOS smartphones and tablets, ensuring the same degree of interactivity, design and overall functionality*

"Appscend's cloud based technology was a key contributing factor to the mobile application's success. We were particularly satisfied with the possibility of updating the app's functionality and UX in real time as well as with the large number of useful data points about our users and their behaviour, collected by the platform."

Adrian Tranca, C.I.O. - PRO TV S.A

Romania's Got Talent Second screen app

Using Appscend's cross development markup language : Ignite Markup, ProTV was able to deploy a second screen app for Romania's Got Talent that would focus on user social feedback interactive and engagement features.

Since Appscend's Ignite Markup is a cross platform, single codebase technology the app was instantly deployed on the main platforms: Android and iOS, while also maintaining functionality stability on both operating systems.

By using a distributed resources infrastructure and efficient control panel management, Appscend was able to scale the companion app and handle spikes in app usage as the viewer base increased.

From 2.65 million viewers tuning in February 2013, Appscend's scalability approach provided reliability for the app on both mobile platforms and maintained user engagement, as the viewership reached its peak at 7 million people in the finals, nearly a third of Romania's population.

Overall, the show was a tremendous success, becoming the most popular show in Romania, with an average marketshare of 47,3%.

Appscend's second screen app not only faced all the challenges in providing an engaging and elegant companion app, but also brought mobile users closer to their favorite contestants and the show itself.

From scaling the application and providing stability across both platforms, ProTV's second screen app proved to be a success both in terms of viewer and mobile interactivity.

FEATURES

- *live backstage camera*
- *contestant interviews*
- *parallel voting system*
- *personal thank you videos from contestants*
- *app wall & timeline*
- *facebook open graph distribution (watch - like)*
- *check-in to the show*
- *contestant page & media gallery*

RESULTS

- *100 000 Downloads – in less than two months*
- *500 000 app sessions*
- *25 000 comments*
- *5 million Push Notifications sent*
- *850 GB traffic*
- *Cumulative time spent in app sessions 5.4 years*

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About Appscend

Appscend is the world's first 2nd screen oriented mobile application platform.

The platform reunites the fastest development technology available on the market with a complete set of backend technologies that ensure app & user management, a powerful push platform and application analytics.

We started our journey in late 2008, developing mobile and web solutions and soon realized that in a market that is growing so fast, tool fragmentation will become a significant problem for companies trying to embrace mobility.

The idea of creating a unified solution powerful and scalable enough to match the ever-growing demand for mobile solutions quickly emerged, and came to life at the beginning of 2011 when the platform was publically launched.

With offices in US (NYC) and Europe (Bucharest, RO), currently Appscend assists hundreds of companies worldwide in deploying their mobile strategy regardless of the industry they are in.

For more information, please visit www.appscend.com. Connect with Appscend on Twitter, Facebook and LinkedIn.

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