

Demo Time

Walk through The Billboard Awards example



Billboard - Demo

User downloads The Billboard Awards Companion Application (apple or android).

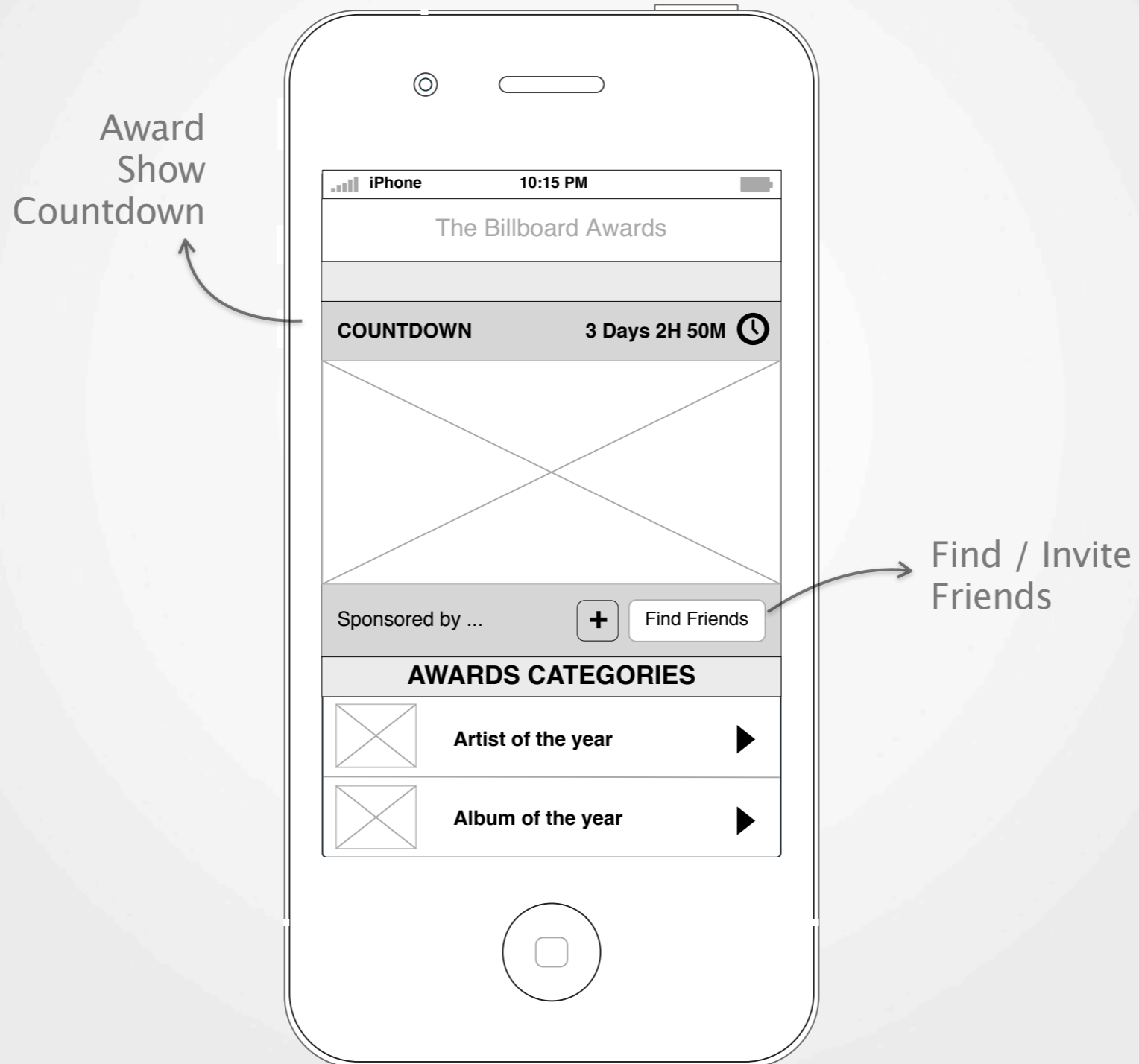


or



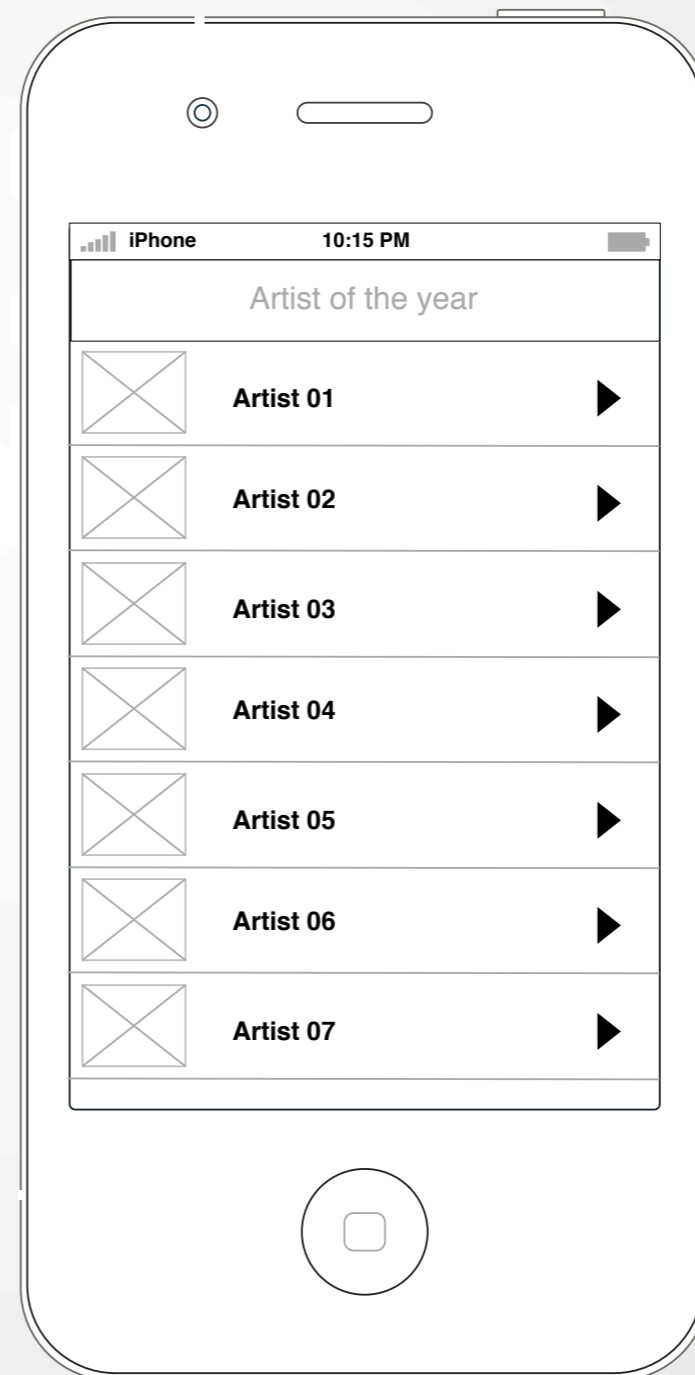
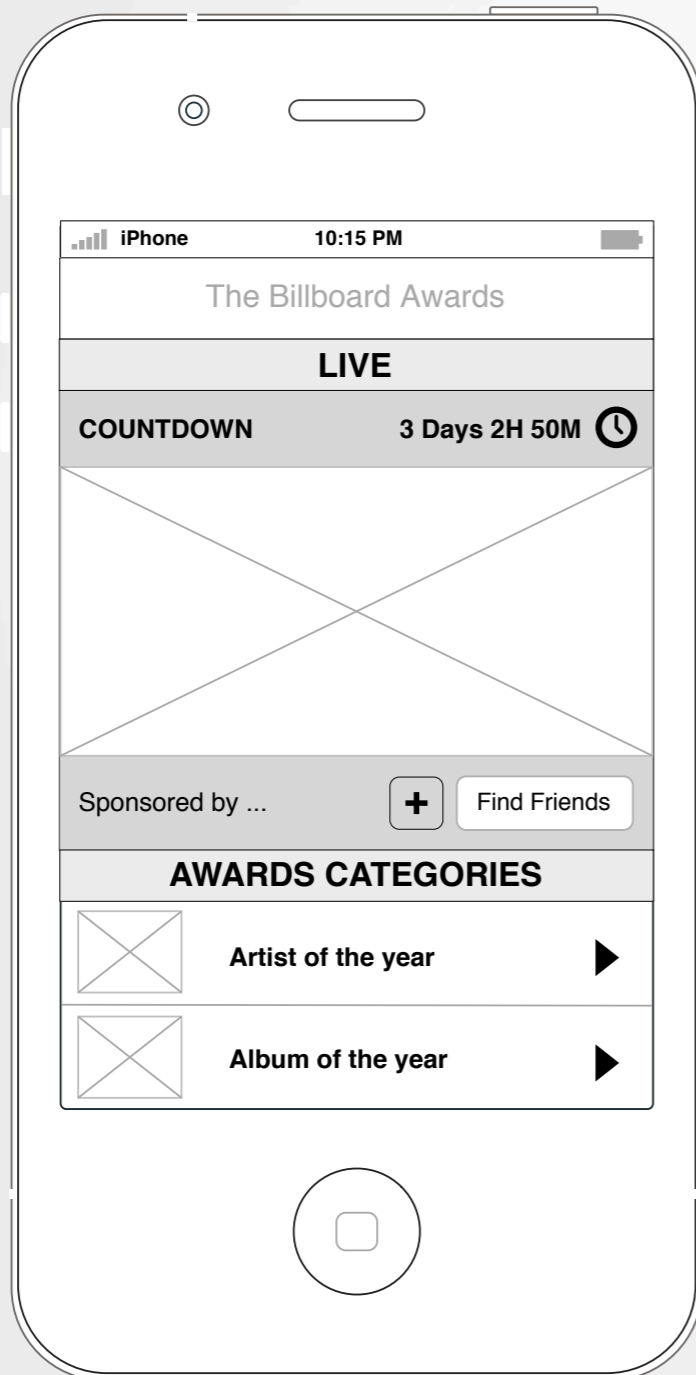
Billboard - Demo

User reviews the homepage and clicks on 'Find Friends' invites friends to the application / show.



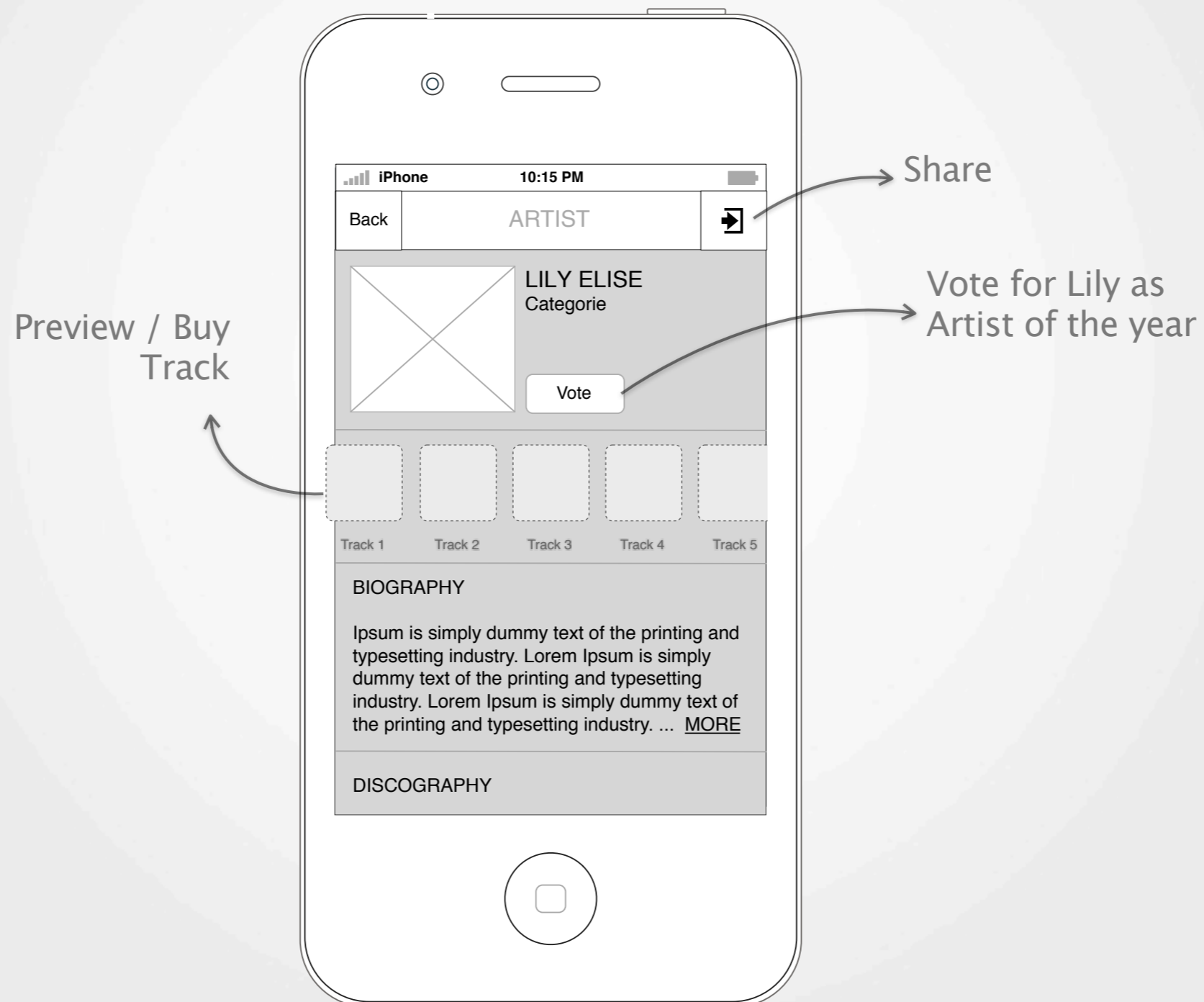
Billboard - Demo

User clicks on Artist of the Year, reviews the nominees, and clicks on Artist 3



Billboard - Demo

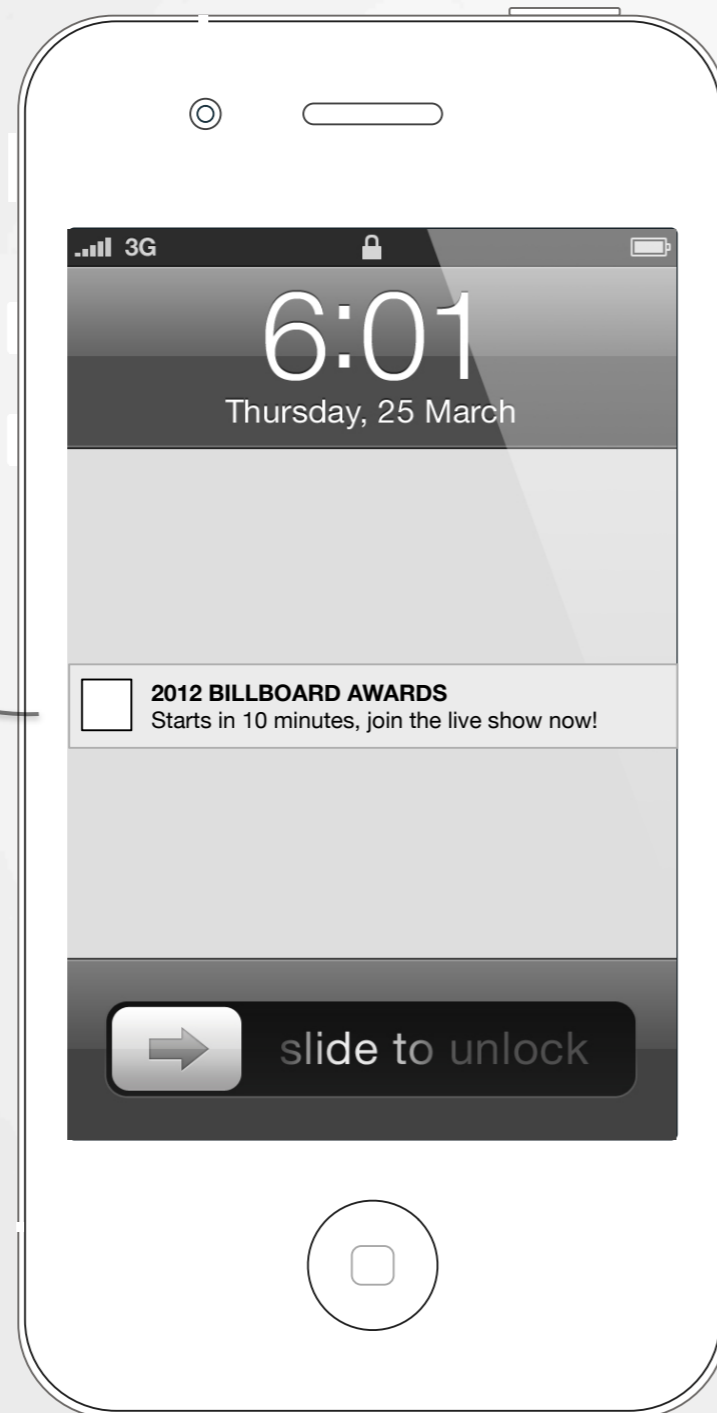
User listens to a few tracks, then votes for Lily and closes application.



Billboard - Demo

Ten minutes before the show starts, the user receives a push notification the Billboard Awards is about to start.

Push
Notifications
Shows Starting



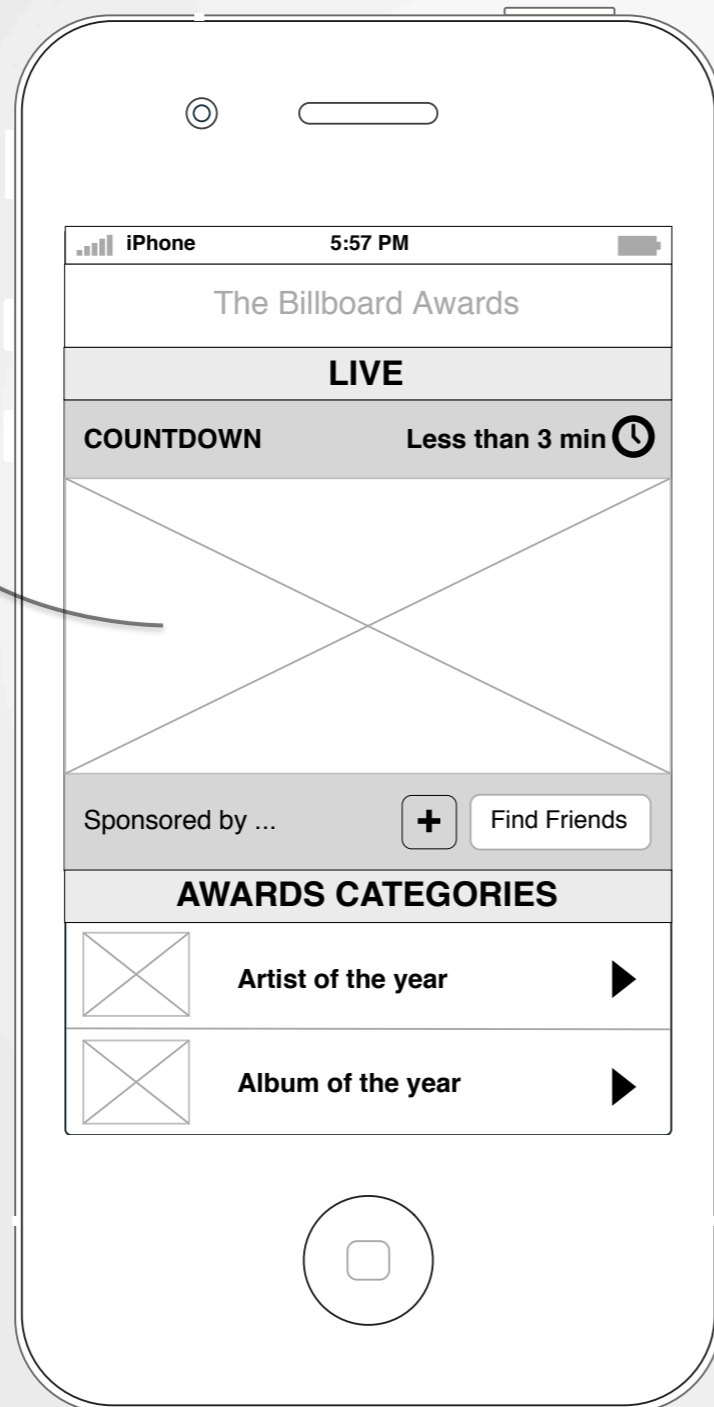
Push
Notifications
During Show



Billboard - Demo

User opens application and selects "Join the show!" to enter the live companion timeline.

Join the
Live Companion
Show

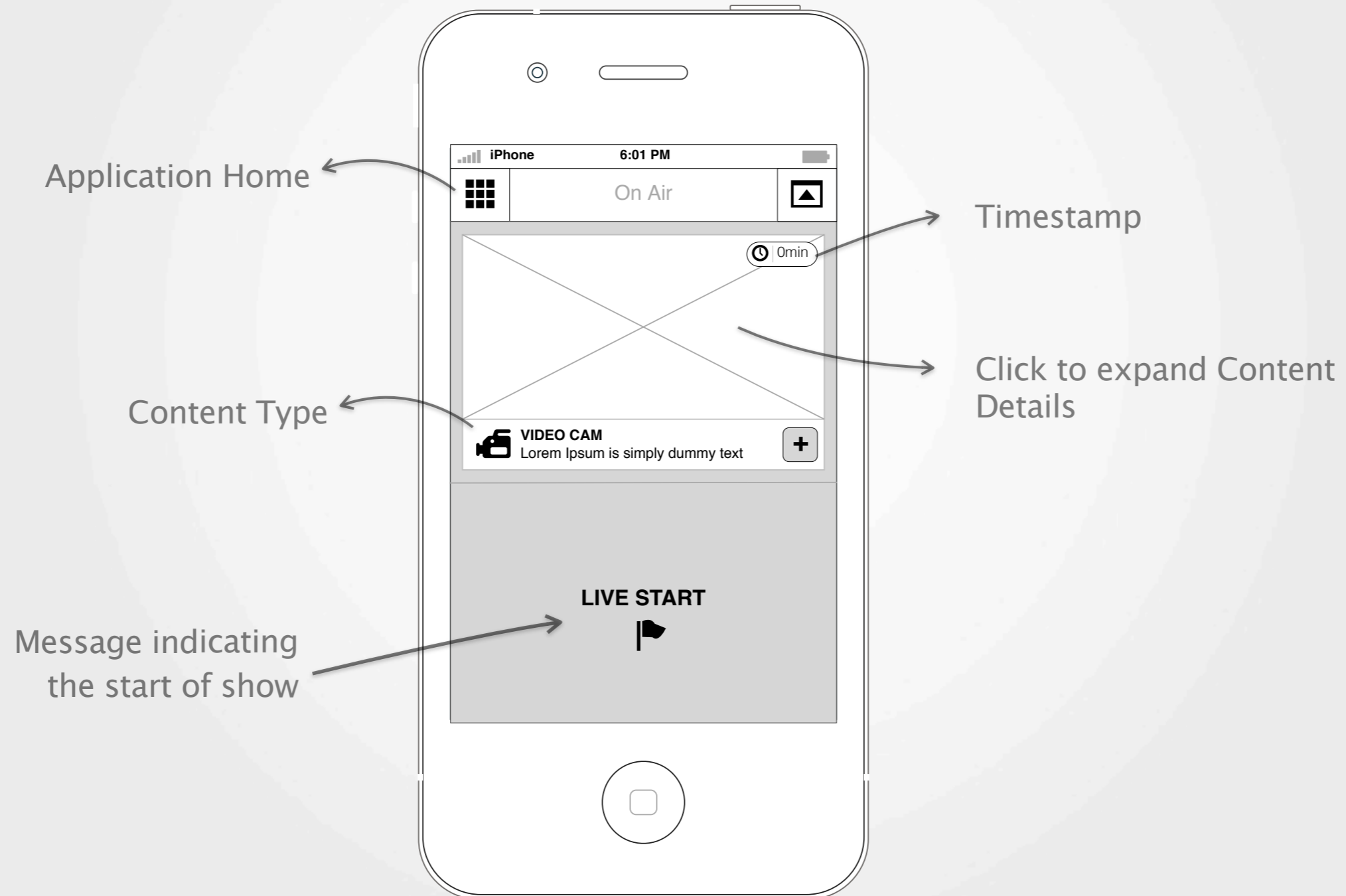


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Billboard - Demo

Secondary content (photos, videos, artist performances, etc) appear automatically on the timeline in real time.



Billboard - Demo

New content appears automatically, and users can scroll below to view previous highlights or moments

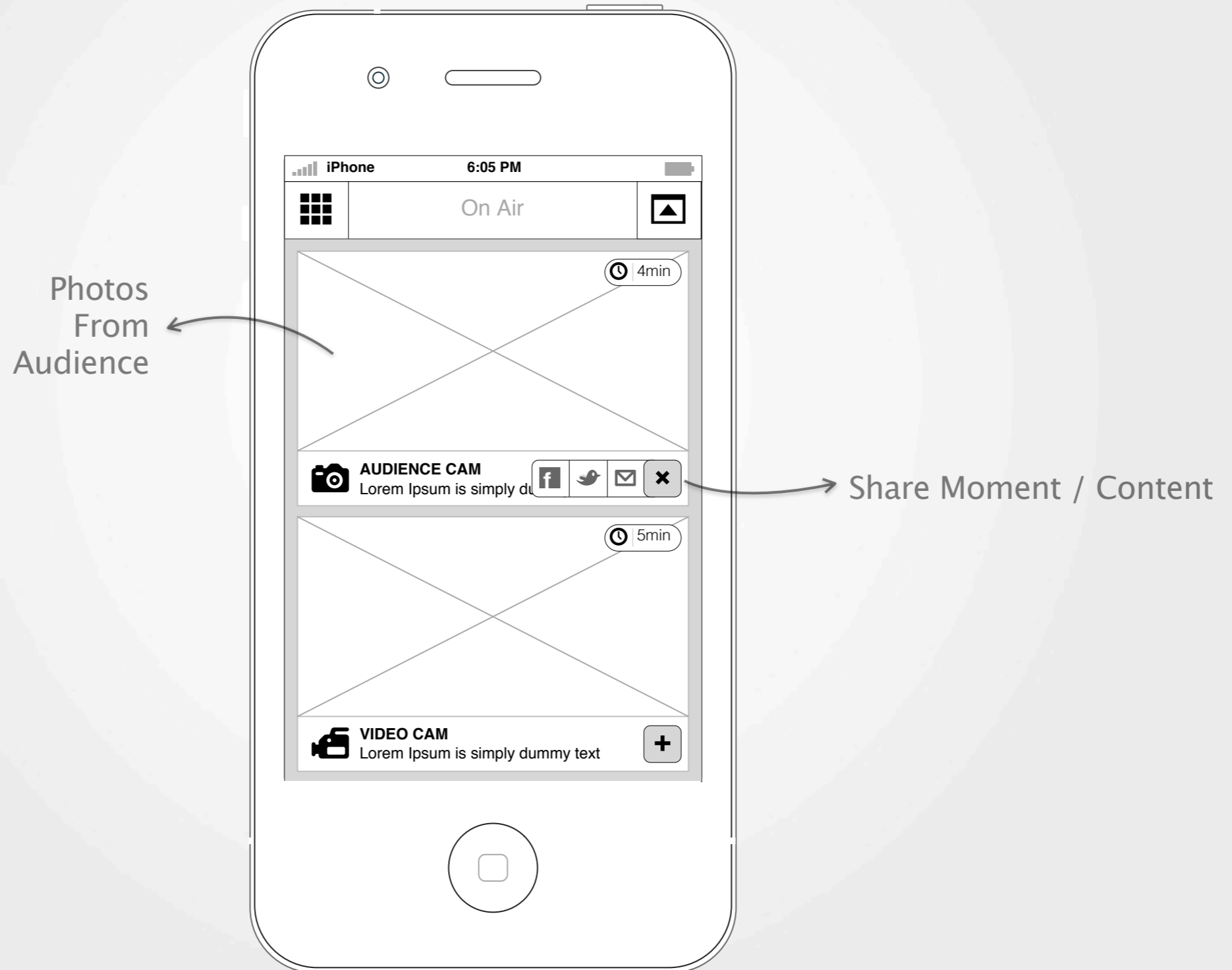


Scroll up or down



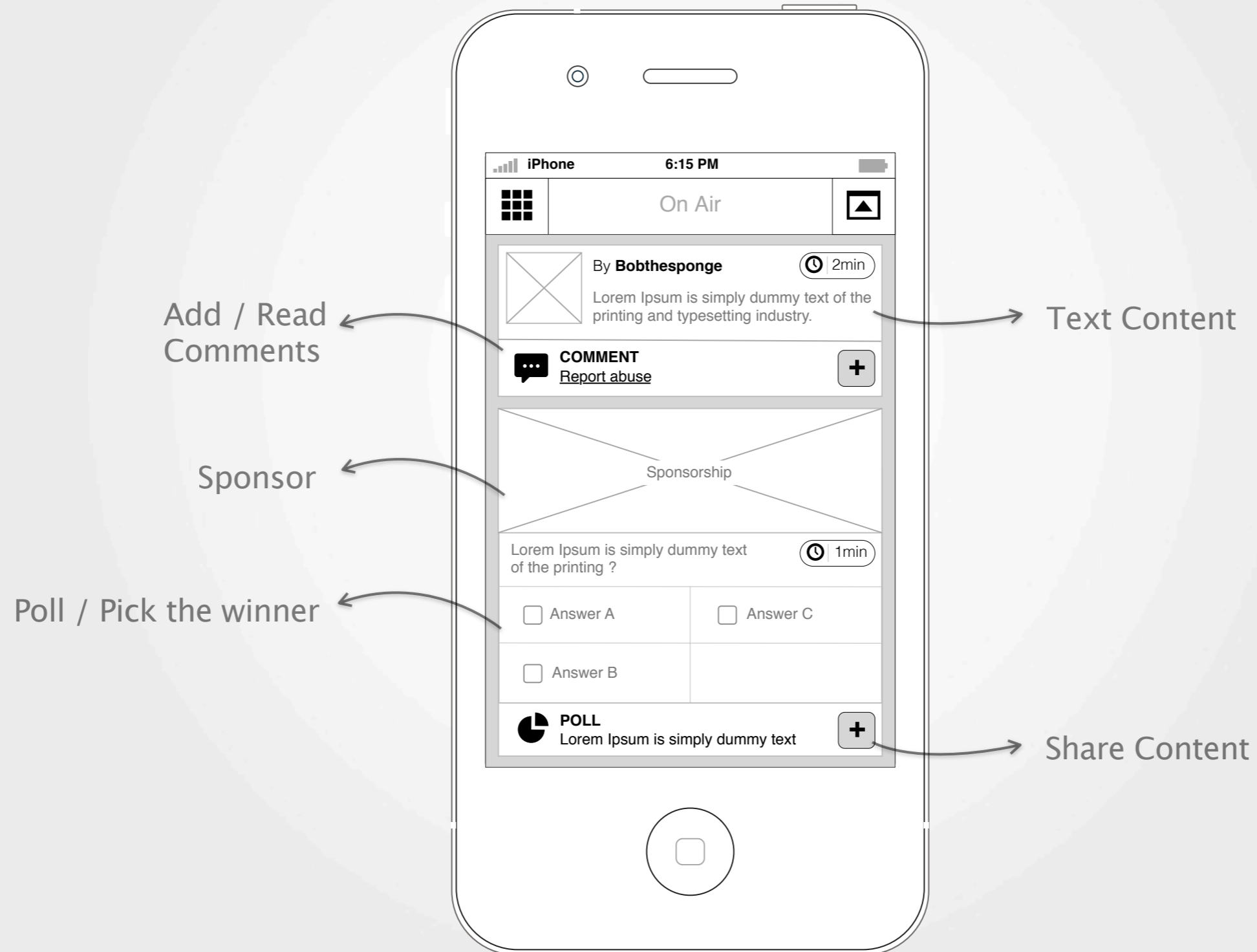
Billboard - Demo

Users can like, share on facebook, buy, or comment on each item within the timeline.



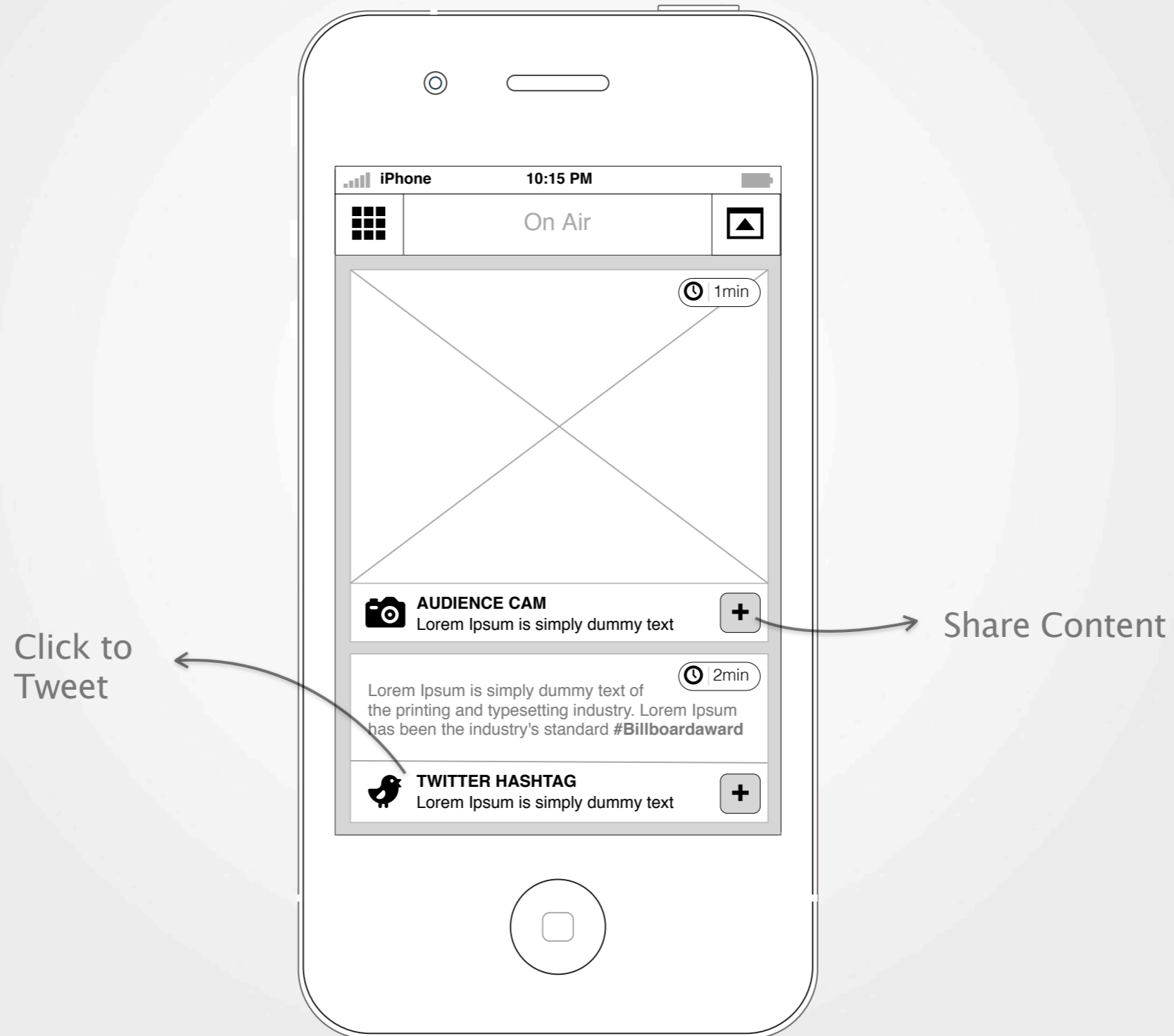
Billboard - Demo

Users can comment and share on every piece of content, and participate in polls/games.



Billboard - Demo

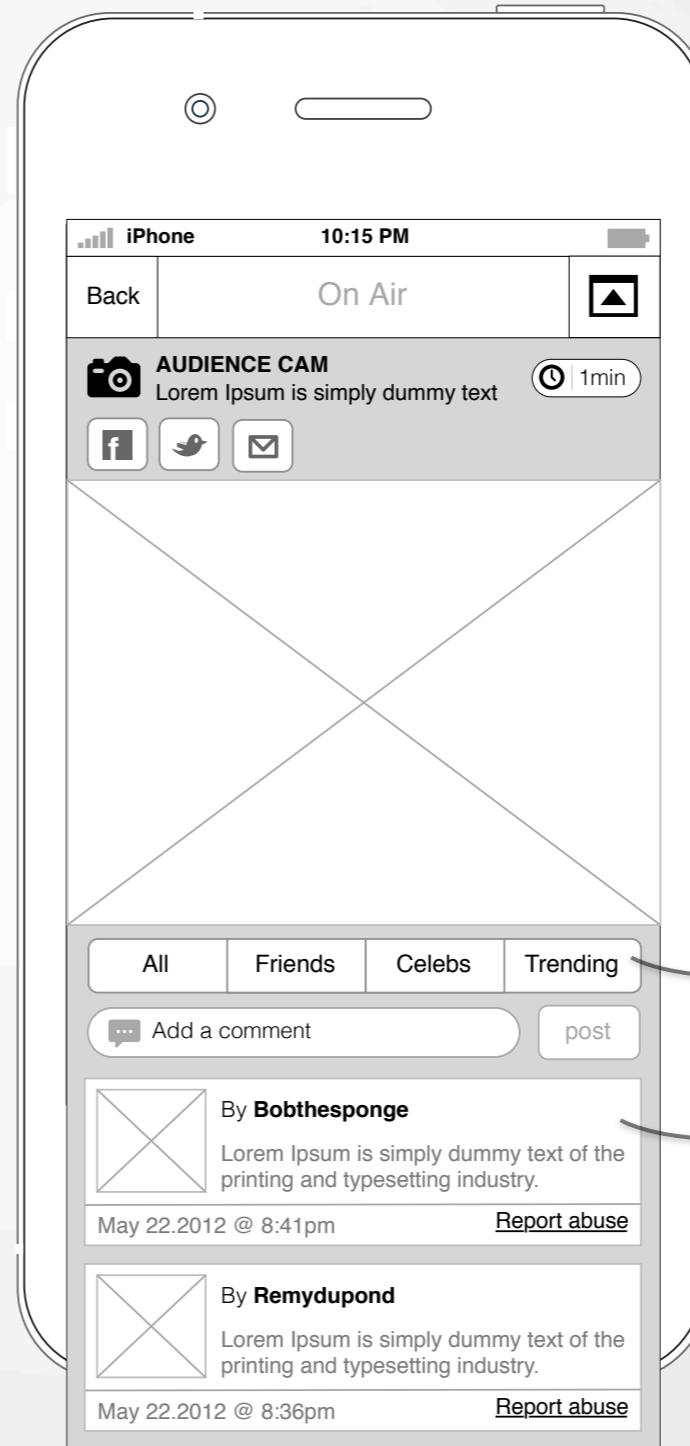
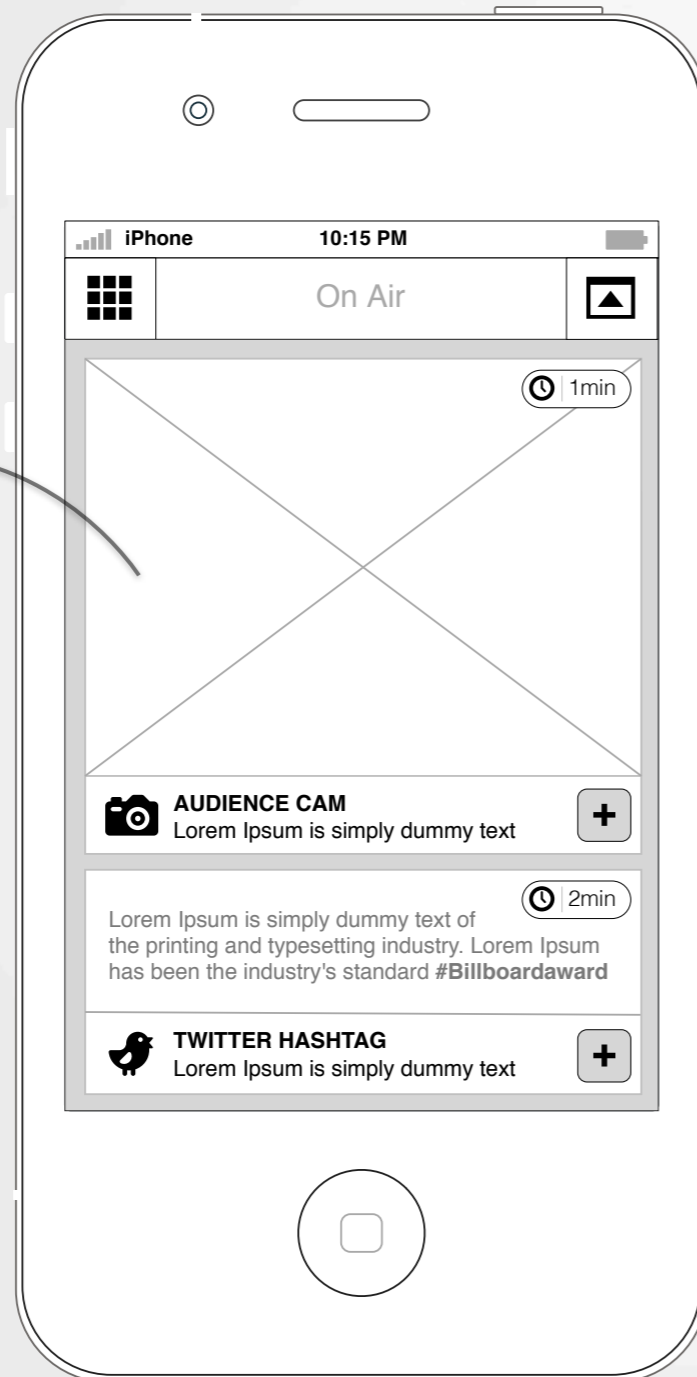
New content continues to flow. The user clicks on the twitter content to push a new comment around the hashtag.



Billboard - Demo

User clicks on the photo to view additional information and comments.

Additional info around content



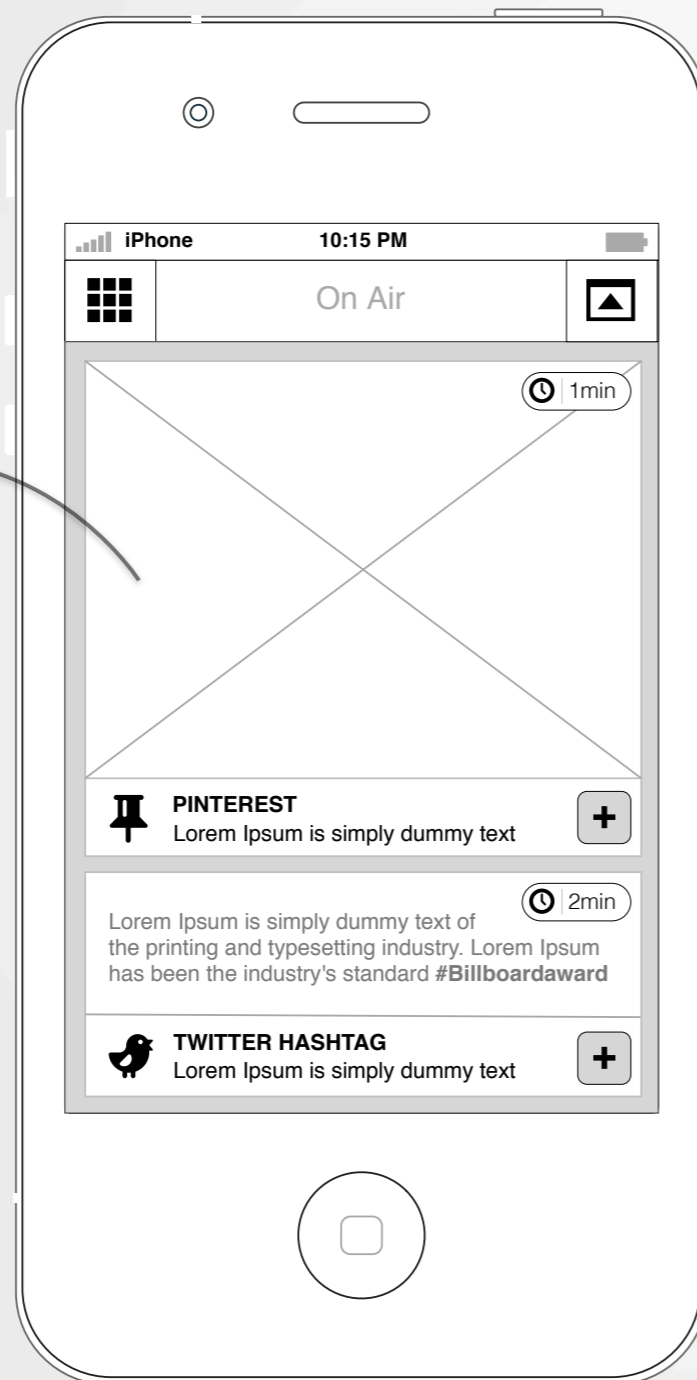
Filter comment wall

Comments

Billboard - Demo

User clicks on the pinterest photo to view additional information, comments, and buy items.

Additional info around content



Opens in new window to purchase items



Filter comment wall

Comments

Billboard - Demo

User comes to the end of the show, and can start from the beginning to replay the highlights / moments of show

Last content of show

