

# Fanticipation Lifecycle

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**CONFIDENTIAL**

User Goals

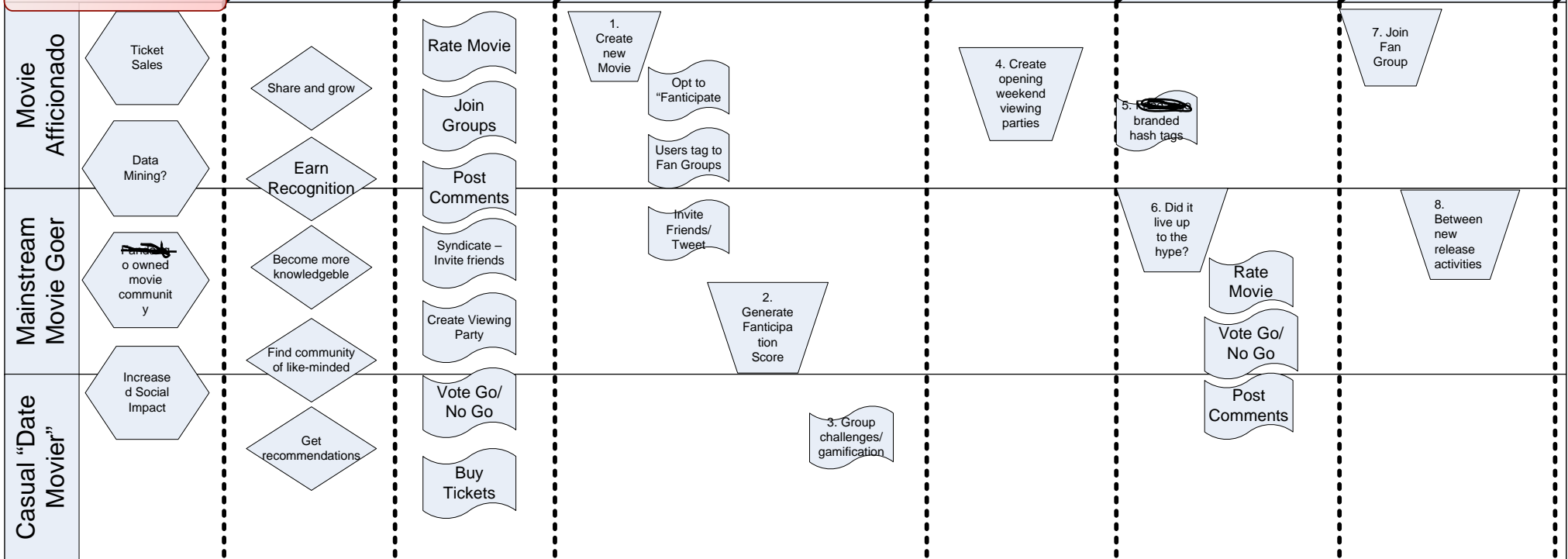
Activities

Pre-release

In Theatres

Post Viewing

Repeat Cycle



1. Perhaps users of certain "status" can enter a new movie at any point prior to a movie's projected release (this can prevent studios posting their own movies).  
Q. Can the amount of time before a release date factor in to the fanticipation score – for example, if fans are getting excited a year before release can that give more points than within 2 months of release?

Q. How do we qualify that a movie is in the works? IMDB?

1.1 Within XX months of release all movies will be added to system by Fandango – this can be the regular ~~Fandango~~ movie pages with the Fanticipation elements added.  
1.2 Users can "tag" movies to groups to which they belong, this could help take movies out of their current "silo" and make them more discoverable.

2. Algorithm TBD – ~~Fandango~~ = 1-100 score  
XX% Ticket Presales  
Xx% ~~Fandango~~ Fan Buzz (votes, trailer views?)  
XX% social sentiment  
Q. What is 100%, what do we do when a new movie "beats" the previous record of most anticipated. Could we, perhaps make this more leaderboard style with industry accepted, most anticipated movie (say, Titanic) which others are graphically compared to, but leaves the possibility open for exceeding that score, after which it would become the new "100%"?  
Q. Weighing Ticket pre-sales more heavily could help boost ~~Fandango~~ biz goals and help maintain a more accurate score to actual fans/attendance.

3. Could be valuable to display ways for "fanticipators" to increase the movie's score, maybe put them into context with hypothesized scores for known highly anticipated movies (Dark Night, LoTRs etc) like – "Promethius needs 1,000 more likes to shadow The Dark Night..."

3.1 Integrate all possible syndication functions – Like on Facebook, Share, Pin, Follow on Twitter  
- for external facing content, make as functional as possible so people can participate within the shared piece.  
3.2 Offer incentive for challenges – movie to beat top score gives all Fanticipators free tickets to a future movie or something.

4. Give ~~Fandango~~/ Fanticipation users more reasons to purchase pre-sale tickets, "Invite" your friends to either watch the movie together in the real world, or at the same day/time.  
4.1 ~~Fandango~~ could incentivize sharing by giving regular users \$1 off coupon for desired behaviors (# of shares/referrals to Fanticipation etc) that they can only use to "gift" to people they are inviting into the viewing party to cover the Fandango mark-up.  
Q. Once movie is released – does the "Fanticipation score" become fixed? Could be valuable to find a way to measure change over time to see if word of mouth positively or negatively impacts post release.

5. Viewing parties will generate ~~Fandango~~ branded hash tag, or Fanticipation can imbed a twitter posting widget like Citizennet to keep users within ~~Fandango~~ experience  
- people can debate meaning, talk about stuff they liked/didn't like without spoiler fear.

6. Did it live up to the hype? There is opportunity here to create a secondary score for the follow up. This could be valuable information to collect for NBC/Universal  
<http://www.joblo.com/forums/showthread.php?threadid=145483>  
6.1 Did you back the right "pony"? – Potential for gamification on box office actuals, if you Fanticipated the movie that took top spot, you could get personal ranking points

7. For registered users, Fanticipation can poll or recommend based on previous purchases or ~~Fandango~~ behavior, that users join movie genre groups (Horror, Sci-Fi, Romance etc). Within the groups, perhaps users can create their own subcategories (Horror>Zombies, etc) so users feel more ownship/specialization.  
7.1 Message Boards  
7.2 User dashboard – encourage joining of more than one group.