



On Stream Hack

Бизнес-кейс



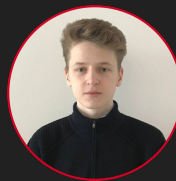
Parth
Kalkar



Sergey
Golubev



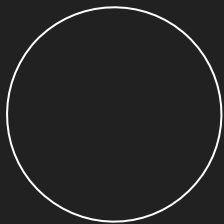
Camille
Khubbetdinov



Vladimir
Kalabukhov



Igor
Mpore



1

Прогноз развития отрасли



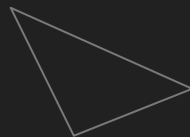
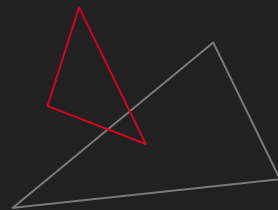
2

Новый функционал



3

Демонстрация прототипа



Индустриальный прогноз



Больше сервисов – больше конкуренция

Контент



Пользовательский опыт

→ контент

→ реклама

→ кроссплатформенность

→ интерфейс

→ надежность

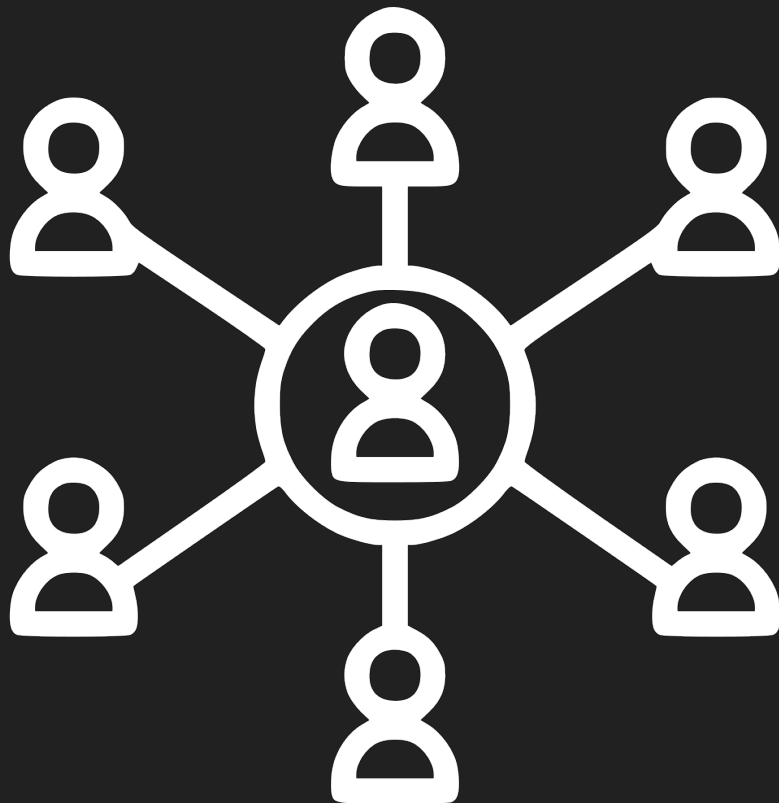
→ релевантность

Рекомендательные системы

- расширение функционала
- персонализация оригинального контента



Социальное вовлечение



Социальное вовлечение



Появление цензуры

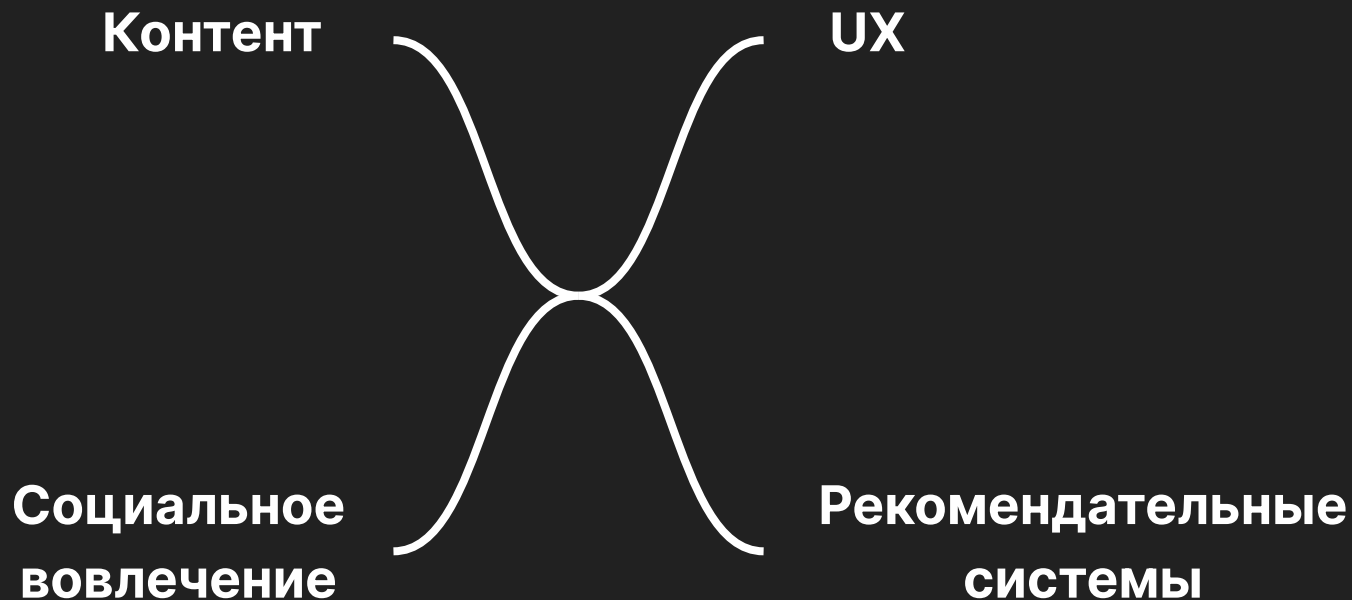


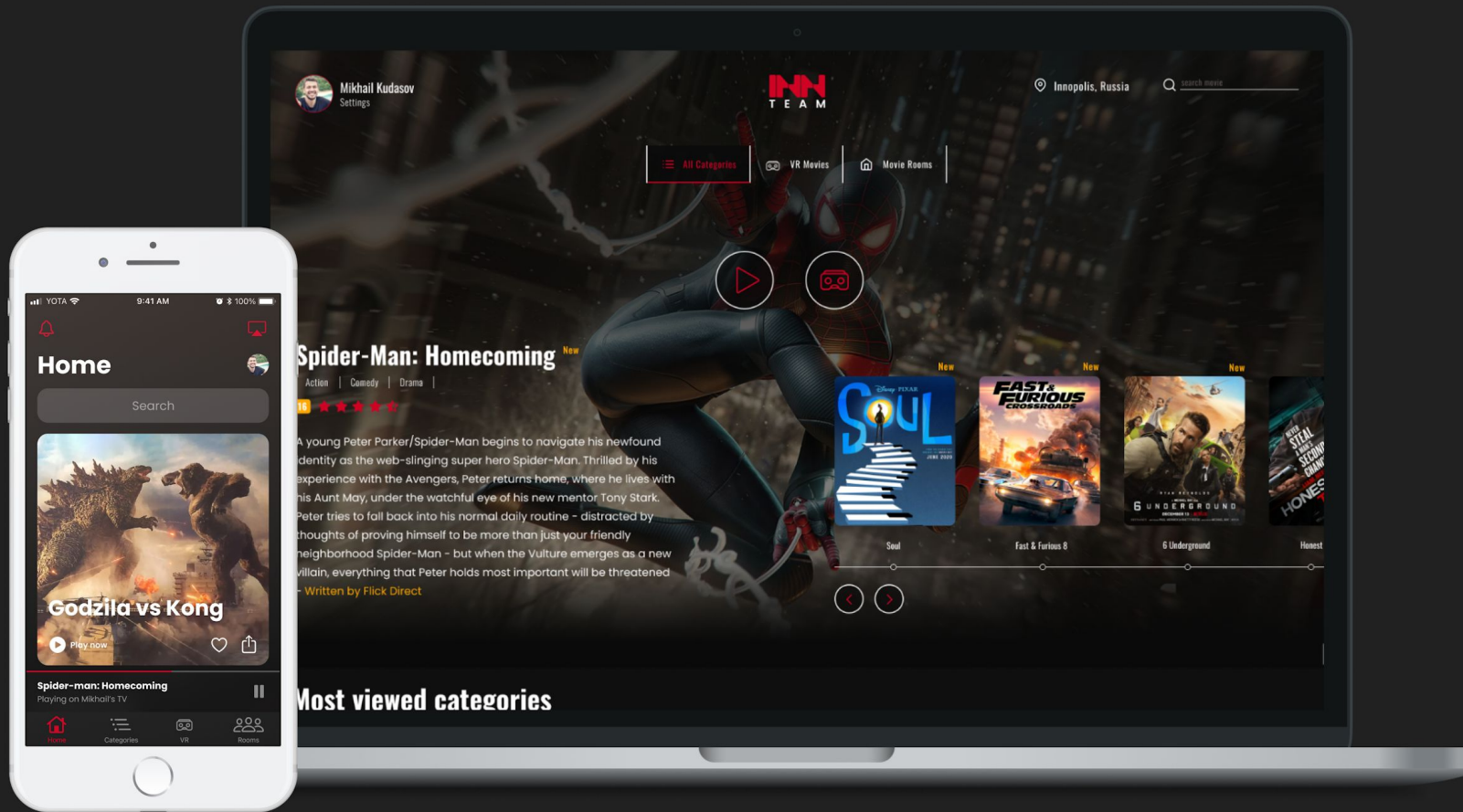
Совпадение?



Не думаю

Выводы по индустрии







Mikhail Kudasov
Settings



Innopolis, Russia

search movie

All Categories

VR Movies

Movie Rooms

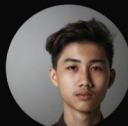
Watch movies with friends!



Wesley Dennis



Lisa Hale



Hadley McCarthy



Ella Townsend



Copy the invitation



Add a friend manually

Start a stream after designating its purpose

Name a film, genre or idea behind the stream



Join other streams



Spider-Man:
Homecoming

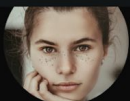
Chillin with 90s or 00s
comedies



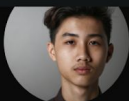
Queen & Slim



Wesley Dennis



Lisa Hale



Hadley Mccarthy



Ella Townsend



Copy the invitation



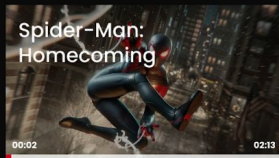
Add a friend manually

Start a stream after designating its purpose

Name a film, genre or idea behind the stream



Join other streams



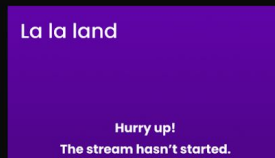
Chillin with 90s or 00s comedies

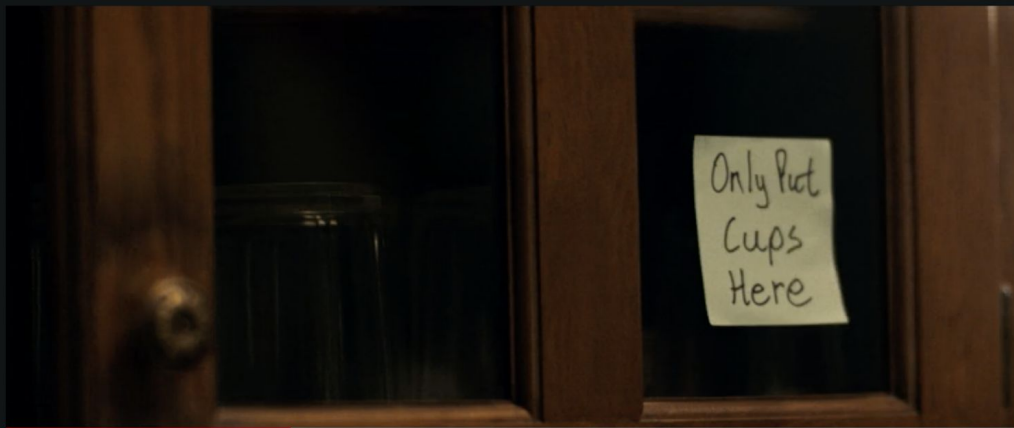
Hurry up!
The stream hasn't started.



Director's version of 500 days of summer

Hurry up!
The stream hasn't started.





Chat

Wesley Dennis ...

I don't really get why she did it
I mean if she wanted to be with
him then why just not tell him

Ella Townsend ...

She was threatened

Wesley Dennis ...

oohhhhh

Lisa Hale ...

daaaaaamn I love her hair

!
!

Admin panel

Who can send messages?

- ☒ All the participants
- ☐ Only me
- ☐ Specific persons

When someone pauses the movie

- ☒ Movies stops for everyone
- ☐ Movies continues for others !

Voice chat ☐

Participants

Wesley Dennis Lisa Hale Hadley Mccarthy

Ella Townsend

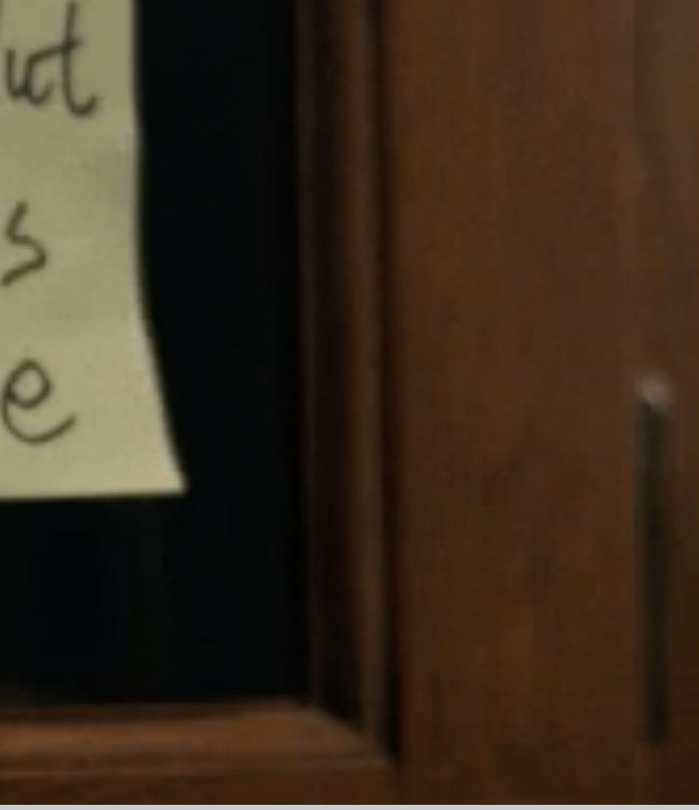
Copy the invitation

Open as a stream

argh they all have perfect
hairstyles

! Spoiler alert





Ella Townsend



She was threatened



Wesley Dennis



oohhhh



Lisa Hale



daaaaamn i love her hair



le  **Hadley McCarthy**

ation

Open as a stream

argh they all have perfect
hairstyles

! Spoiler alert



Admin panel

Who can send messages?

- ☒ All the participants
- ☐ Only me
- ☐ Specific persons

When someone pauses the movie

- ☒ Movies stops for everyone
- ☐ Movies continues for others [!]

Voice chat



Participants



Wesley Dennis



Lisa Hale



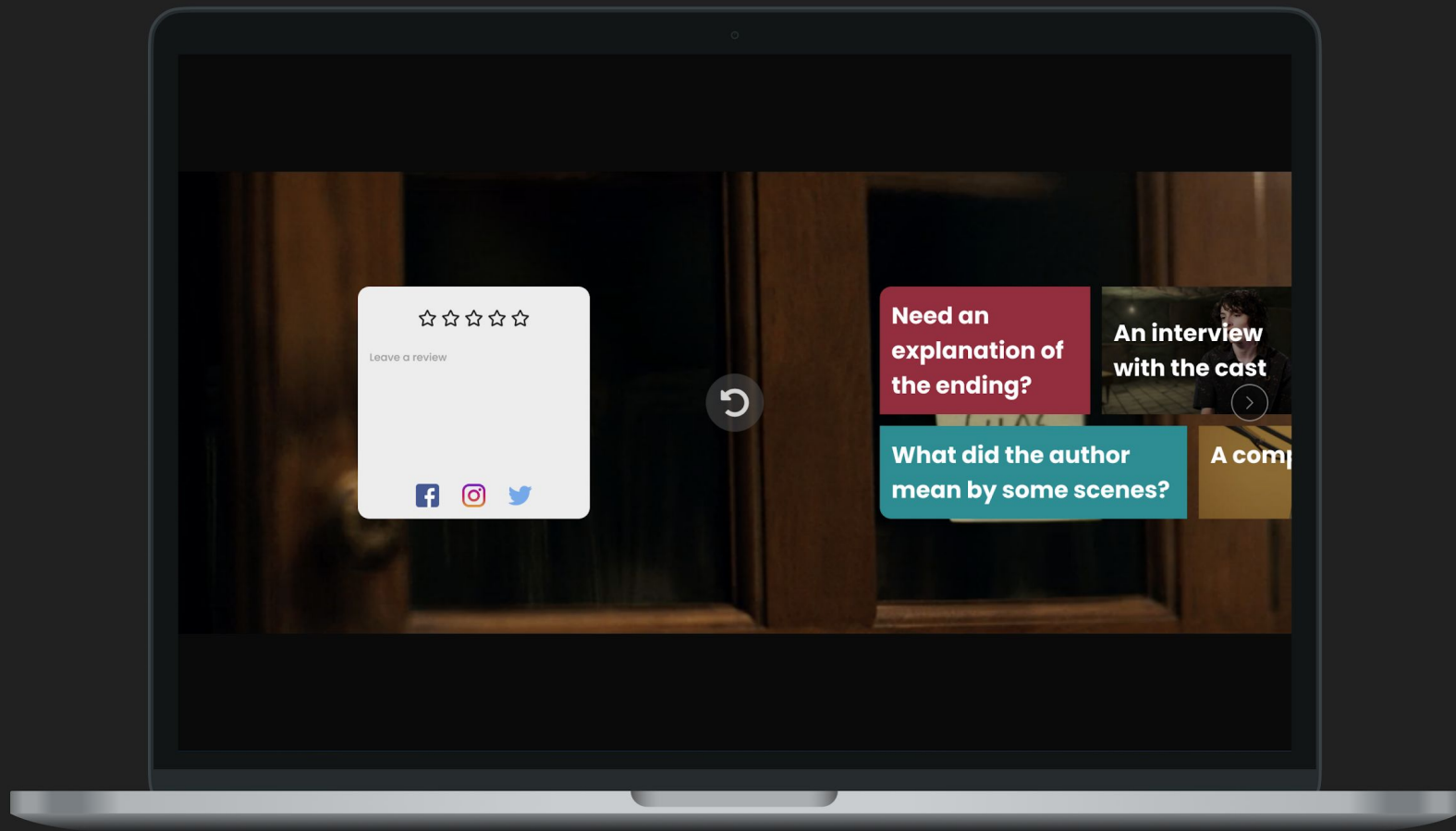
Hadley Mccarthy

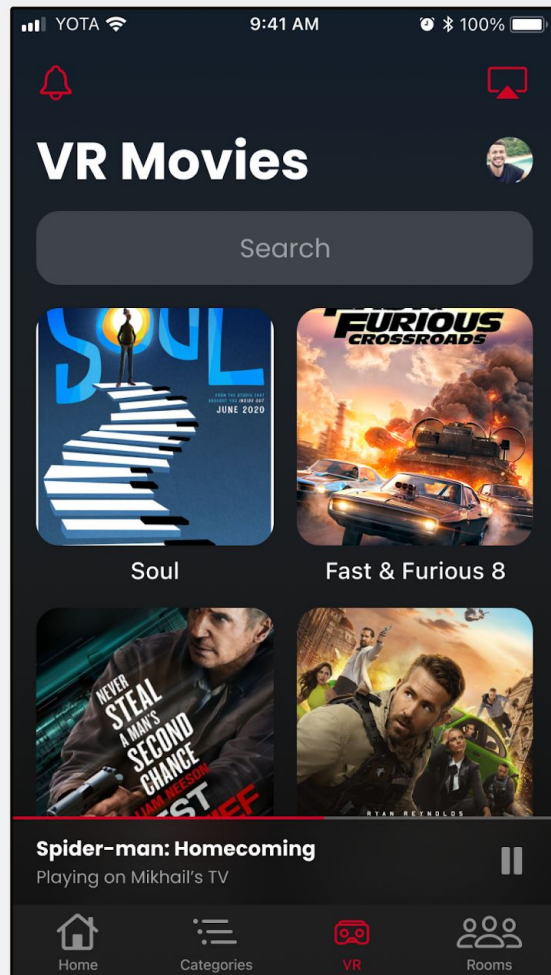
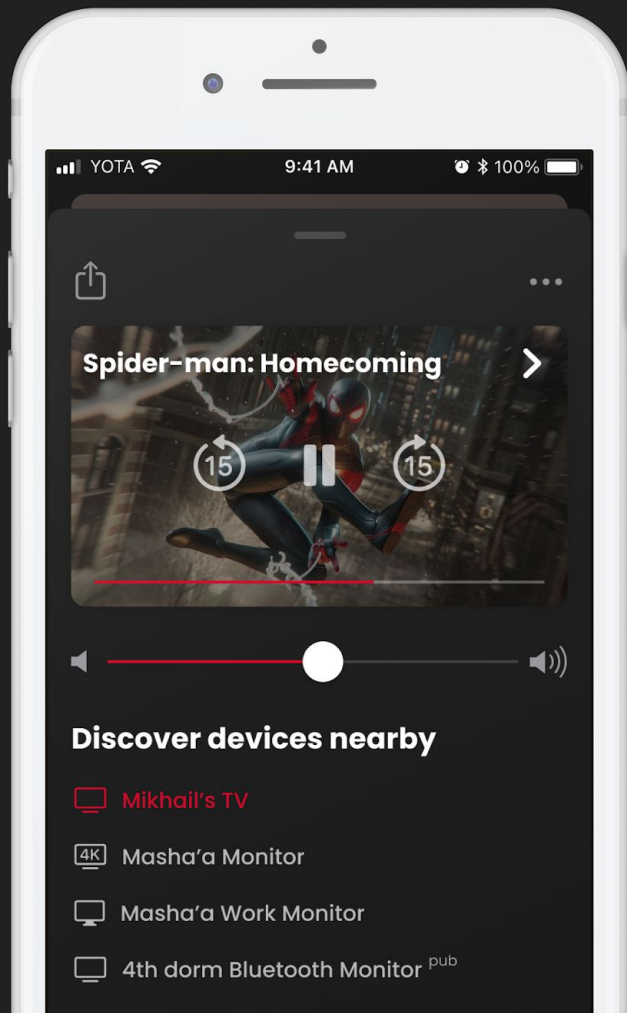


Ella Townsend

Copy the invitation

Open as a stream





VR в фильмах



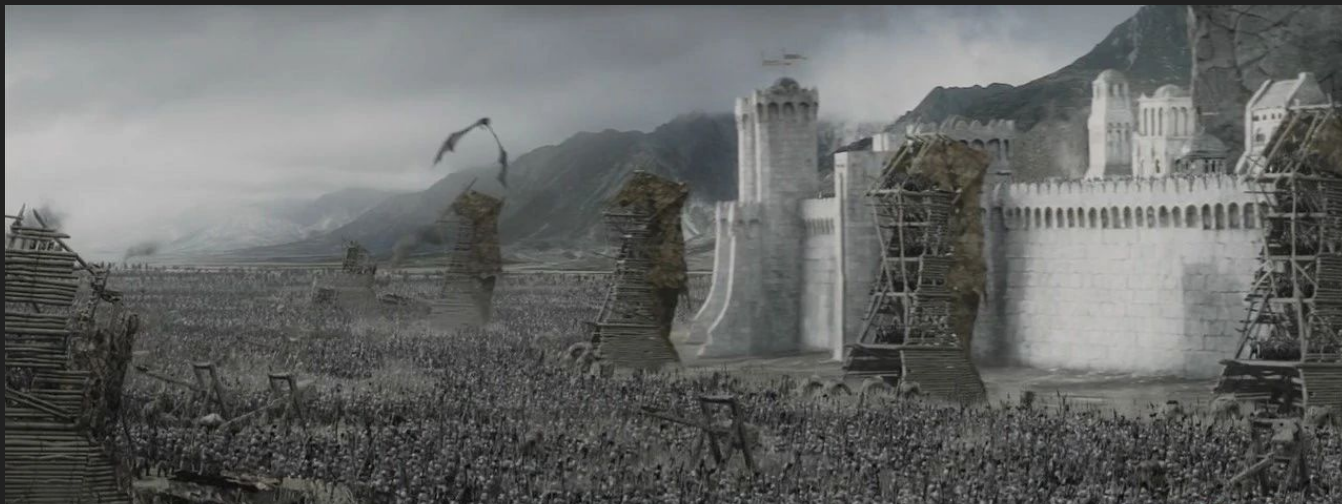
Проблемы VR

- лимит просмотра
- сложность съемки

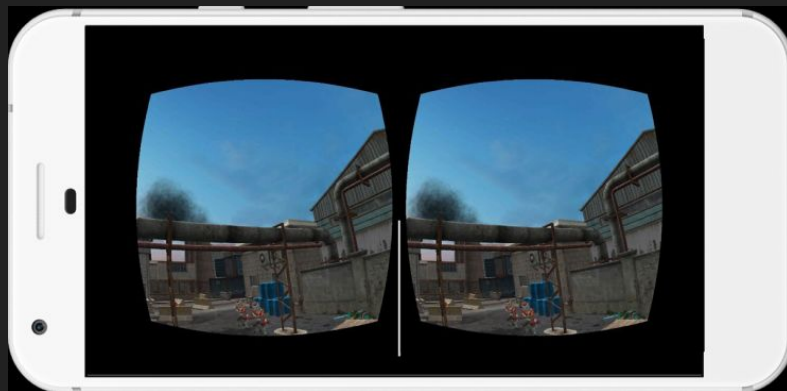
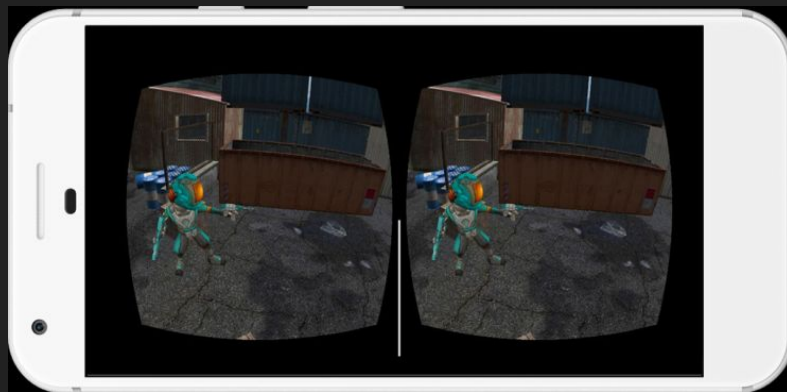
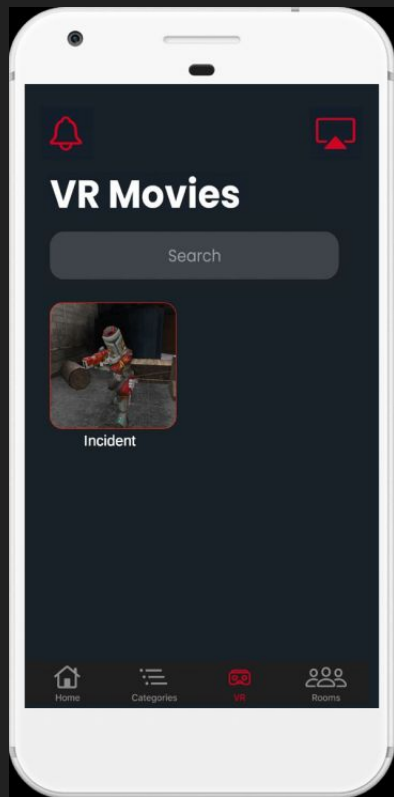


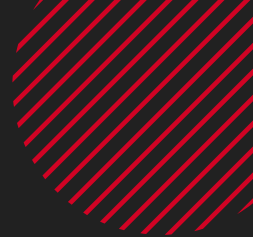
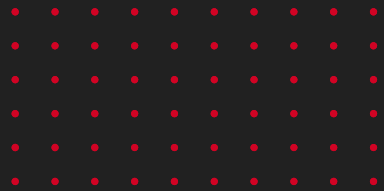
Решения VR

- короткометражки
- насыщенные сцены
- видеосервисы



Приложение





Спасибо за внимание!