

Wait for Me



**A new way for consumers to watch TV
together with Friends, Family and Peers**

Tweets for the 2013 Super Bowl



The game and halftime show spawned 24.1 million tweets

231,500 tweets-per-minute during the power outage

268,000 tweets-per-minute at the end of Beyoncé's half-time show

A unique social experience for people in the US...so why did you miss the event?

You Missed the Live Action!

What are your typical reasons?



Time
Zones



Previous
Commitments



Personal Viewing
Preferences

etc. etc.

There is now a way you can recapture the experience of engaging socially with people online AND watch TV when you want.

Introducing....

Wait for Me

How it Works - Step 1

1

Find content where you normally do (e.g. iPlayer, iTV, 4OD etc.)





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00:00

46:52



Educating Yorkshire | Series 1 | Episode 7

[FAVOURITE SHOW](#)

[PLAYLIST](#)

9pm Thu 17 October 2013 |

DURATION: 46:52

This episode demonstrates the lengths to which a school will go to keep a student in mainstream education. From the top down, from the head teacher to deputies, teachers and inclusion workers, the staff at Thornhill pull together to get the very best from their pupils.

SHARE THIS



Wait for Me!

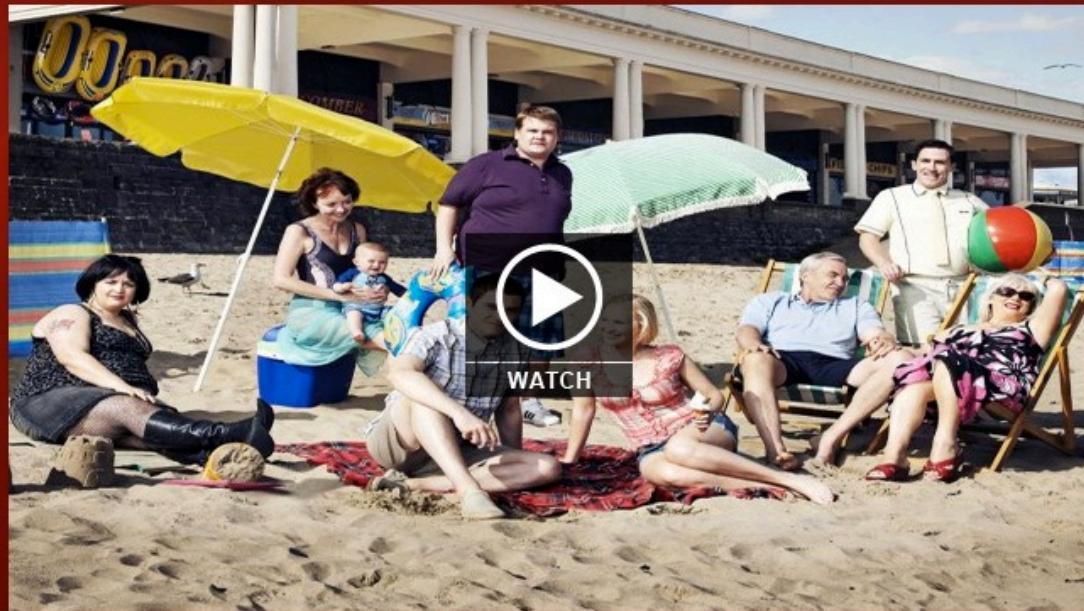
Advertisement





Gavin & Stacey

Series 2, Episode 1: Gavin & Stacey (s2): ep 01



Stacey and Gavin return from honeymoon to a big welcome from both families. But Nessa has a confession to make that throws the whole evening into disarray



Genre: Comedy

Guidance: Contains adult humour

Wait for Me!

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Trollied



The Office



Threesome



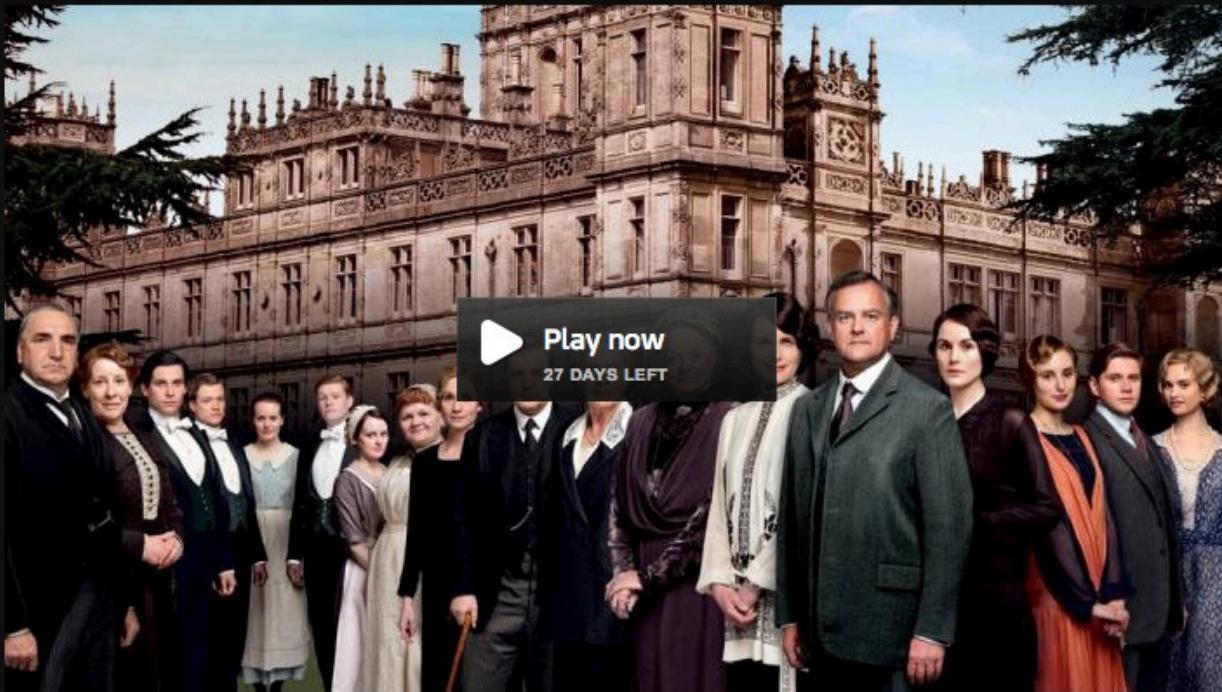
Miranda

No Image Available

Downton Abbey

[CATCH UP](#)**9:00pm, Sunday 20 October 2013 Duration: 1 hour 5 minutes Series 4 • Episode 5**

Drama series following the lives of the aristocratic Crawley family and their servants. There is tension between Ivy and Daisy, and Isobel appeals to Violet's charitable nature.

More episodes FREE
4 episodes RENTAL
26 episodes**Play now**

27 DAYS LEFT

Downton Abbey

Maggie Smith, Hugh Bonneville and Elizabeth McGovern star in a glittering period drama aristocratic Crawley family on their estate, Downton.

**Wait for Me!**

Like 26

Tweet 58

How it Works - Step 2

1

Find content where you normally do (e.g. iPlayer, iTV, 4OD etc.)

2

Login to our service, powered by the ZeeBox API



How it Works - Step 3

1

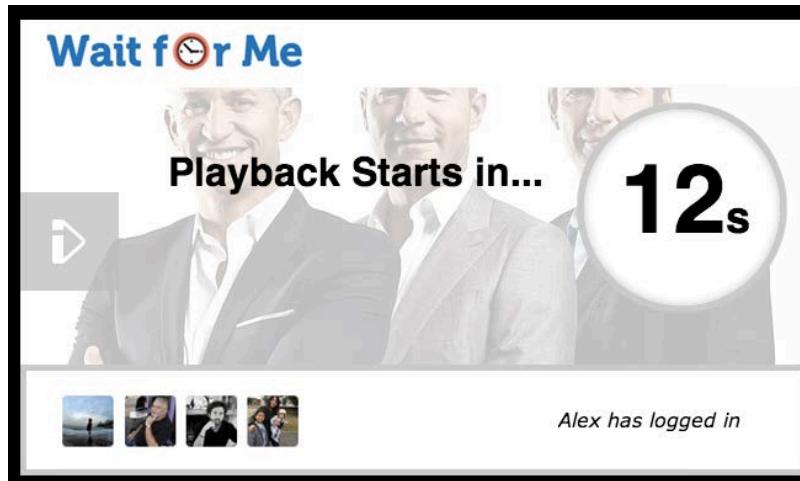
Find content where you normally do (e.g. iPlayer, iTV, 4OD etc.)

2

Login to our service, powered by ZeeBox

3

Wait for Me will connect you to a room where you can interact with your friends and / or other room members



How it Works - Step 4

- 1 Find content where you normally do (e.g. iPlayer, iTV, 4OD etc.)
- 2 Login to our service, powered by ZeeBox
- 3 Wait for Me will connect you to a room where you can interact with your friends and / or other room members
- 4 Wait for Me will play the content when enough users have joined the room for the shared viewing experience to begin

Now for a taste...

Product Overview

Not only just a hackathon hack...but a concept with a promising track



MVP - Interactive Waiting Room for Users

'Roadmap': i) video clipping, over-dubbing and sharing, ii) analytics tools for film and tv producers, iii) producer content and product monetisation

Wait for Me – For Consumers and Producers

For Consumers



View and schedule group viewings with friends, family and peers



Share comments, with peers, provide feedback to content producers



Choose how you wish to engage...by chat, clip sharing, voting, etc.



Get meaningful feedback, construct sample groups based on demographics, create surveys on the fly



Monetise by selling products / content in context of programs viewed by consumers



Increase user engagement by allowing viewers to view exclusive content

For Content Producers

Business Model

In-Room Advertisements



Fixed Fee, charged to Advertisers

Allow advertisers to market directly to viewers in waiting rooms

Premium Subscriptions for Content Producers



Flat rate per month (e.g. £9.99)

Additional analytics features unlocked for Producers to survey users to optimise their content (e.g. trailers, movies, TV shows) based on user activity

The Team

Areion



Alex



Chris



Steve



**All came as individuals not knowing one-another
New concept conceived on Day 1
No prior preparation work
(No hard-core, full-stack web developers)**

Wait for Me

