

## The solution

By pioneering and validating the social scenarios as new entry point, we gave to the audience the ability to express their emotions and feelings about the brand and its content. Refreshing the network identity thanks to a more vibrant and innovative viewing experience. Across multiple device and porting the on demand experience to a new level. Today, this practice it is widely adopted by the majority of TV broadcasters.





# Holistic approach

The holistic approach was pivotal. When tackling the viewing experience we took into consideration the whole user journey.

Acknowledge by the fact that isn't just the content that maximises the experience, we enhanced the navigation and the discovery of new services by proposing cutting-edge tools that are easy to learn. And enable the viewer to explore the whole Osn offering with ease.