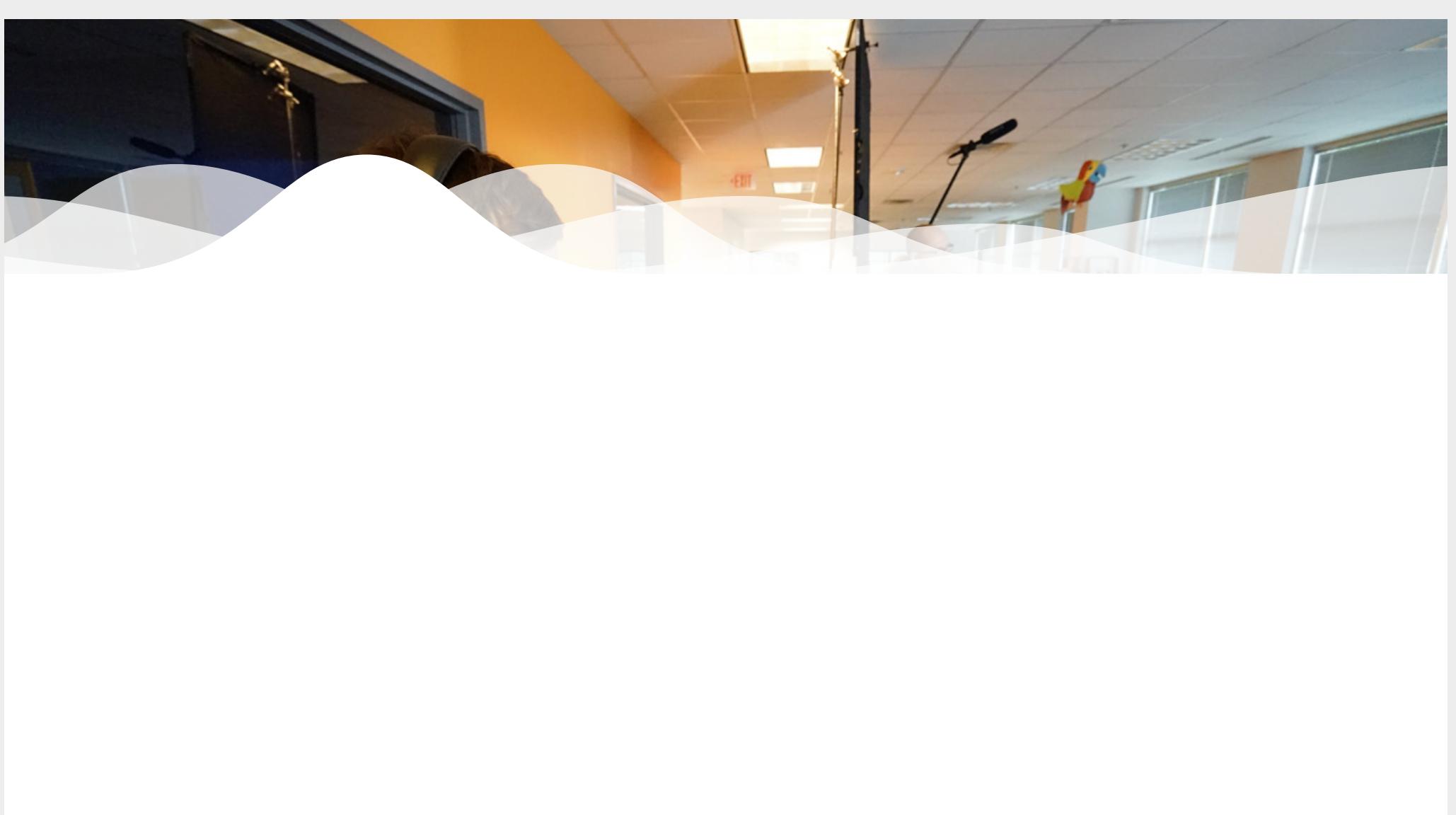
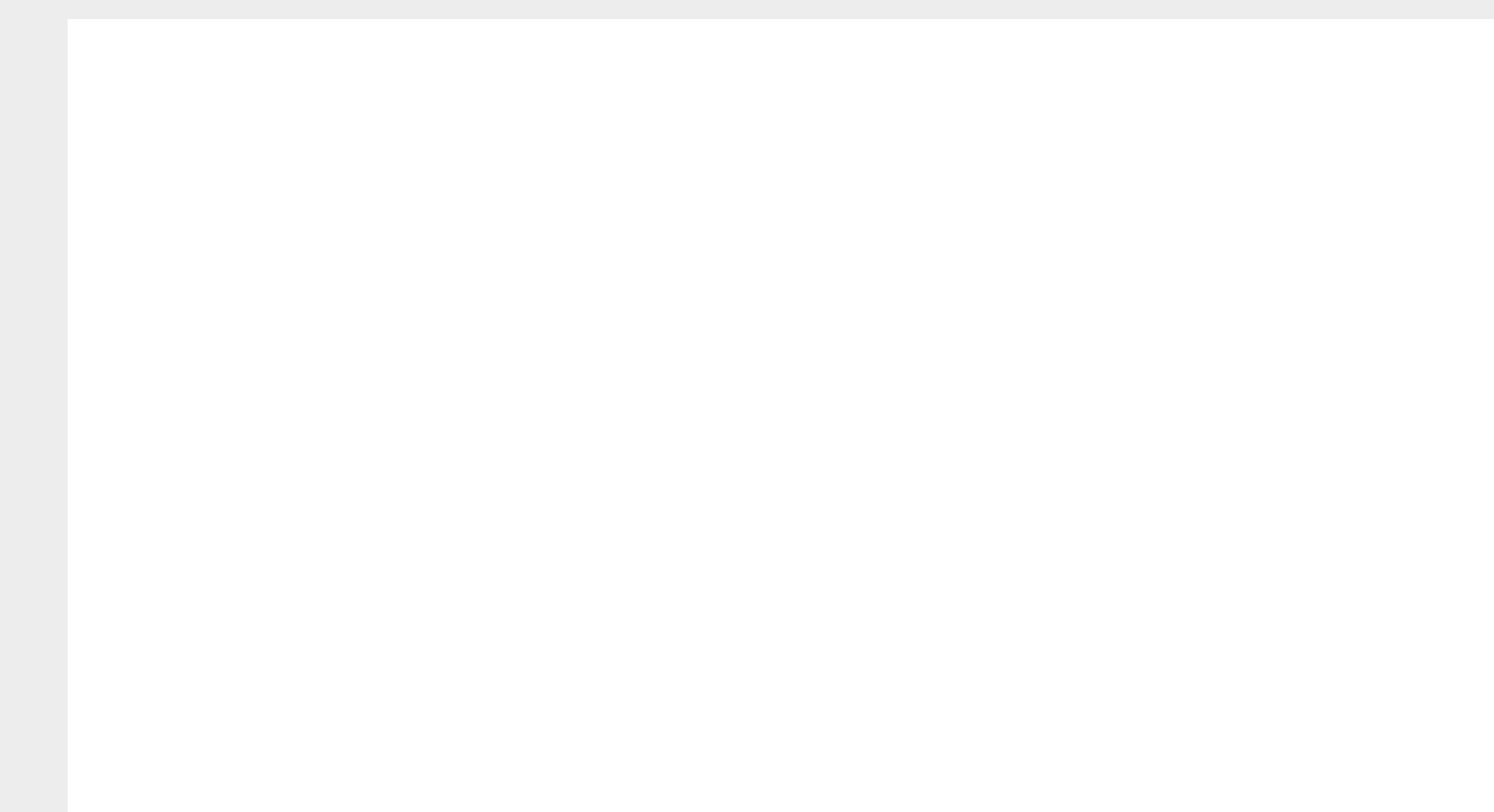


**DIGITAL STUDIO TV**

TUESDAY, SEPTEMBER 4, 2018

# STREAMING

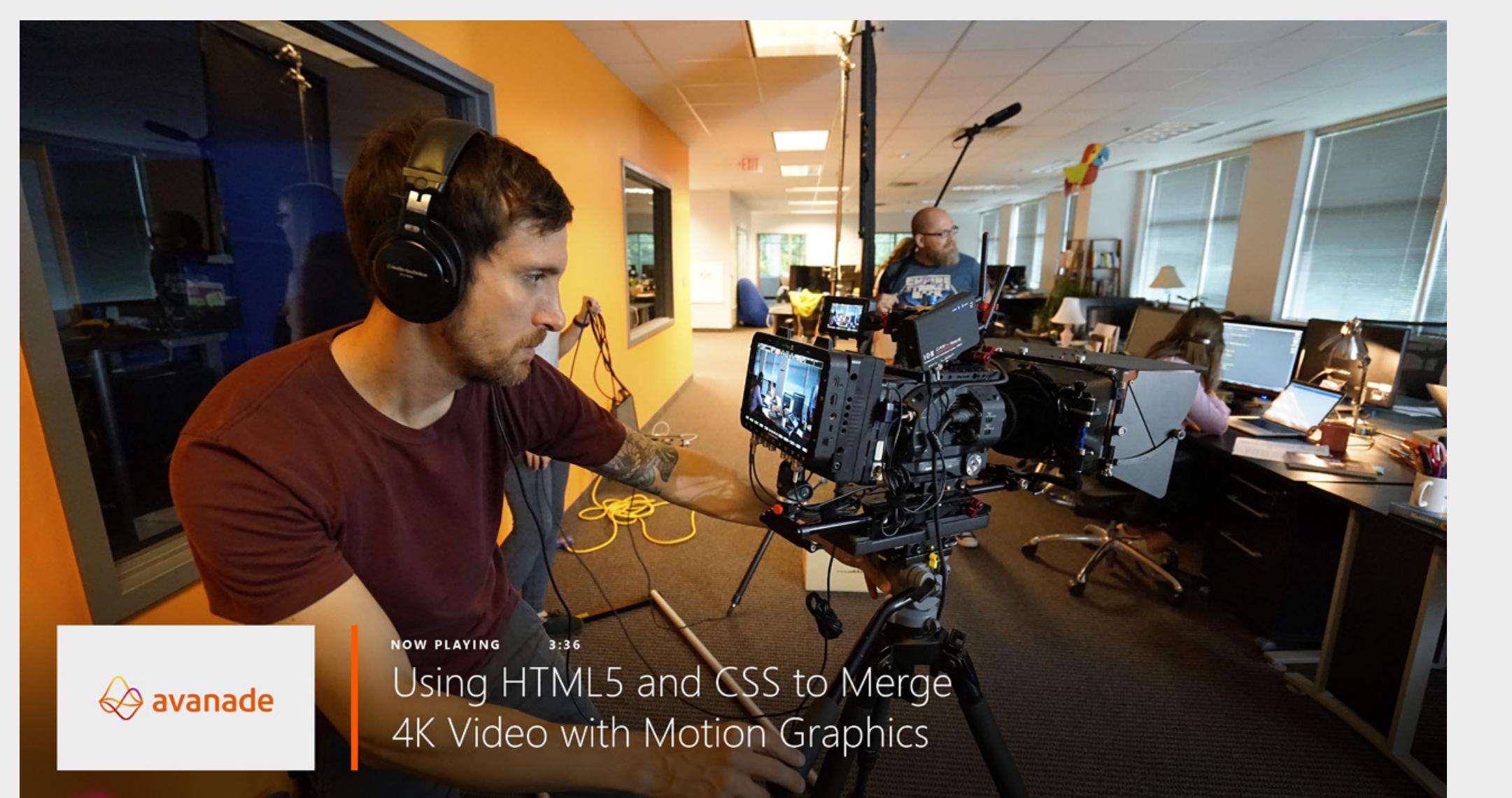


**0:00**  
**REF: TRANSITION TO BOOKEND (REVERSED)**  
Solid white as first video loads.

**0:01**  
**REF: TRANSITION TO BOOKEND (REVERSED)**  
Waves animate down and reveal video.

**0:02**  
**REF: TRANSITION TO BOOKEND (REVERSED)**  
Waves animate down and reveal video.

**0:04**  
**REF: TRANSITION TO BOOKEND (REVERSED)**  
Fullscreen video plays.



**0:06**  
**REF: INFOBAR**  
Transparent gradient fades in from bottom.

**0:07**  
**REF: INFOBAR**  
Transparent gradient continues to fade in from bottom.

**0:09 – 0:14**  
**REF: INFOBAR**  
Content, including current video thumbnail, "Now Playing" with countdown, and video title builds. Remains up for about 5 seconds.

**0:15**  
**REF: INFOBAR**  
Content animates out first, then the transparent gradient background fades into the bottom.

## STREAMING CONT.



0:17 – 2:00

REF:

Fullscreen video plays uninterrupted for ~2 minutes.



2:01

REF: INFOBAR

Every 2 minutes, transparent gradient fades in from bottom.



2:02

REF: INFOBAR

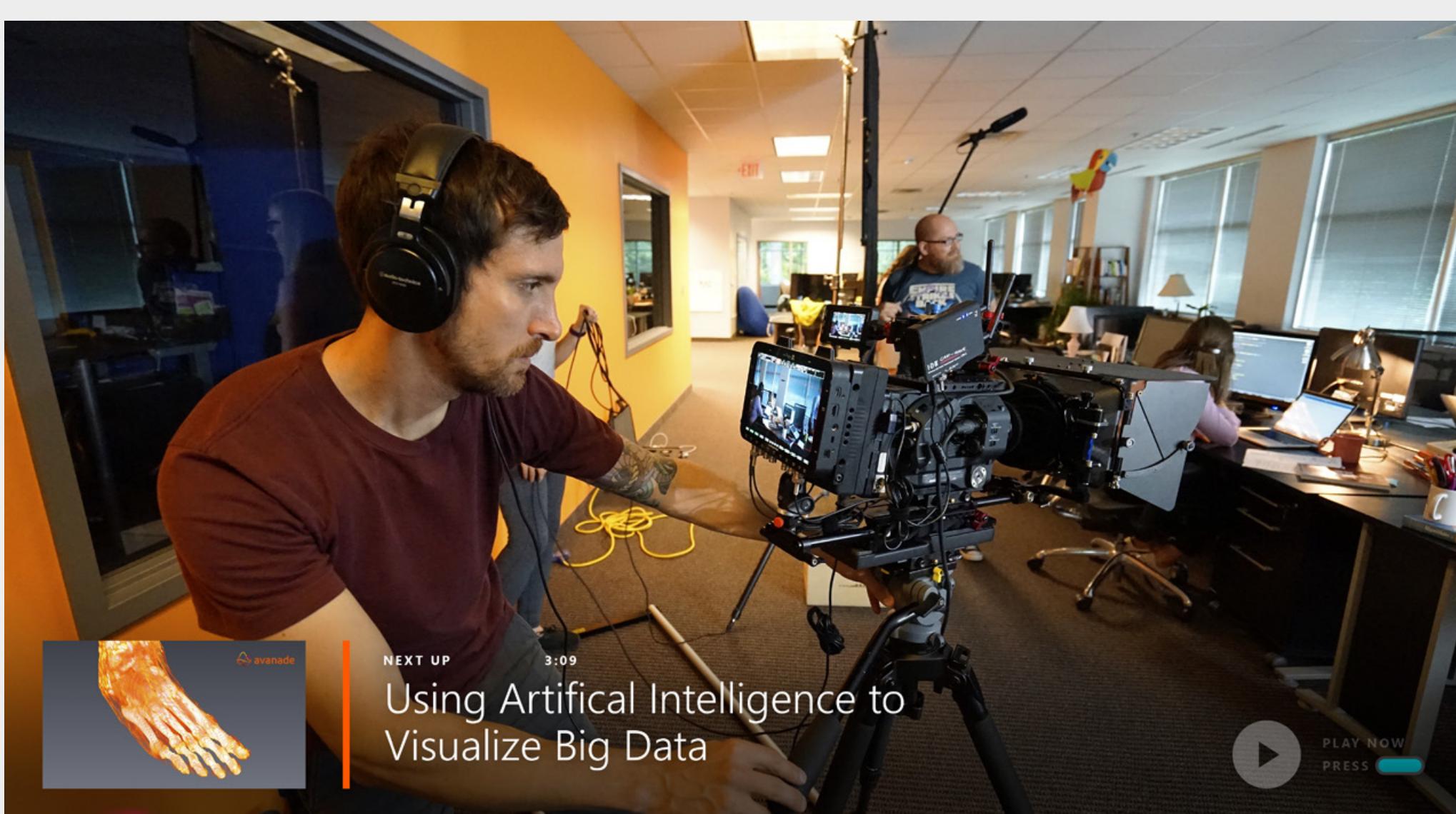
Transparent gradient continues to fade in from bottom.



2:04 – 2:09

REF: INFOBAR

Content, including current video thumbnail, "Now Playing" with countdown, and video title builds. Remains up for about 5 seconds.



2:10

REF: INFOBAR

"Now Playing" and current video content animates out. The transparent gradient background remains up.



2:11 – 2:16

REF: INFOBAR

"Next Up" content, including next video thumbnail, "Next Up" with countdown, and video title builds. Remains up for ~5 seconds.



2:17

REF:

"Next Up" content animates out first, then the transparent gradient background fades down into the bottom of screen.

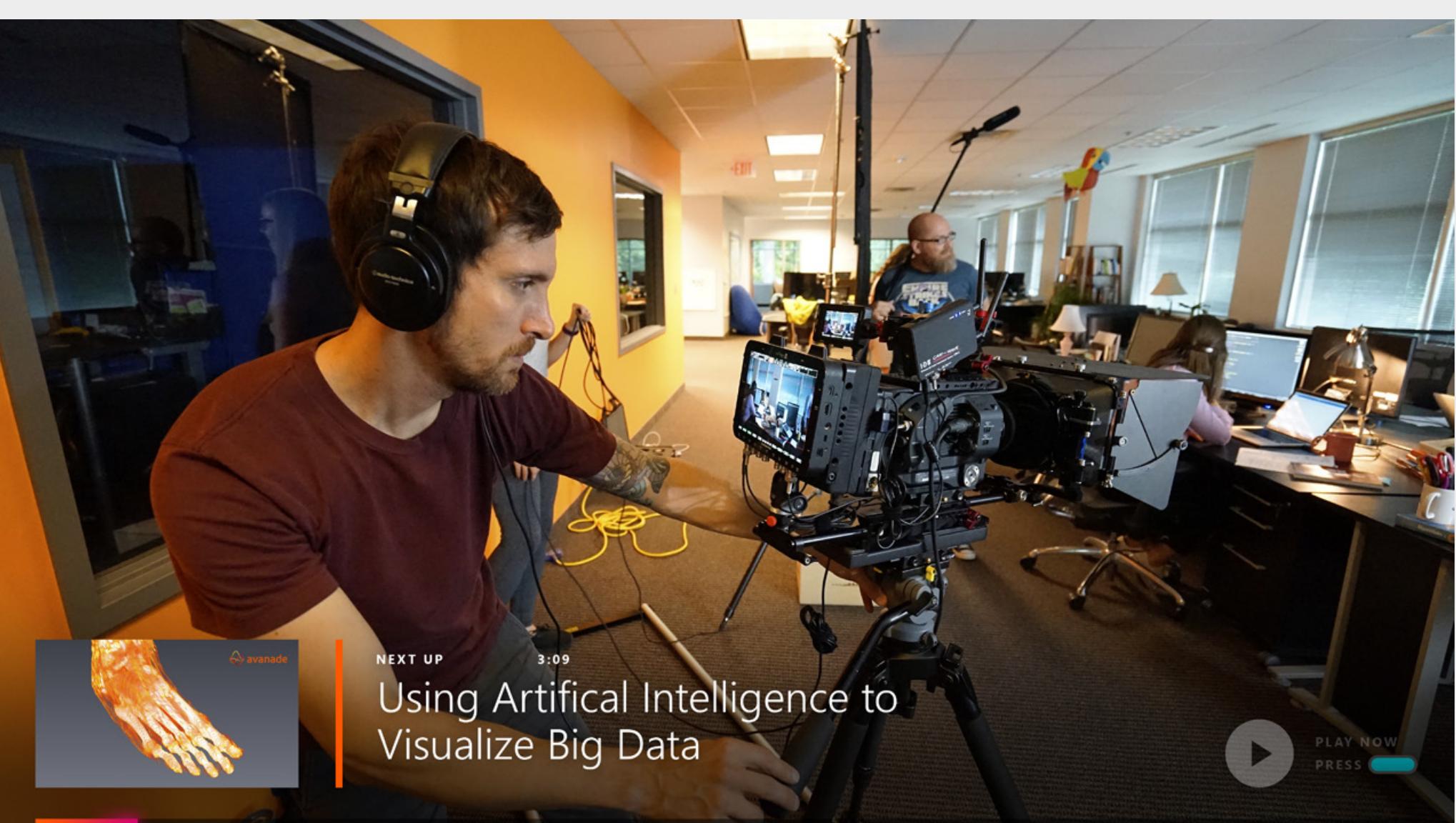
# STREAMING CONT.



6:12 – 6:13

## REF: INFOBAR

20 seconds before the video ends, the transparent gradient fades in and up from the bottom of the screen.



6:14 – 6:29

## REF: INFO BAR

"Next Up" content, including next video thumbnail, "Next Up" with countdown, and video title builds. Remains up for 15 seconds (until 3 seconds before the current video ends).



6:30

## REF: INFOBAR

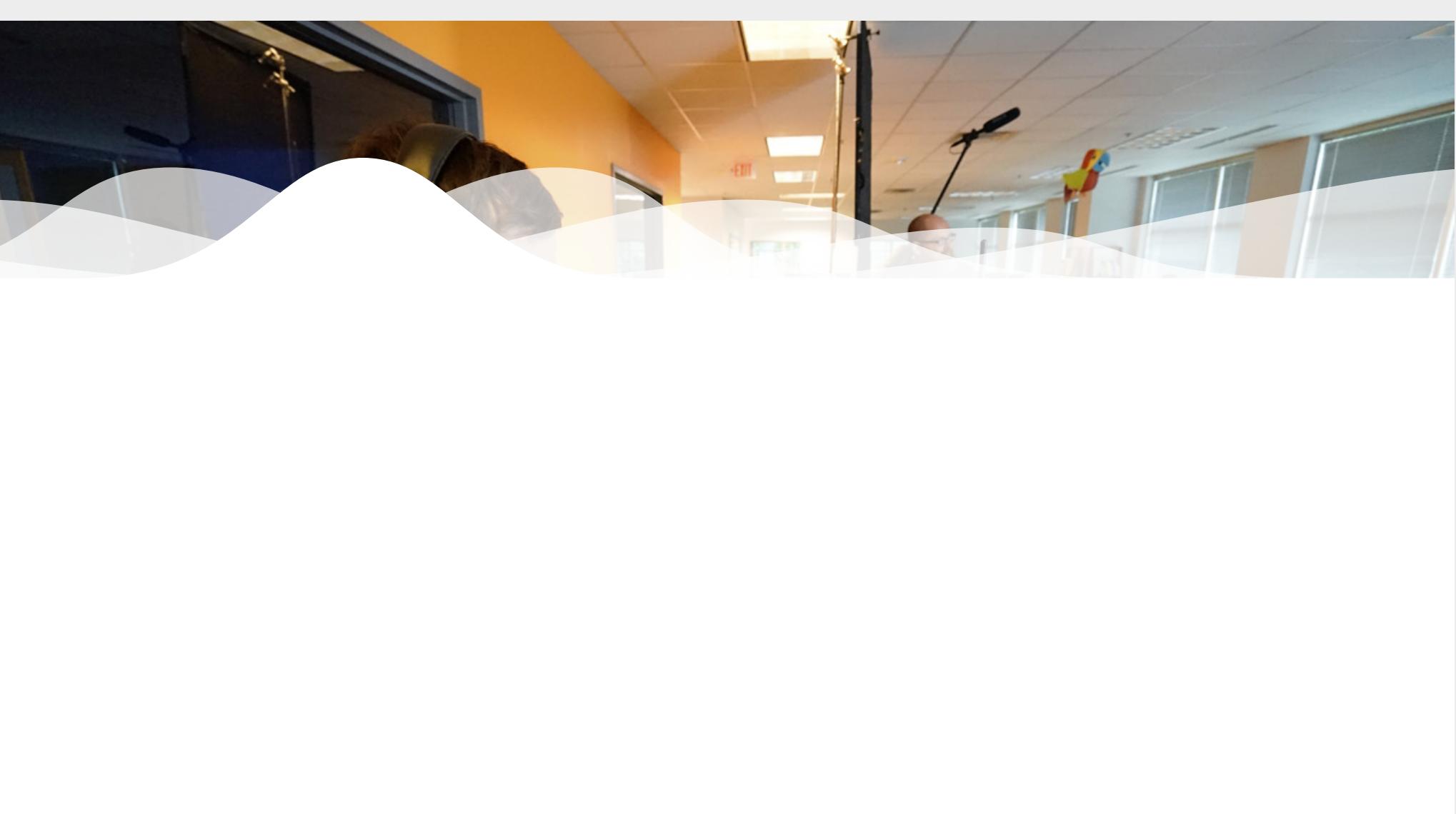
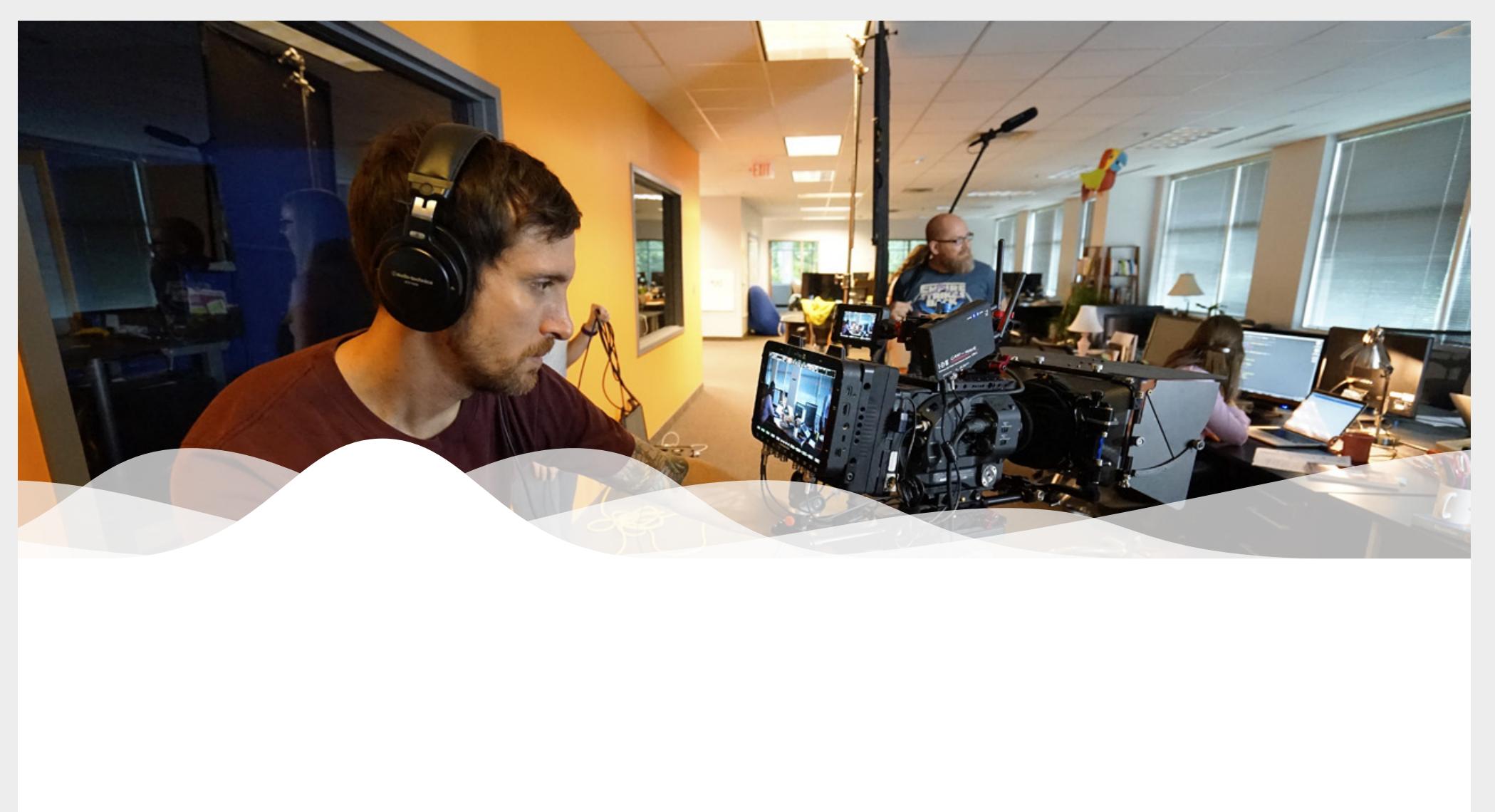
3 seconds before the video ends, the "Next Up" content animates out. Then the transparent gradient background fades.



6:31

## REF:

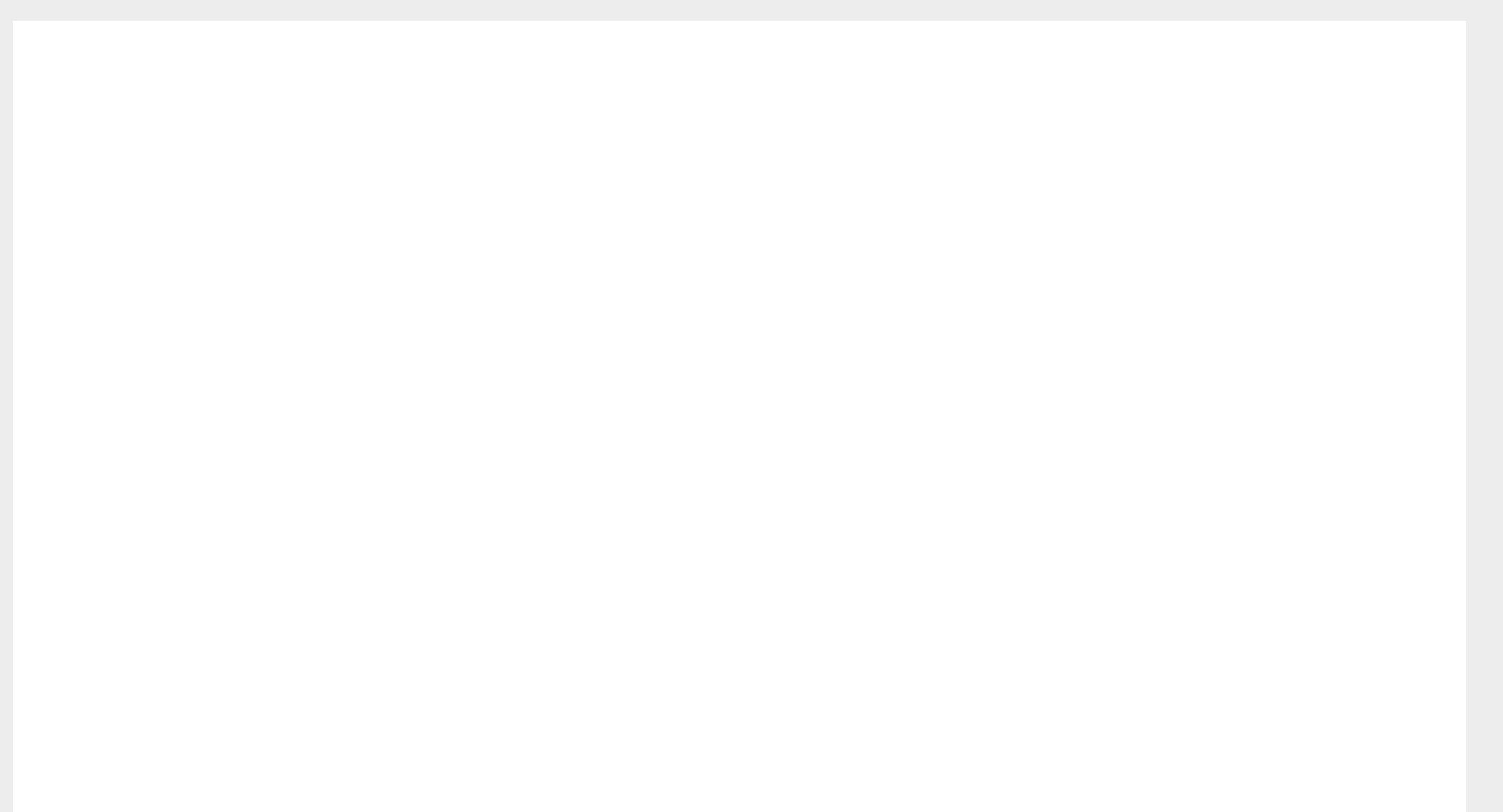
The fullscreen video plays for a few seconds longer.



6:32

## REF: TRANSITION TO BOOKEND

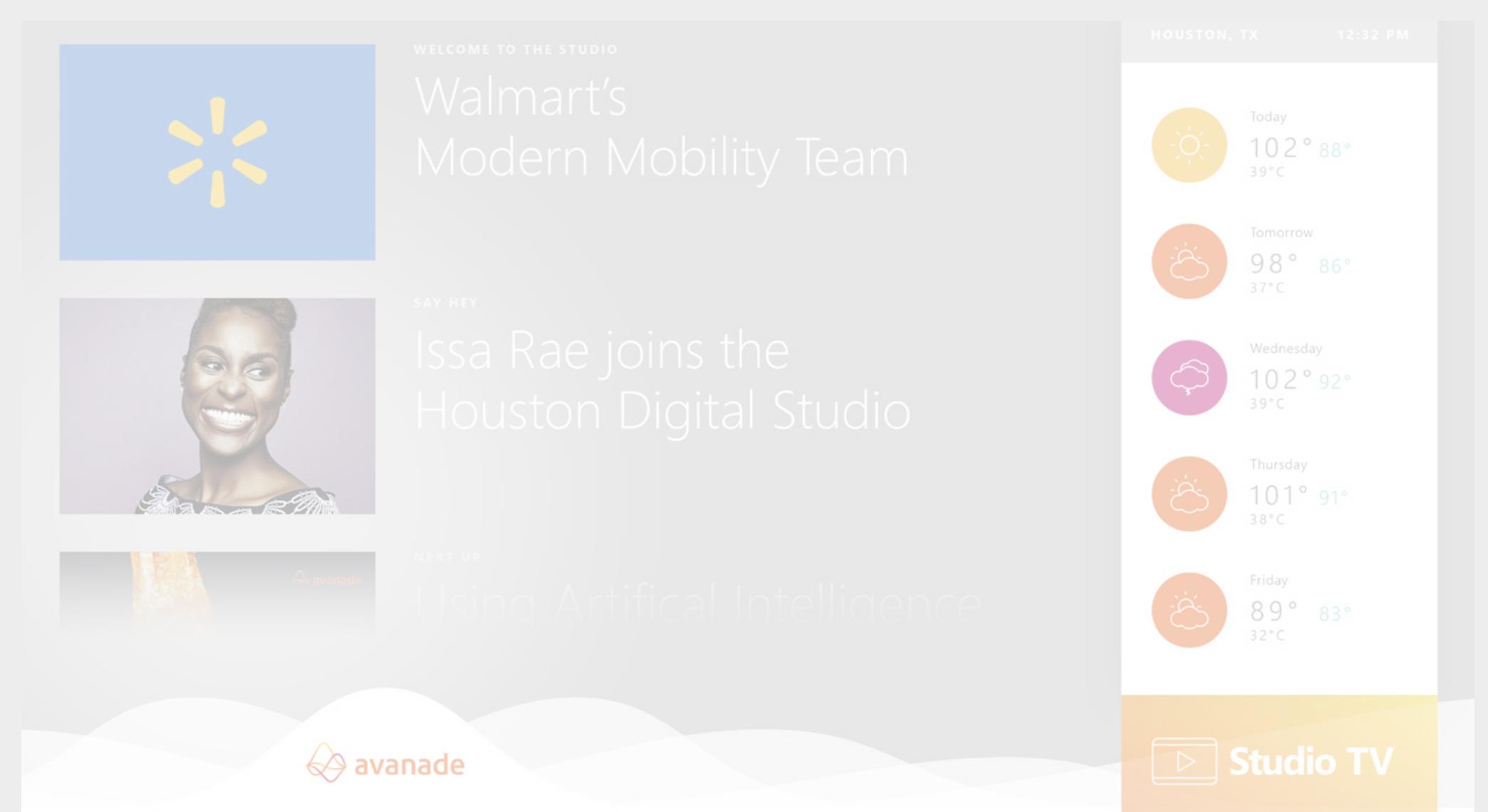
As the video nears its end, the waves flow in from the bottom.



6:33

## REF: TRANSITION TO BOOKEND

The waves continue to rise and overtake the video as it ends.



6:34

## REF: TRANSITION TO BOOKEND

A momentary fullscreen of white before the gray background fades in.

6:35

## REF:

The gray background fades in and content loads and builds in quickly and sequentially.

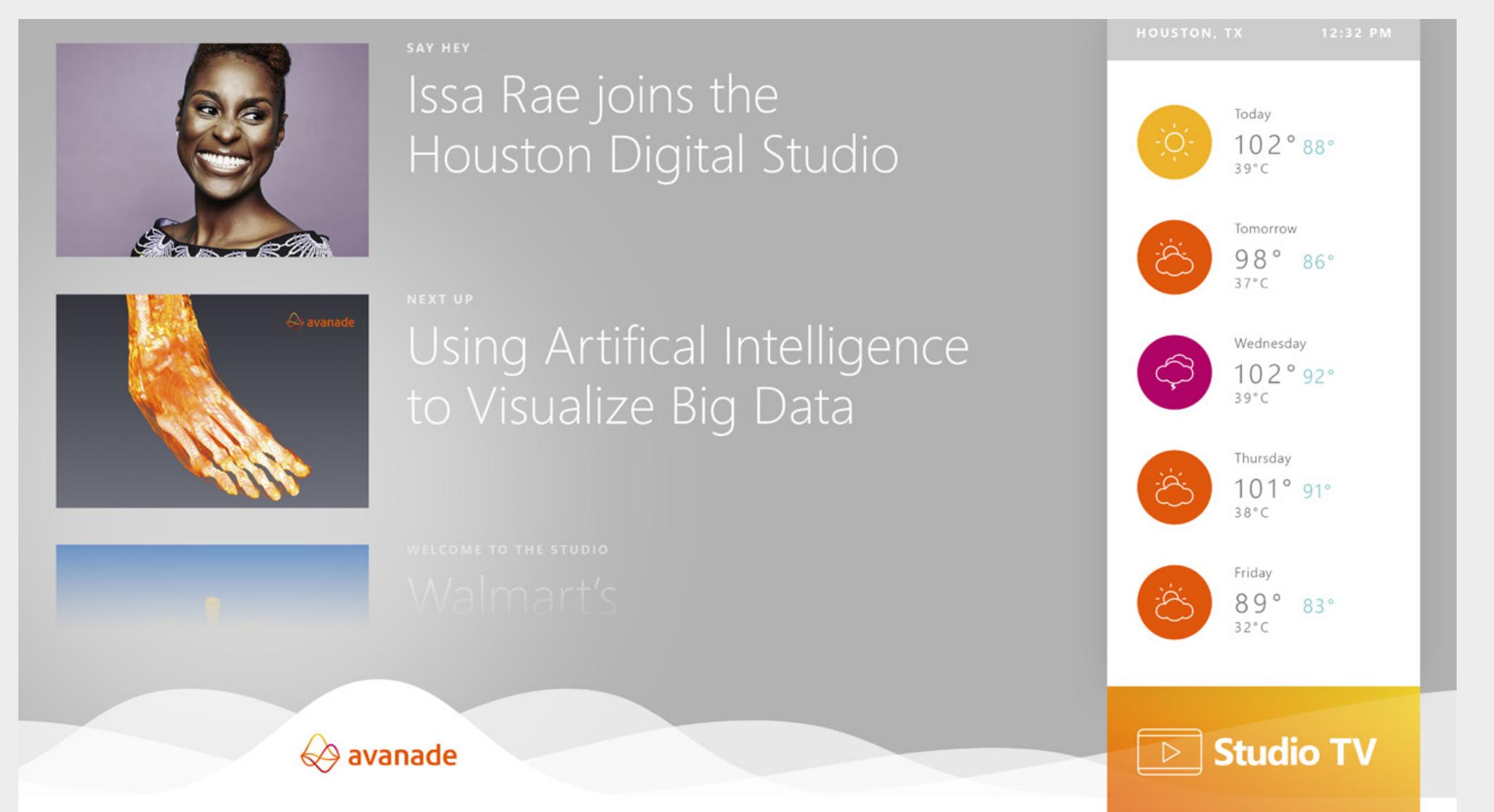
## STREAMING CONT.



6:36 – 6:45

**REF:**

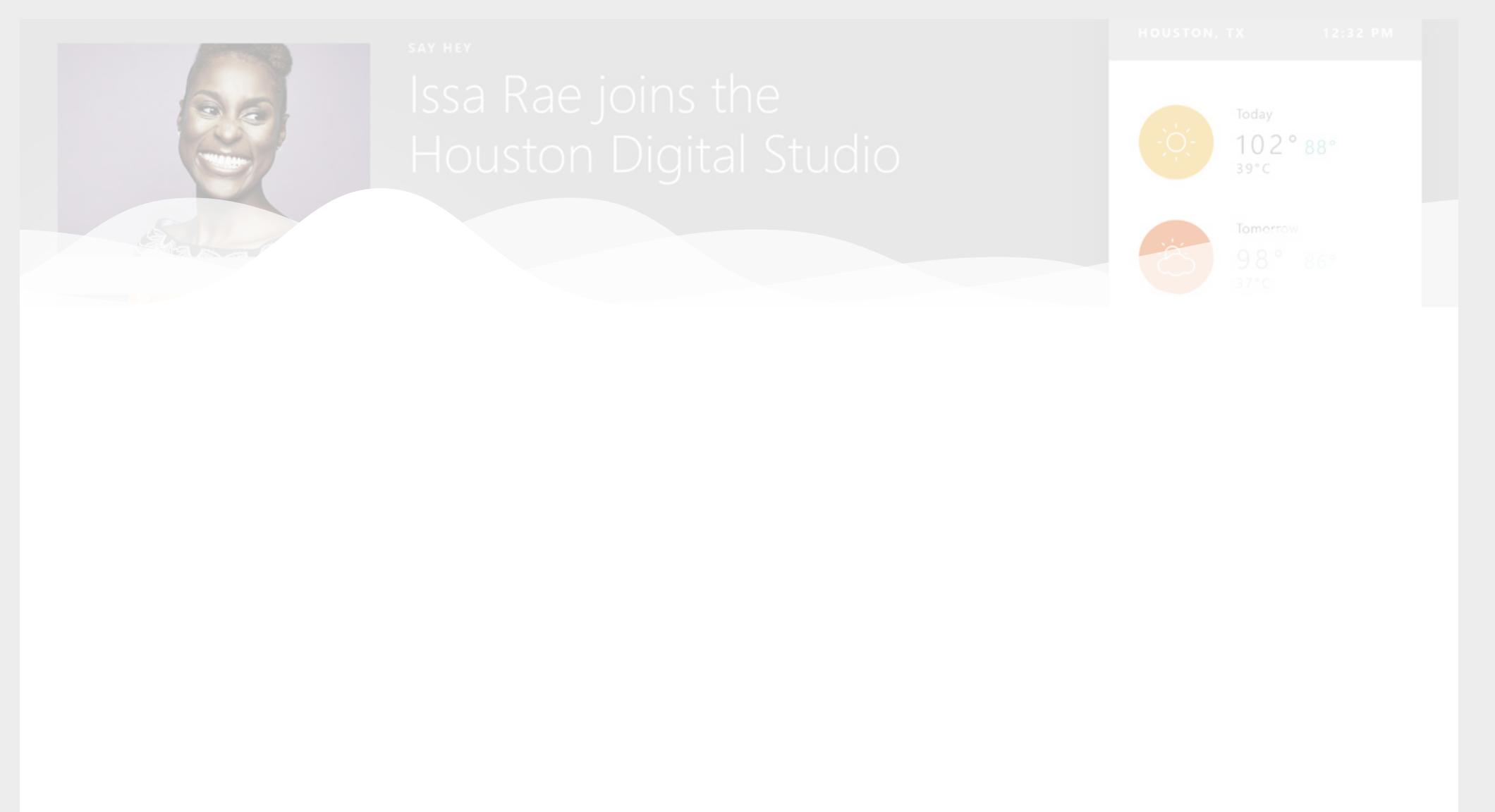
The feed loads last and includes announcements, client notifications, and the "Next Up" thumbnail and metadata.



6:46 – 6:56

**REF:**

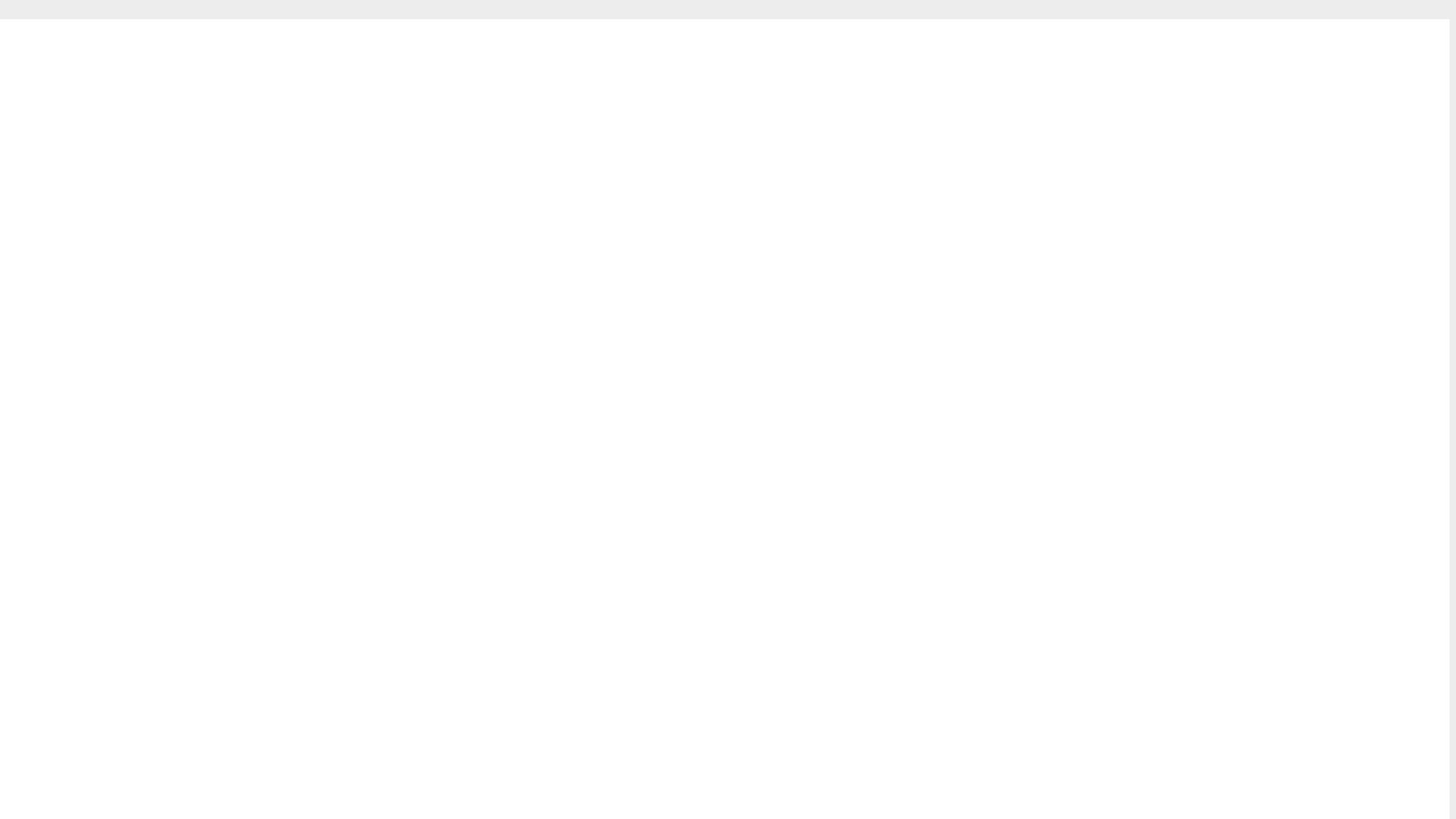
Every 10 seconds, the carosel cycles one position, with it being an endless loop. In this case there are 3 items looping in the feed.



8:57 – 8:58

**REF: TRANSITION TO BOOKEND**

Content animates out; the gray background fades and the waves flow in from the bottom of the screen.



8:59

**REF: TRANSITION TO BOOKEND**

A momentary fullscreen of white before loop repeats (beginning of storyboard).

## REMOTE BUTTON PRESSED



7:03

### REF: INFOBAR

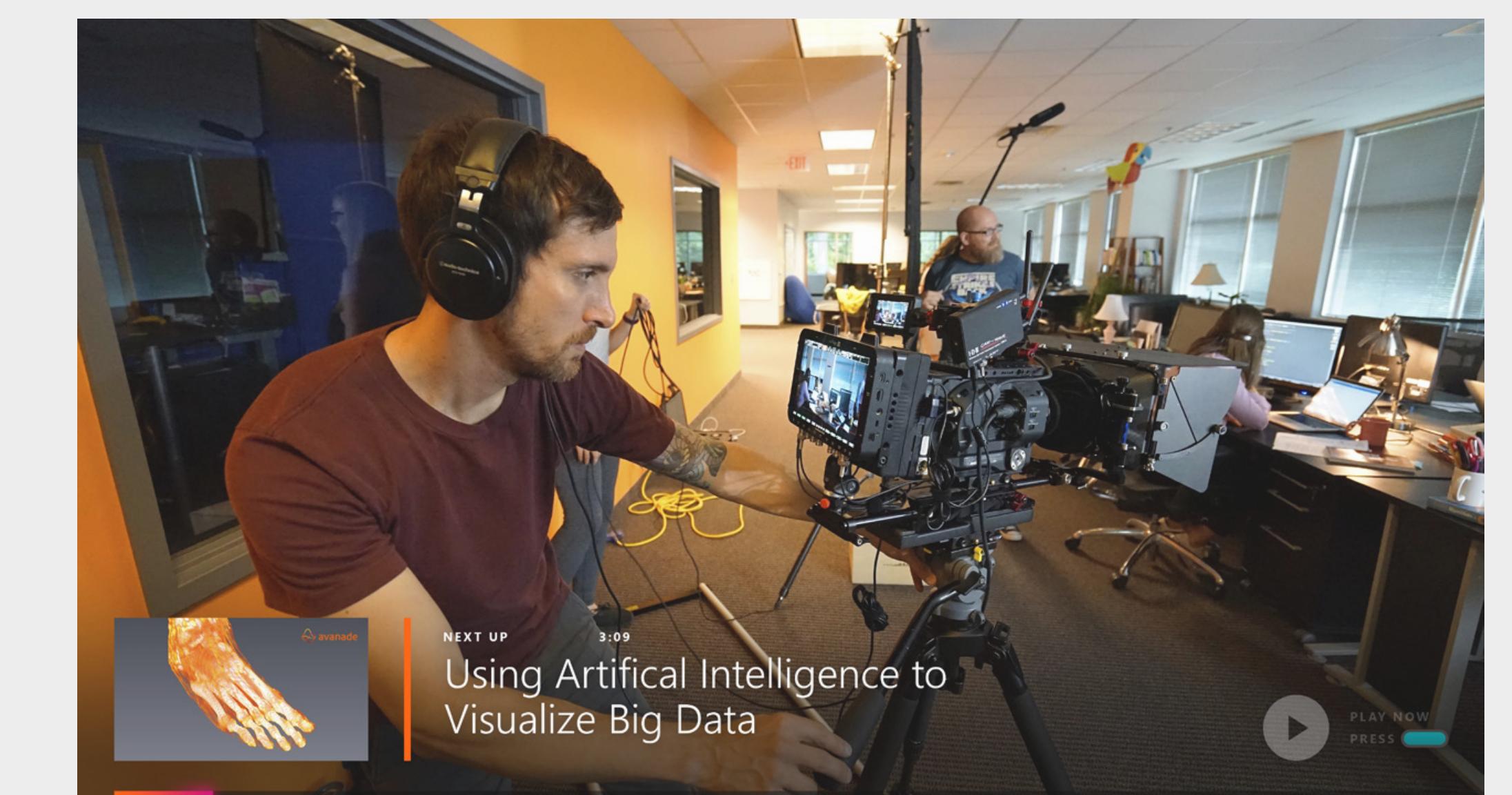
If a button is pressed, the "Next Up" animation begins with the transparent gradient background fading in from the bottom.



7:04

### REF: INFOBAR

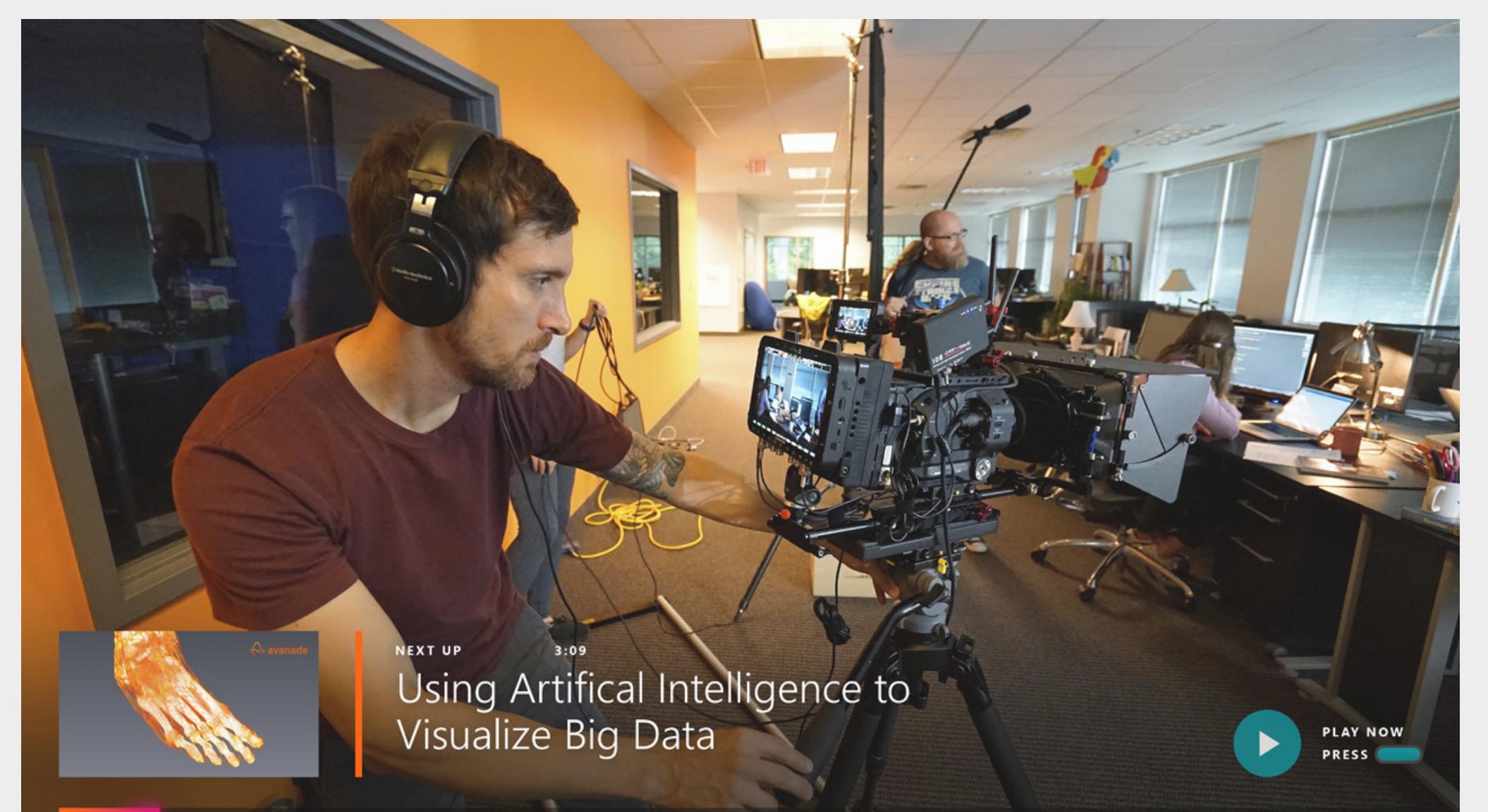
The transparent gradient continues to fade in.



7:05 – 7:15

### REF: INFOBAR

"Next Up" content builds in.



7:15

### REF: INFOBAR

The CTA brightens and instructs the viewer to press the corresponding remote button to "Play Now" which skips the current video and loads the next.

FULL SCREEN VIDEO W/ PROGRESS





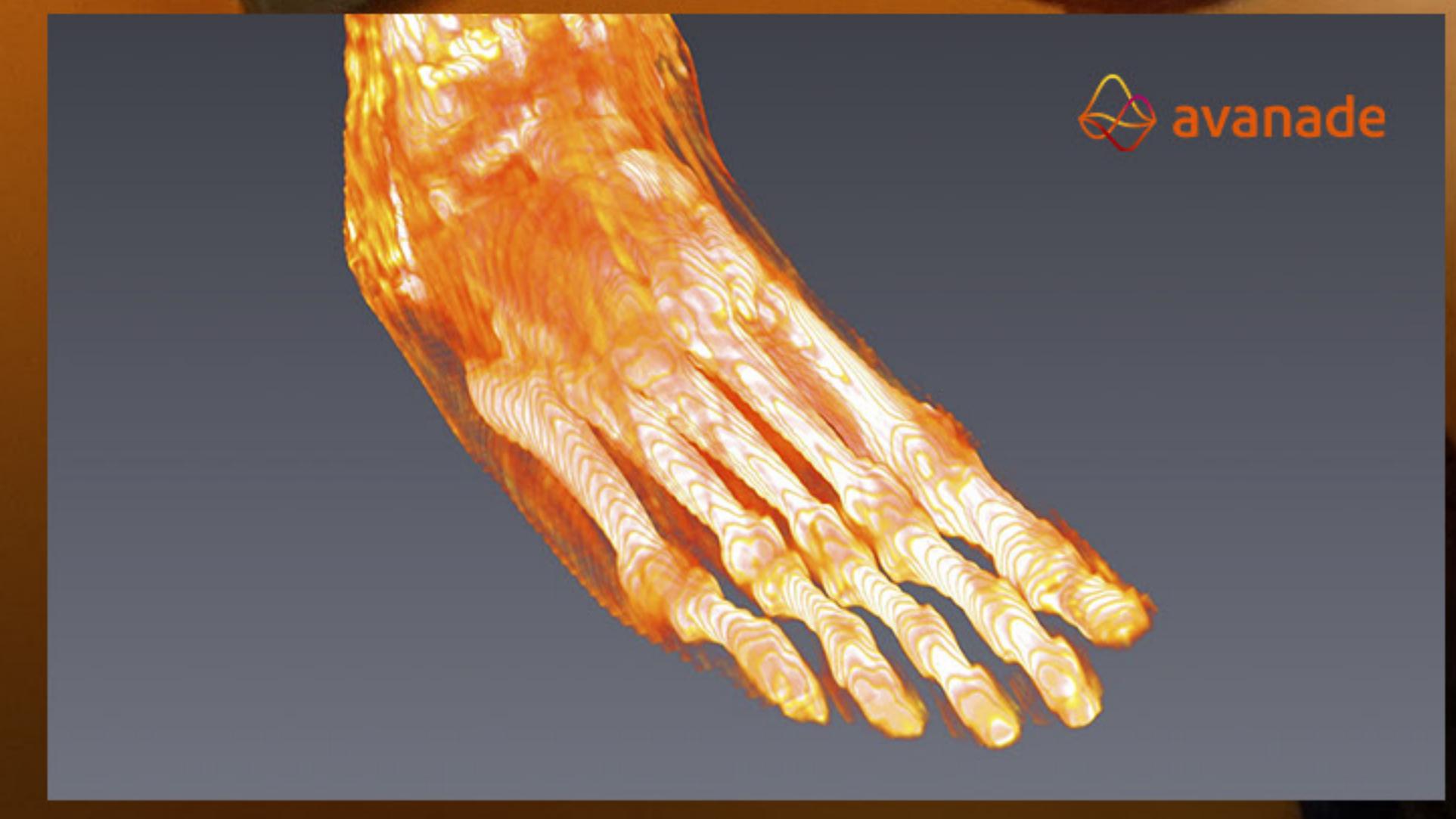
NOW PLAYING



NOW PLAYING 3:36

Using HTML5 and CSS to Merge  
4K Video with Motion Graphics

NEXT UP



NEXT UP

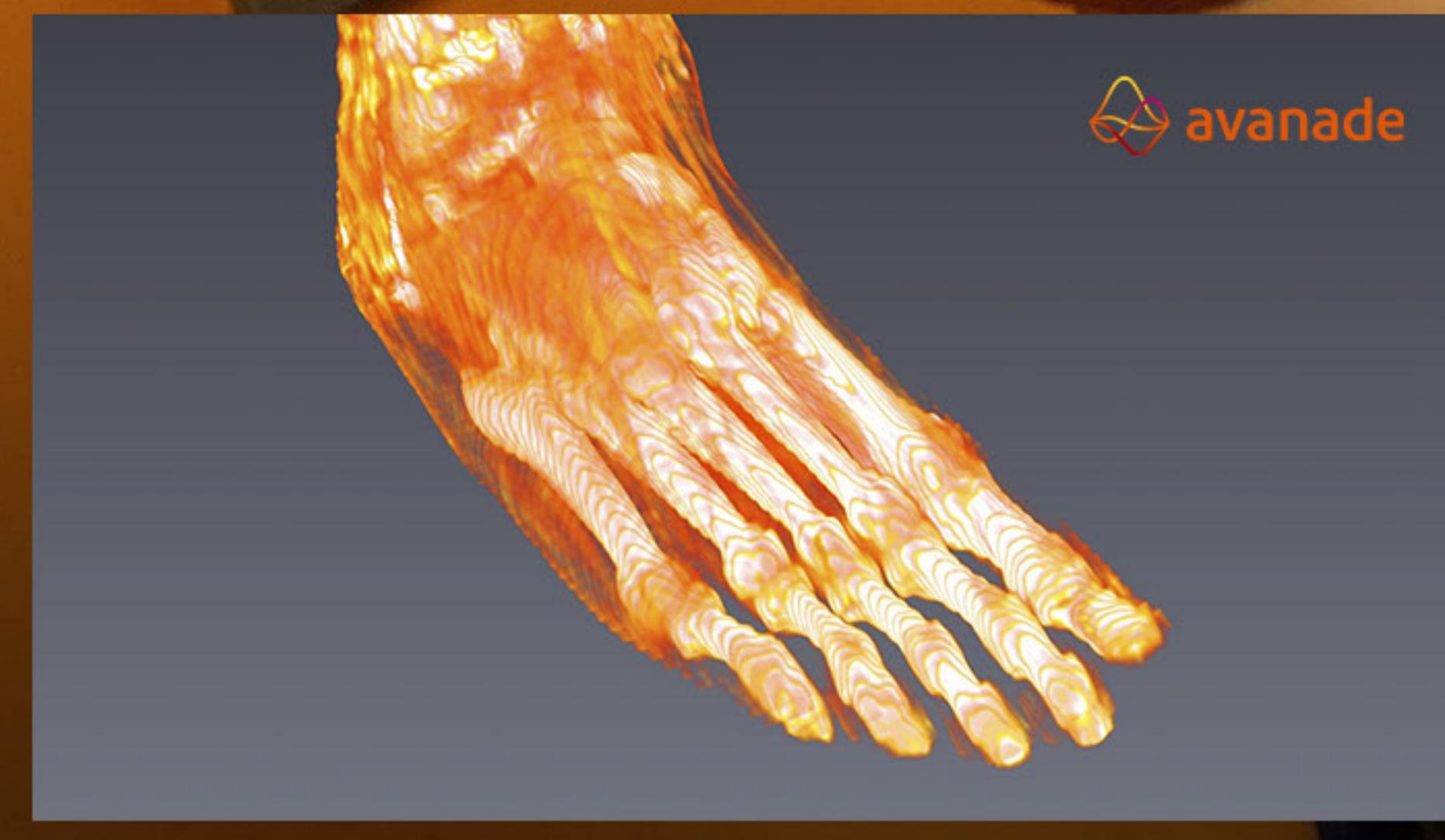
3:09

## Using Artificial Intelligence to Visualize Big Data

PLAY NOW  
PRESS



NEXT UP REMOTE BUTTON PRESSED



NEXT UP

3:09

## Using Artificial Intelligence to Visualize Big Data



PLAY NOW  
PRESS

WELCOME TO THE STUDIO

# Walmart's Modern Mobility Team

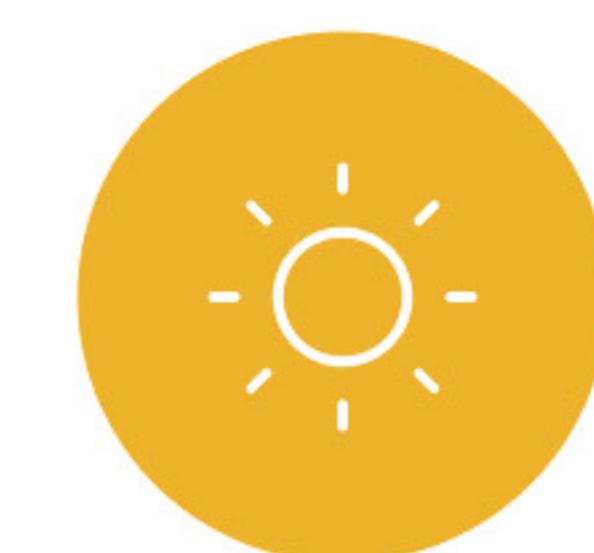


SAY HEY

Issa Rae joins the  
Houston Digital Studio

NEXT UP

Using Artificial Intelligence



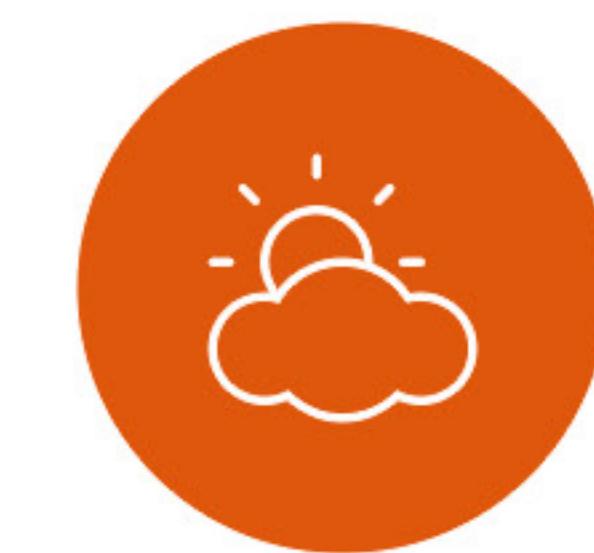
Today

102 ° 88 °  
39°C

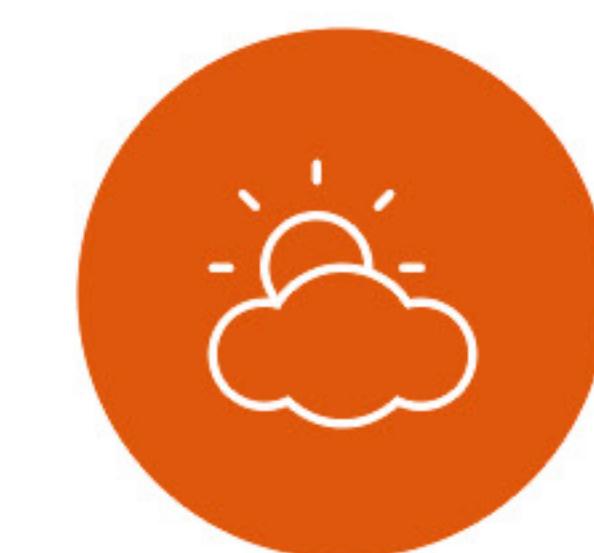
Tomorrow

98 ° 86 °  
37°C

Wednesday

102 ° 92 °  
39°C

Thursday

101 ° 91 °  
38°C

Friday

89 ° 83 °  
32°C

Studio TV