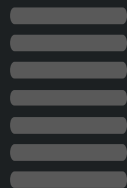


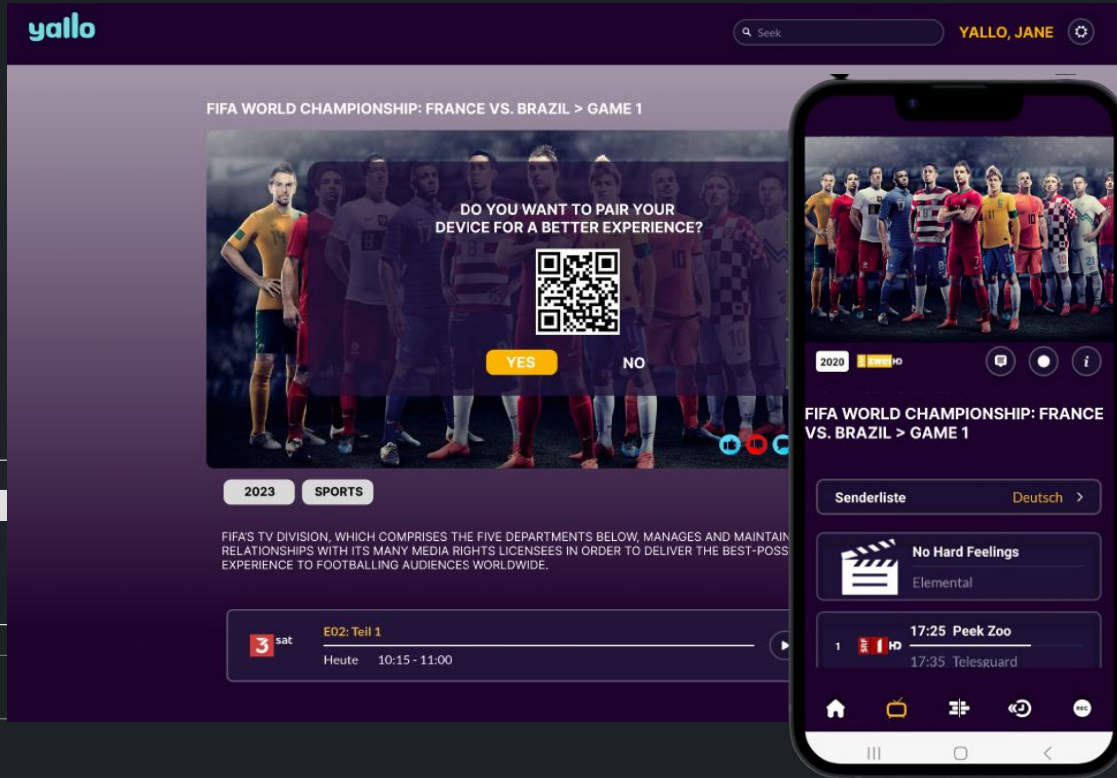
yallo tv



Say Yallo! to the TV experience
like no **OTT**her



What's the matter?



How can we make tv more interactive?

Exploring the benefits and challenges of OTT vs. traditional television


How will it look?

yallo

Seek

YALLO, JANE

FIFA WORLD CHAMPIONSHIP: FRANCE VS. BRAZIL > GAME 1




FIFA WORLD CHAMPIONSHIP:
GAME 1

Split

2023


SPORTS


FIFA'S TV DIVISION, WHICH COMPRISES THE FIVE DEPARTMENTS BELOW, MANAGES AND MAINTAINS CLOSE RELATIONSHIPS WITH ITS MANY MEDIA RIGHTS LICENSEES IN ORDER TO DELIVER THE BEST-POSSIBLE VIEWING EXPERIENCE TO FOOTBALLING AUDIENCES WORLDWIDE.

 **sat**

E02: Teil 1

Heute 10:15 - 11:00





yallo

Seek

YALLO, JANE



FIFA WORLD CHAMPIONSHIP: FRANCE VS. BRAZIL > GAME 1

DO YOU WANT TO PAIR YOUR
DEVICE FOR A BETTER EXPERIENCE?



YES

NO

FIFA WORLD
CHAMPIONSHIP:

GAME 1

Split

20:58

yallo



Upgrade



Scanning...

2023

SPORTS

'S TV DIVISION, WHICH COMPRISES THE FIVE DEPARTMENTS BELOW, MANAGES AND MAINTAINS CLOSE
ATIONSHIPS WITH ITS MANY MEDIA RIGHTS LICENSEES IN ORDER TO DELIVER THE BEST-POSSIBLE VIEWING
ERIENCE TO FOOTBALLING AUDIENCES WORLDWIDE.

3 sat

E02: Teil 1

Heute 10:15 - 11:00



What will it solve?

With Say Yallo!, Fans can have more Fun!



- Predictions
- Quizzes
- Social
- Best Fan

Points-based rewards system



- By adding points-based rewards system, you can increase user engagement. After receiving a certain number of coins, it will be possible to receive a reward, such as merch from Sunrise or discounts





MY POUCH

YALLO THERE, **JANE!**

HERE'S A SUMMARY OF WHAT YOU
COLLECTED THIS WEEK!

REDEEM NOW

QUIZ

100 COINS

PREDICTIONS

200 COINS

1. Predictions

For popular reality shows, especially from Sunrise and sport shows there will be an opportunity to make predictions at the end of each episode. Guessed correctly, receives coins that go to the pouch.



YALLO, JANE...

DO YOU THINK YOU CAN GUESS WHO WILL BE TONIGHTS WINNING TEAM:



BRAZIL



FRANCE

SUBMIT NOW

yallo



Login



Who will she choose?



2020

zwei HD



Live 16:50 - 17:40 50 min

Bachelor

yallo



Login



– Добрый вечер.

wrong!
+0P

2020

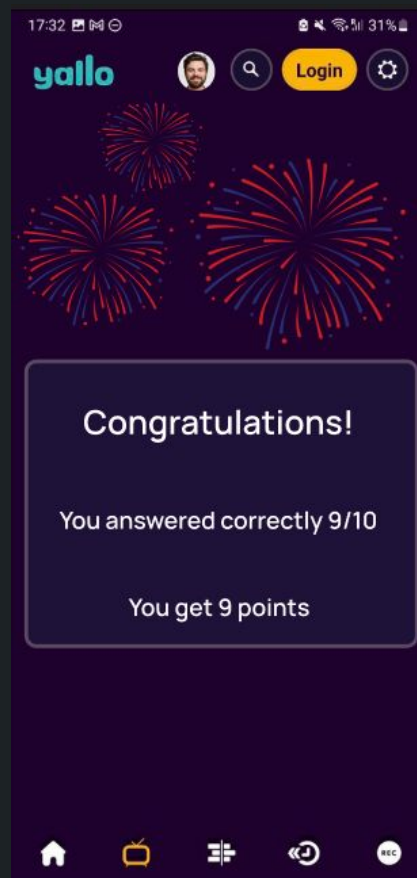
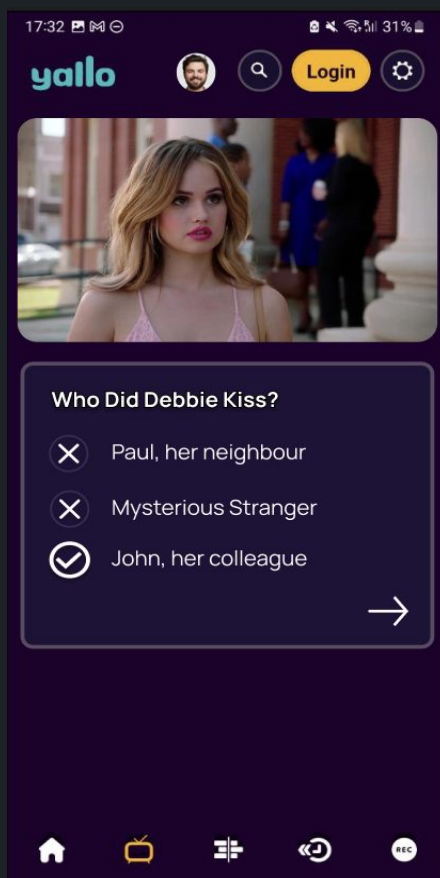
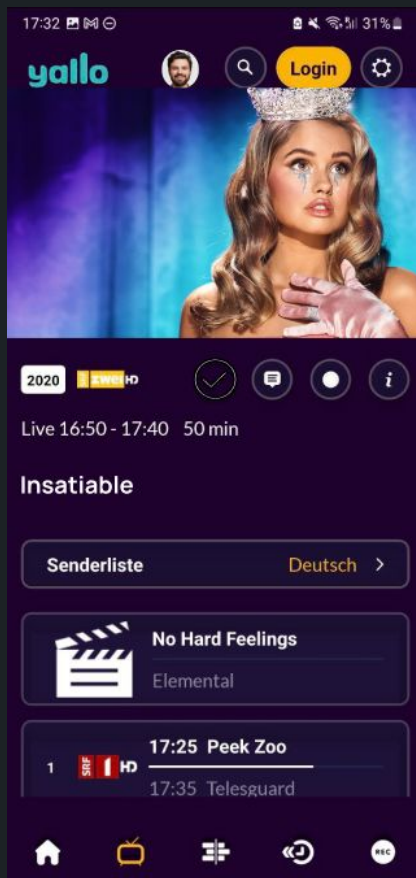
zwei HD



Live 16:50 - 17:40 50 min

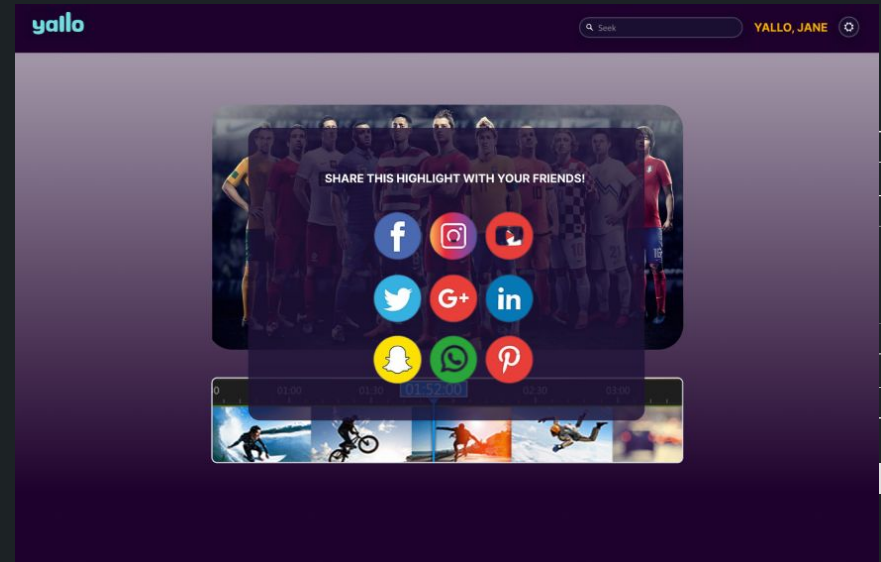
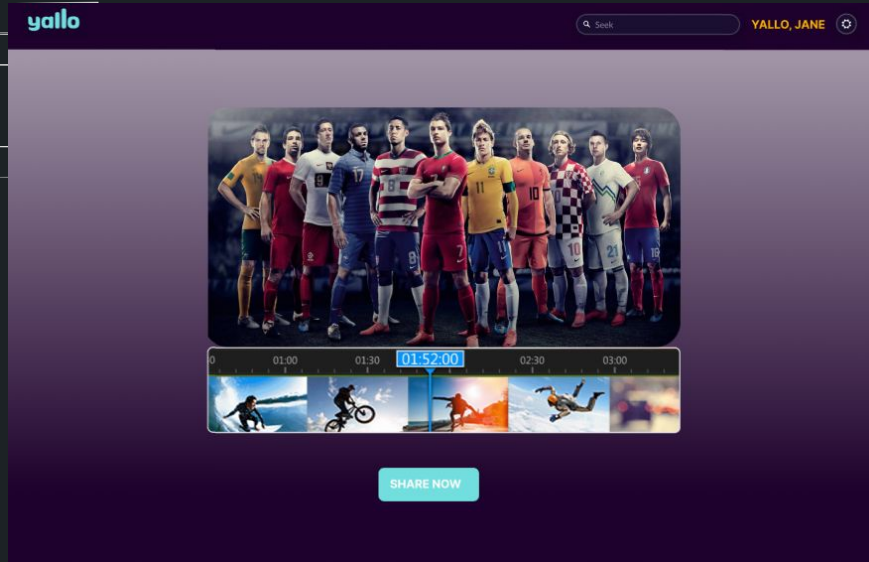
Bachelor

2. Quizzes



3. Socials

- Share and download highlights in social media



FIFA WORLD CHAMPIONSHIP: FRANCE VS. BRAZIL > GAME 1



TELL US WHAT YOU THINK:

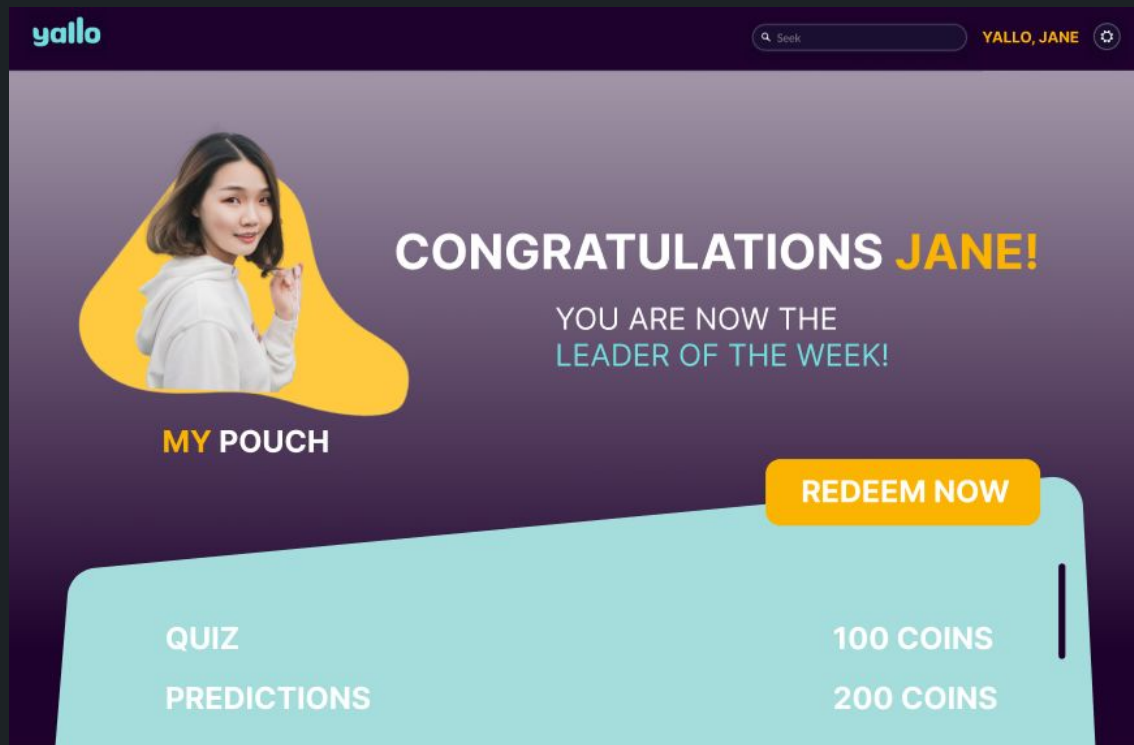
SUBMIT

**ANON** JUST NOW
BEST MATCH EVER!!!**MESSI IS THE GOAT** <3 10 MINUTES AGO
GG MBAPPE!

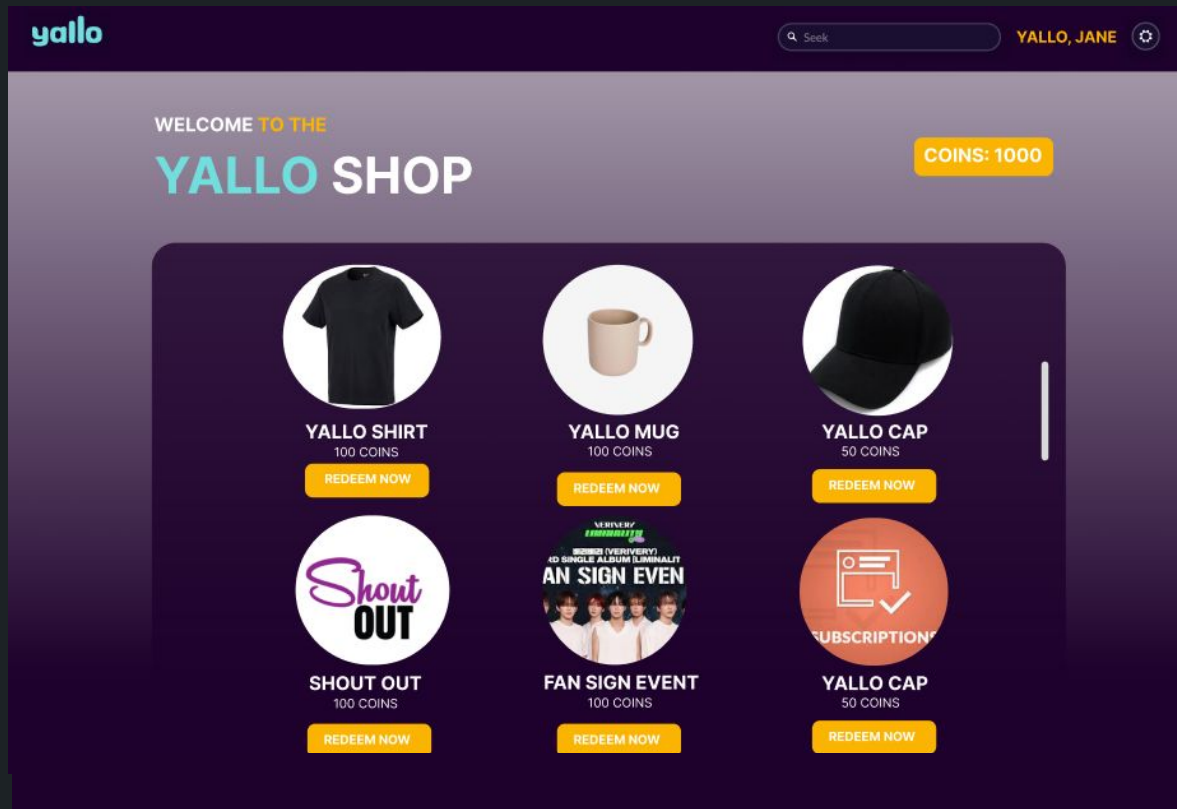
- Add comments and interact with other fans

4. Best Fan

- Be the Best Fan by collecting the most coins



Reap your Rewards in the Yallo Shop!



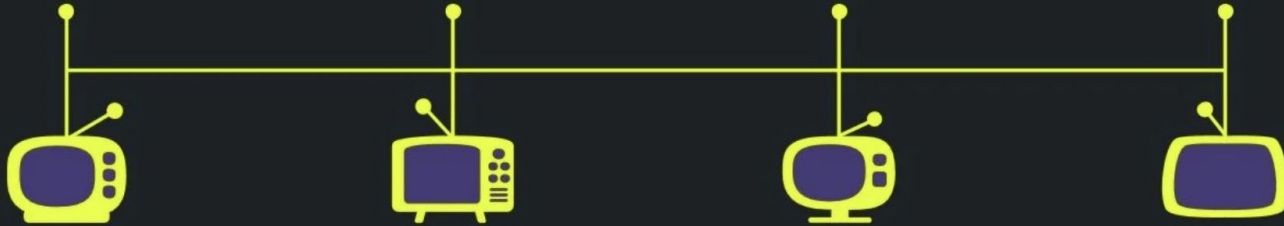
WIFY/U: What's in it for Yallo and our users?

- Make TV fun and interactive
- Earn rewards while doing so
- Influence friends to follow suit
- Bring Television back to life!



Glimpse of the Future:

- Gather data from the sessions
- Analyse User Behaviors and Make Informed Predictions
- Customise and Personalise Content
- Streamline the Process And Improve Monetisation



Say Yallo! 🖐️

Starring (in no particular order):

Aidana

Emir

Jan

Tomiki

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