Romania's Got Talent case study - How to take second screen apps to the next level

Romania's got Talent Second screen app

ProTV is a leading Romanian TV station launched in December 1995 that reaches almost 99% of Romania's 21.5 million people and uses a programming strategy of top international series and movies, as well as a wide variety of local productions including news programming, local entertainment and local fiction.

Second screen challenge

Romania's got Talent, part of the Got Talent franchise, debuted in February 2011, with a prize of 120 000 Euro and has aired three seasons reaching over 7m viewers by the end of the third season in May, 2013.

According to Zeitgest, Romania's got Talent, a CME (Central European Media Enterprises) production, quickly became the most popular show in Romania before the beginning of the semi-finals.
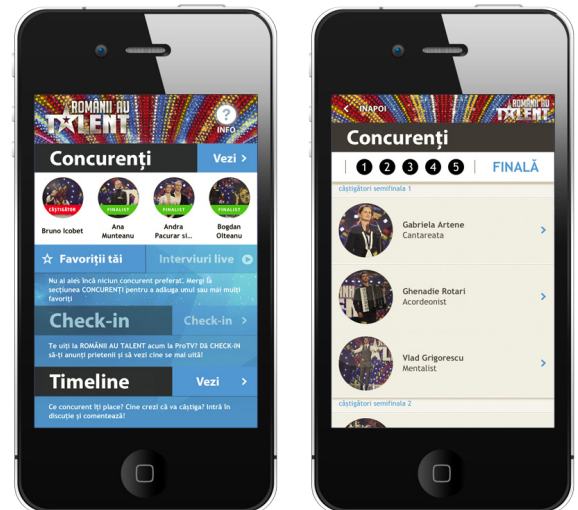

Romania's Got Talent app

Business Challenge

As second screen apps mainstream throughout the world, provide added content and bridge the gap between mobile device usage and TV usage, ProTv saw the need to deploy a second screen app tailored to the popularity of the Got Talent franchise and the specific requirements the companion app should meet.

Protv contacted Appscend with the need of a second screen app that could provide additional content to the show, augmenting the viewing experience while at the same time driving engagement and provide interactivity and reliability throughout the programme.

Seeing that ProTV had to overcome multiple challenges, they believed their best solution was using an Integrated Cloud Mobile Application Platform that could adapt to the various challenges and needs that would arise and also provide the scalable backend infrastructure they needed.

• *The app needed to have a good user experience and be fast for it was to be primarily used while watching the show Romania's Got Talent, altough it could also be used between episodes or reruns*

• *The app also needed to have an elegant design and to provide users with the ability to comment, interact and vote their favorite contestants*

• *One of the primary concerns was the popularity of the show, which was on the rise ever since the first season was aired on television. Quickly becoming the most popular show in Romania, reaching 2, (ceva sa verific) bn viewers, scalability would be paramount to ensure stability for mobile users and handling usage spikes*

• *The app was to be deployed on both Android and iOS smartphones and tablets, ensuring the same degree of interactivity, design and overall functionality*

"Appscend's cloud based technology was a key contributing factor to the mobile application's success. We were particularly satisfied with the possibility of updating the app's functionality and UX in real time as well as with the large number of useful data points about our users and their behaviour, collected by the platform."

Adrian Tranca, C.I.O. - PRO TV S.A.

Appscend

Romania's got Talent Second screen app

Using Appscend's cross development markup langauge : Ignite Markup, ProTV was able to deploy a second screen app for Romania's got Talent that would focus on user social feedback interactive and engagement features.

Since Appscend's Ignite Markup is a cross platform, single ccodebase technology the app was instantly deployed on the main platforms: Android and iOS, while also maintaining functionality stability on both operating systems.

By using a distributed resources infrastructure and efficient control panel management, Appscend was able to scale the companion app and handle spikes in app usage as the viewer base increased.

From 2.65 m viewers tuning in February 2013, Appscend's scalability approach provided reliability for the app on both mobile platforms and maintained user engagement, as the viewership reached its peak at 7m people in the finals, nearly a third of Romania's population.

Overall, the show was a tremendous success, becoming the most popular show in Romania, with an average marketshare of 47,3%, reaching a third of Romania's audience.

Appscend's second screen app not only faced all the challenges in providing an engaging and elegant companion app, but also brought mobile users closer to their favorite contestants and the show itself.

From scaling the application and providing stability across both platforms, ProTV's second screen app proved to be a success both in terms of viewer and mobile interactivity.

FEATURES

- *live backstage camera*

- *contestant interviews*

- *parallel voting system*

- *personal thank you videos from contestants*

- *app wall & timeline*

- *facebook open graph distribution (watch - like)*

- *check-in to the show*

- *contestant page & media gallery*

RESULTS

- *100 000 Downloads*

- *500 000 app sessions*

- *25 000 comments*

- *5 million Push Notifications sent*

- *850 gb traffic*

- *Cumulative time spent in app sessions 5,4 years*