

AN EXPLORATION INTO THE POSSIBILITY OF THE SECOND SCREEN EMERGING AS THE PRIMARY MEDIA FOR ADVERTISING IN THE DIGITAL SPACE

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Introduction

With our lives being more dependent on gadgets than on people, the way we interact and communicate to each other is becoming more and more complex. Smart phones and tablets have become the plausible extensions of our lives today. It has made possible to be connected to each other anywhere and everywhere. In this context 'Second Screen' is an emerging concept in the 'new' media for communication which is diminishing the difference between conversing with people who you are with and with the people who you're a not. The rise of new media is changing the patterns of our social life and at this point our public and private lives are overlapping.

Understanding Second Screen

Definition

Noun: Any device that has interactive capability by virtue of its ability of content storage, that is, to retain and capture new information via an inputting format such as a touch screen.

Verb: Second screening is an activity concurrent to something that is happening on the first screen and is being watched. It is the way in which 'any' device that can connect gets used.

What it is

Technology has enabled the emergence of second screen as a companion device to the first screen that is Television. It can be a Smartphone, tablet or personal computer that is able to make a connection

with the first screen. This coupling allows the viewers to interact with the content, thus engage them and create an active experience while watching the Television. The basic concept of a second screen emerges from how connected devices can give a deeper engagement and more targeted and personalized experience to any viewer. Second screen has the potential of both being able to bring individuals together and also at the same time accommodate their difference and make it more personalized for any individual.

What it is not

Second screen is not just a screen where content is shown. While smart phones are the most commonly used device for a second screen, it does not become synonymous to a second screen. If a smart phone is used to watch a movie, it only becomes the other screen. The same applies in the case of a tablet and a personal computer. The other screen is hence only a display device while second screen creates connectivity.

Role of Social Conversations

The communication process has been integral to the humans since the beginning of history. It takes place in time and it matters when it is occurs and how long it takes. The basis of an individual's identity is his communication that gives him/her a sense of belonging to a culture, society or social group. The advancements in communication technologies have now made possible the easiest communication of ideas and thoughts in the shortest time and across

geographies, thus creating social groups and mediated communities. Everyday our life is routed by media and the way we spend our time and our lifestyle. The media gives the topic to our conversations. Our need to connect socially is today driven by the issues, interest and passion that we want to share with others.

A brief understanding of the evolution of social conversations

-Pre Broadcasting Era

The discovery of fire was probably the most critical breakthrough in the evolutionary history of humans. The control of fire made it possible for early humans to consume cooked food. The making of fire was in itself a process that helped people to come together. Collectively sitting around the fireplace allowed activities to expand from day to night. The fireplace was the first to create conversations.

-Broadcasting Era

Sitting around a central place and having a conversation moved from being a behavior to a need for humans. When the technology of communication was applied to this pre existing need, the fireplace got replaced. First by radio and then by television. Radio and television, both have a hundred plus year history as a mass media. Radio being a medium for ears, gave the listener a relative freedom of use. It was a medium that brought conversations from all over the world to that one central place.

After radio came television- a medium that amazed humans with its visual and auditory capacity and hooked them to it. It eventually became the first screen. Members in the family and the entire community at one point of time eagerly took appointments with different programmes on television and came together to watch the television just like a fireplace of the early days. It became the single largest channel of advertising and remains so



till date.

-Digital and Social Era

What the digital era made possible was the ability to communicate directly with each other and giving the liberty of choosing who to talk to, at what time, where and also decide what to communicate. Till the broadcasting era, individuals could only seek information. This era enabled them to search for the information they want. This active behavior consisted of human computer interaction that is the use of mouse and clicks on links. The origin of the new media can be credited to the integration of telecommunication technologies and the rise of interactivity. It has changed the dynamics of our communication and interaction by creating smaller interest groups. They could come together not at a place but a platform and converse, making it possible for more people to voice their opinions and in a wider community.

Rise of Social Era

The Internet belongs to the era of new media which is evolving everyday and leading way to yet another new media. With the coming of internet Bulletin Board system (BBS) enabled people to exchange data, messages and softwares. But towards the 1990 and 2000's the virtual content sharing became so powerful that it led to the unstoppable rise of social media. What social media has done is that they have brought together individuals across geographies towards a common platform and empowered them with the freedom of expression of all forms.

It allowed the creation and exchange of user generated content, in a way that was larger and more powerful than the BBS. Thus structured today's social relationships giving rise to what can be called as a 'computer mediated community'.

Social Media has been phenomenal in changing the mediascape of the present society. Today social media has shaped into ten dimensions namely, social networking sites, collaborative projects, content sharing, virtual game worlds, virtual social worlds, content communities and blog.

-Rise of Social Circles

The social networking that heavily relied on *Friends everyone, Share everything* is facing a slow decline. The current social networking sites like Facebook, Twitter and LinkedIn have laid the foundations of a utility platform and from here on, it is going to be the end of Social Network and rise of Social Circles. The common belief has been that teenagers and youth are free to share their life as an open book to anyone and everyone. However, research suggests that they are more likely to protect their privacy and security than any other age groups. They don't believe in letting others know what they are doing every moment, nor are they interested in sharing their thoughts. Studies show that it is not that the youth do not want anyone to know where they are or what they are doing but they did not want everyone to know it. In real life only people whose existence is acknowledged are friend and therefore social networks today need to understand the real friendships which form the basis of social circles. In the absence of circles, one had to connect with everyone whom he/she has met and this is what technology will advance to change for them.

While social networks dictated, "Friend everyone, share everything", social circles on the other hand will be characterized by "Group dynamically, share selectively."

Hence, the concept of social circles will emphasize on how groups of friends can be created intuitively based on an individual's real life interactions. It will need to dynamically shift in order to accommodate new friends, close friends, which will move in and out dynamically as an individual shifts a location, finds new relationships, traces his old friends, etc. Thus this will enable him to share content with those who are his close connections and mirror the real life friendships.

This evolution of digital social will allow relevant content to reach the right people. The technology that can enable this dynamic shift of connections is envisaged with social circles and the kind of media and its technicalities will be the challenge that will take over and bring in the rise of social circles.

-Post Social Era

Network Society

The social and media networks are today shaping the modern society. Personal communication such as face-to-face communication is gradually being replaced by digital and internet technologies. This has led to the rise of a 'Network Society'. It is defined as a society that organizes its relationships in media and social networks complementing the communication process. A Network Society is not about an individual, it is about his data, what he likes to watch, eat, visit and like that. In such a society, it people are linked to one another constantly and have access to each other's information. Network society is thus a society which is structured on information networks, hence it is a social network which is aided by technology to process and manage information. horizontal communication has led to self initiated communication, which can also be called as the self directed mass communication, mass communication because of its availability and accessibility all over the world thus bypassing the current media system.

The impact of technology in broadcast media and its convergence with mobility solutions

The emergence of Phablets, a combination of Mobiles and Tablets, in a way is 'M-powering' individuals and changing the dynamics of communication. A revisit to the past shows three major drivers of that has been critical in the technological convergence and driving the communication revolution.

Technological driver: The availability of broadband and its increased accessibility is making it easier for people to establish connectivity. The enhanced hardware capacity at the same time makes it easy to store and retrieve information.

Economic driver: The tools for creation of user generated content in today are economically feasible and can be availed by any individual upon demand and it is becoming easier for them to find and acquire them.

Social driver: The rise of a generation of digital natives who have the technical willingness to engage on new media platforms and their urge to share and receive content has been the vital social driver of technological convergence.



<https://www.technologyreview.in/article/418541/tr10-social-tv>

People today are heavily dependent on mobile connectivity for every process and this connectivity is creating greater access to information and the power to act. Mobile its today used to simplify lives and connect with societies.

Number of Screens in a House

A nuclear family of today possess at least on an average 8 screens at home. The first screen, is the television and the second screen is a tablet and smart phone. The new media has brought in an increasing tendency of viewers to use a device- such as a Smartphone or a tablet while watching television. There is also an emerging trend of commenting or posting on social networks, about the content that is being watched.

Influence of screens on purchasing behaviour.

The intimacy with technology has made us comfortable to take instant decisions with its help and the study conducted by JWT Intelligence reveals this new and striking purchasing behavior in the people. Millenials, the screenagers are most open to buying via the touch screens and ignore the tangibility of products. The use of their second screen a medium to recognize codes and images is also highest among them. Buying goods as they see on TV is a concept they are keen about, but would still want to be sure about it in terms of credibility and authentication. With the screenagers expanding in the population, these technologies need to be channelized.

Morphed TV Remote

A concept from the MIT, this morphed television remote opens new avenues to connect with friends and engage in conversations while getting entertained. With impact of traditional media on viewers getting diluted, the possibilities such a device can create is immense and can be powerful in bringing back the audiences to television screen. By relying on relationships, television viewing could be rebuild with better engagement.

Current Media Monetization Paradigms:

The communication media across the world has offered content in the form of information and entertainment to the audience. This same audience is then offered to the advertisers. In an attempt to capture the audience, advertising has always taken the form of being interruptive or intrusive. Intrusive ads are those which interrupt the viewer while watching the TV content and they are most annoying when they are of no relevance to the viewer. This has been the most common characteristic of advertisements followed in offline media such as newspapers, television and radio. Attempting to be a more intelligent way of capturing audience, passive ads come into scenario. Passive ads are those which come unnoticed, they are easily attached to popular television programmes and hence tries to create a better recall value. The advertisements are currently monetized by eyeballs reached and readership or viewership attained and the opportunity it can create.

Over the years, what has happened to the consumers of media is that they have come to tackle ads and also become immune to passive advertisements. In most households, the television goes on mute during the ad time or the viewer skips to other channels in search of alternative content. The trend has been of moving away from 'ads'. Even when the media evolved to digital, the characteristic of the advertisements remained the same. The online media gave way to the banner ads and pop-ups. It was the same viewer interruption experience as that of television.

From here emerges the concept of Second Screen. Second screen has the potential of being a media that can deliver content that is contextual and relevant to the viewer, the chances of monetizing on this aspect is huge. Advertisements need not anymore be self contained stories, they can now move into second screens and be of relevance and interest to the viewers and hence enabling better brand engagement.

How Second Screen will Influence Content and Consumers

Digital Consumers have created the era of Information Use Behavior. They need and want information that can be used instantly. Second screen will impact content and consumers in the following manner:

Co-creation: The consumers are the content generators of today. By getting them to participate in the creation of a content, there is a better social exchange and creation of content which is of unique value to them. The expectation put forth by the new media is high and the needs of the digital consumers of today are exponential. Only the collaboration with the viewers/ consumers can help in creating content that is personalized and keep them as consumers. Co-creation is a very powerful concept but at the same time it is of immense challenge to execute them. Second Screen will be able to meet these challenges in a big way as it can easily allow consumers to interact with the content and help in generating them.

Self Service: The consumers of today are not passive audience. Their dependence on others or organizations to get something done is decreasing. An emerging trend of self service can be cited with an example of ticket booking on South West Airlines. In Globalization 1.0, before the convergence of technologies, it was the ticket agents who gave out the tickets. In Globalization 2.0, the ticket agents were replaced by e-ticket machines and in the current era of Globalization of 3.0, the flyer himself can book a ticket from home and get it ticket printed. The era of Self service has just begun.

Personalization: Today's youth wants everything according to their terms and conditions. They like to get everything customized – phone covers, clothes, bedrooms, food etc. This kind of personalization is required in anything that they want to do including watching television. The delight created by content personalized to an individual is immense because it

enables them to assert their individualistic character.

Peer consultation: The effects on advertising seem to be waning as against peer reviews and recommendations. The heavy influence of peers on the consumers is in sync with the new media. The 'new' media for communication diminishes the distance between conversing with people. This enablement of technology converges with what the ancient fireplace has always done.

Emerging Concepts in Second Screen

In an attempt to capture the multi screen interaction, various companies have come up with applications that has in built features to interact with the content on television and enable this interaction with the user.

Shazam is one app which is currently the pioneer in second screen advertising. An on-screen logo opens the app and syncs the television content with the mobile. They have been recently launched in India and can be viewed in the latest Airtel Commercial, which when Shazamed gives the viewer attractive offers and gifts on his Airtel number/.

Viggle is another app that works on loyalty points for watching television. Viewers check into the TV programmes and earn points which can be redeemed later. Viggle is owned by a media veteran Robert F X Sillerman and claims a half-million users.

Zeebox is a collaboration of social networking and mobile commerce synced with second screen content. It tries to weave a social experience around television content via the second screen. Zeebox's latest innovation is the new remote control for television.

Watch with Ebay is an iphone app that is used to make instant purchases while one watches television. The app requires the user to log in using the area zip code, the service provider and the channel number. This leads the user to a page where he/she can view and buy products that any celebrity is wearing. The television advertisement syncs with the e-commerce site and helps to buy in-show.

The apps brings for example a basketball jersey during a sports match, an branded apparel worn by a celebrity in a Fashion show to the viewer

Red Bull Supernatural Snowboarding: With the help of Shazam app, the Red bull sponsored snowboarding competition made it possible for viewers to have multiple views during the event. Users could access point of view footage through their second screen and can at the same time see the wide view on their television. This created an engaging experience with the viewer and the statistics of video viewing and sharing was inexplicable.

Heineken / Star Player: The most common conversation around any game is centered on predictions of who will win, who will score most, etc. Heinken along with Start Player created an iphone app that allowed the viewers play along with the soccer game that was live on television. Heineken created a second screen experience to predict game events such as goals, corner kicks outcomes and similar quizzes. The app further enabled the gamers to compete with their friends and earn rewards for the same.

Get Glue app was created around a user who could check in to programmes on television through their second screen. The users gained points depending on their check-ins and could be redeemed after a certain amount was achieved. Get Glue worked like a social networking site for television followers.

Conclusion

Second screen is a very new technology/concept/media that can be used in various ways. Technology and companies are still trying to find the app or delivery mechanism that can actually take Second screen mainstream. It is not just about interaction it is a "business" that only delivers value to the user. What the companies are looking for is a way in which the interaction - content delivery process can be monetized but in a way that is not direct like advertisement. The scope of Second Screen is huge and so is the imagination involved.

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