THE EMERGING FORM OF SOCIAL TV ADVERTISING

PAUL@MPULSEMEDIA.COM
EMERGING
SOCIAL
TV
ADVERTISING
6. The Rhodes Not Taken
GLEE, Season 1

Will thinks the glee club desperately needs more of an edge, so he brings in his former classmate, April Rhodes (guest star Chenoweth), to spice things up. Will’s plan seems to be going smoothly until he realizes he may be losing a key member of the club. Musical performances include “Somebody to Love”, “Maybe This Time”, “Alone” and “Last Name”.

Released 9/30/09
43 minutes
Fox
HD

🌟🌟🌟 (13859)

Rent HD
$0.99

Viewers Also Rented

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mattcutts I missed this: Google Apps (Education Edition) is now free for U.S. non-profits with < 3000 employees: http://goo.gl/RJg4
16 minutes ago

jfhatesmustard Big. long boom of thunder. Then one old dude to another outside: "You betteh wawk a little fasteh, Joe!"
30 minutes ago
* from Carroll Gardens, New York

Mpeeg Google Maps - Google Maps = http://goo.gl/7VQE (Maps without Maps)
47 minutes ago
* from Monta Loma, Mountain View

rklau LinkedIn congratulated me when someone accepted a connection request. I already know the person. This is a fact, not an achievement.
president is no longer
Himalayas

From Wikipedia, the free encyclopedia

"Himalaya" redirects here. For other uses, see Himalayas (disambiguation).

The Himalayas is a mountain range in Asia, separating the Indian subcontinent from the Tibetan Plateau. By extension, it is also the name of a massive mountain system that
@Magicalmegz
@ChrissyJ_85 u know how last nite about that ep of #16andpregnant where they give up the baby, its on 3Lovely3
Hey bbwloverss want 2 chat
*Lala*2.1.4
Whoz beutiful lmao
Peaches_yummy
Imao silly hahaha i share to lmao
*Lala*2.1.4

<back

*Lala*2.1.4

photo gallery >

female TX

"*~U n me against da world~* Lu
mi sexxy babyy forever! I lahn
babbyy:P *yuuu & mee foreva*:);

add friend

Chat with *Lala*2.1.4:

• *Lala*2.1.4: *~U n me against da
world, * Lu is mi sonner babyy

Poll #3 what is the name of lil
waynes record label
Guess how your peers answer:
A. showtime records
B. when we ride records
C. young mulla records

Question by soncherae
Submit new poll
Flag this poll

Sign in to Start saving points
Invite friends
More PeerPressure Games
Go to Chat
Right! You win 10 points, plus BONUS points when players get this poll wrong.

A. || 20% hang with friends
B. ||||| 60% sleep
C. 0% study
D. || 20% party
E. 0% hang with you boyfriend

Next poll>

Question by MTV4
Submit new poll
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1. Viewers chat throughout show.

2. During commercials, ads appear in chat...

3. Link to local stores

**Bravo**
EMERGING
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OBSERVATIONS

MULTIPLE SCREENS
SOCIAL → INTERACTIVE CHANNEL
SOCIAL SPREADS WORD
SPORTS, REALITY, AWARDS…
CONCURRENT / SYNCHRONIZED
EXTEND / COMPLIMENT VIDEO
BRAND VIEW

• BRANDS KNOW SHOW DEMO’S
• EVENT DRIVEN (WORLD CUP)
• NETWORK δ SHOW δ POD
• 360° AD BUY
  - JUSTIFIES / MEASURES LINEAR BUY
  - LINEAR SALES DOESN’T HATE INT.
Unique Promotions
one-off award driven trails

Commodity Ad Units
proven standardized
AD NETWORK

TRIGGER REAL-TIME ADS
“TV AD WORDS”

MOVIES ⇒ FANDANGO
CAR ⇒ CARS.COM
ELECTRONICS ⇒ BEST BUY
QUESTIONS

ANSWERS