

## Prototype programming blocks for OWN and MTV.



## Reality TV 2.0: Next-gen Entertainment Design for Reality TV

Reality TV 2.0 models media specifications that address both format (technology, functionality, utility) and content (legibility, aesthetics, value-based controls), within a precept parallel to Web 2.0 -- its goal being the creation of media properties that supersede current "hard boiled" genre modes, towards a description of reality serving to improve "viewer-user-player" apprehension, attitude and opportunity, while also making device of personalization, visual communication tropes, cross-media, branded entertainment strategies, "social utilities," "social labeling," TV as model of role, choice and decision making, reality as creativity (vs. competition), reality as personal development (vs. personal gain), and more.

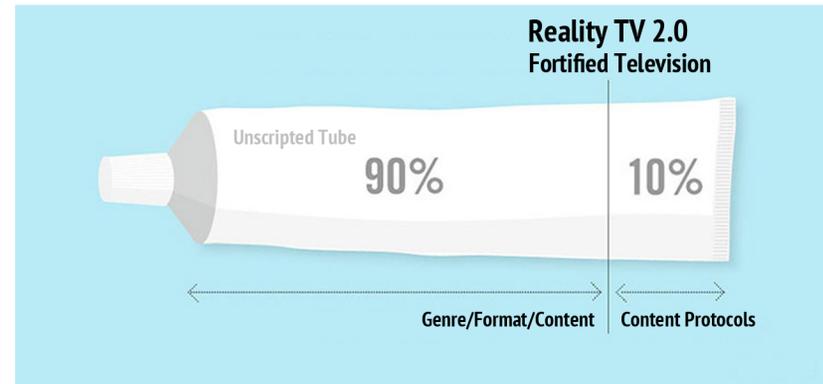
### WEB 2.0 (Wikipedia)

Web 2.0 describes World Wide Web sites that emphasize user-generated content, usability, and interoperability. The term was popularized by Tim O'Reilly and Dale Dougherty at the O'Reilly Media Web 2.0 Conference in late 2004, though it was coined by Darcy DiNucci in 1999. Web 2.0 does not refer to an update to any technical specification, but to changes in the way Web pages are made and used.

## Creative Infrastructure TELEVISION DESIGN PROTOCOLS

Convergent IP   Franchise Exp./Ext.   Brand Story   Social Action	Franchise/Revenue	Virality/Utility
	<b>Crossmedia Design</b> (content extensions across tv, web, print, brick or click and mortar, theatrical, game, app, etc.)	<b>Channel Branding</b> (programming block design, interstitials, motion graphics, visual packaging/storytelling augmenting message or enrichment/engagement value)
	<b>Content Marketing</b> (branded entertainment or or sponsorship featuring product integration / product development)	<b>Social Physics/Utility</b> (affective use of TV program and extended media to impact change in outlook, attitude and action of a social entity or group)

Disposable Entertainment 1.0 <-----> Actionable Enrichment 2.0



The idea behind Reality TV 2.0 is in part borrowed from Web 2.0, which escalated a network of static hyperlinked documents into dynamic content, user-generated content, and participatory content. Most importantly, it signalled that you could make content for the web so that it had more functionality.

If we translate this to television, the analog to TV 1.0 would be disposable entertainment, and TV 2.0 sustainable or actionable enrichment. Of course, you can make TV that is entertaining, outrageous, or just fun without really considering the intrinsic value and its social relevance. And arguably reality TV does come from this place. But it has also been articulated to exploit, more than to share, and to expose rather than to understand.

And because of millennials (who seek value), convergence (which demands new business models), and advertising revenue (which has become fragmented across media channels), new approaches to television design must be considered as consumers become makers and advertisers become producers.