

**“LIKE.TV** is curation  
innovation.”

# INTERACTIVE VIDEO

Uses engagement data *Likes* to create video streams aka ribbons.

*Comments*  
*Reactions*  
*Posts*  
*Shares*  
*Tags*

## MEDIA TECHNOLOGY

A **ribbon** is a kind of **automated playlist** that adapts to user preference.

**User data** and **like input** is a fundamental part of the **interactive video** design.

like.TV has a **ribbon navigator** (aka **like bar**) that allows users to **surf ribbons** or channels **in the stream**. In other words, ribbons enable “**multistream**” video.

Along with the “**video surf**” **UI**, the **like bar** can tag **ribbons** during playback, and **pool tags** into new ribbons, which can be customized for your channel and friends.

Ribbons that are **artfully created** can go **viral**. In other words, users can create new ribbons from pools of their favorite content. It's **content sharing 2.0**.

As a matter of **usability**, ribbons are a playlist which **references the media**, but also a **short burst** of video clips linked together into “playable” metadata, referencing **user**, **friend** and **network** preferences.

As well, the like.TV **content mix** is a blend of **FB**, **user**, and **brand curation** that is algorithmically sorted for **Flux**, **Flow** and **Fluke** experiences. This mix of human curation married to machine learning defines a creative direction for facebook video that uses **like technology** to create **social TV experiences**.

By compiling **user history** with **real-time like input**, like.TV defines a unique hybrid of **content curation** and **discovery**, where novelty and utility are negotiated by brands and users via breakthrough **like stream** technology.

When it comes down to it, like.TV is a **programming interface** reinvented for digital television. But more than real-time or multistreaming, the dynamic suspension of content, vetted by social metrics, **rewards users** and **brands** with rich video context.

## CONTENT MIX

like.TV RIBBONS and strip programming offer a **personalized content mix** that highlights LIVE, FB groups, user and branded content experiences, featuring:

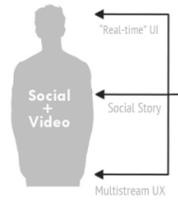
1. *Sharable Ribbons (tailored from like data, live feeds,...)*
2. *Branded Strips and Channels (CMS and ribbon schemes,...)*
3. *Facebook Originals (interstitial formats, social serials,...)*
4. *User-generated Content (event videos, story AI,...)*

ALL YOUR FAVORITE  
VIDEO ON FACEBOOK... **LIKE.TV**

# MEDIA FLOW

"Watch what? I watch my Like.TV!" (segway campaign slogan)

How do I watch more of the stuff I like?



LIKE.TV

MOBILE TABLET SMART TV

LIKE PROGRAMMING

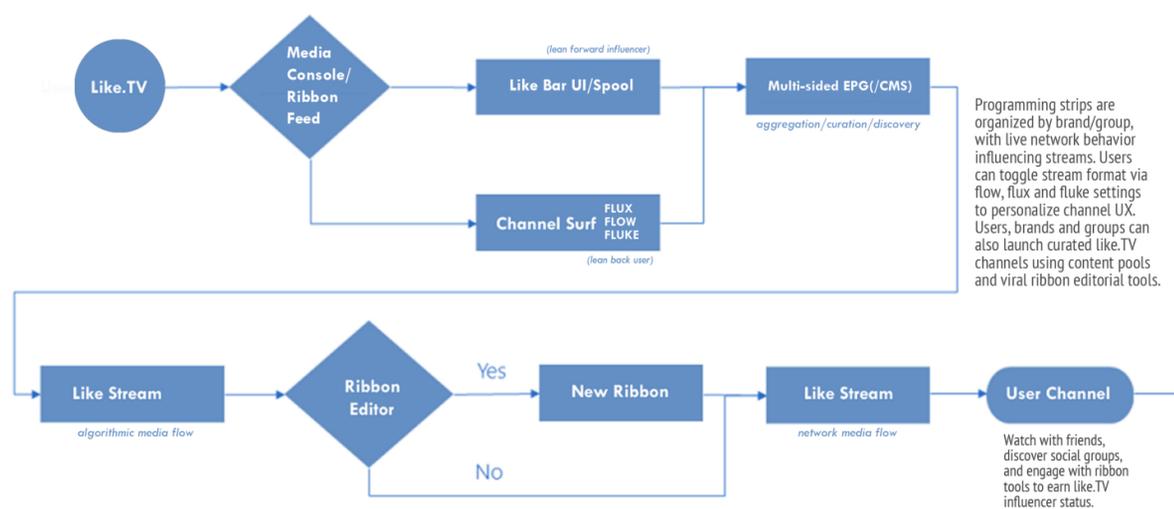
## CONTENT VERTICALS

- Branded
- User-Gen
- FB/interactive
- LIVE/360/(VR)

brand product technology media format  
 facebook like.TV like bar / like stream ribbons  
 "Finally, a UI for channel surfing!"

## USER process FLOW

"Share like bars, create new ribbons -- and discover WHAT YOU LIKE."



## LIKE.TV CONSOLE



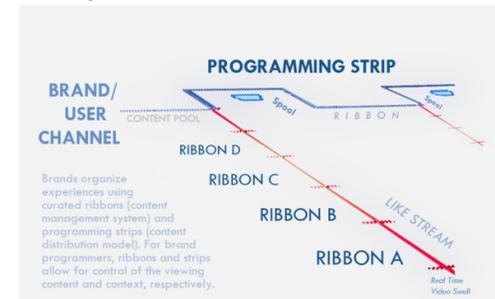
AD FORMATS

- NEW MEDIA CONTAINERS:
- 1) SPLITS - Segmented
  - 2) SPOTS - Classic Roller
  - 3) STRIPS - Takeover
- LAUNCH CAMPAIGN
- EVERYWHERE RIBBONS  
 Features jumbo screen, digital display and streaming ribbon media that delivers social proof for platform launch.

EPG/Surf UI (CHANNELS, STRIPS & RIBBONS)

ALGORITHMS

Like.TV automates content streams for ribbons and strips using triple thread streaming parameters:  
 A) FLUX (friend mix and user data) user likes/tags/beats.  
 B) FLOW (FB originals and network news feed) group context/high utility.  
 C) FLUKE (virality and real-time/live media/high novelty).



## MEDIA ARCHITECTURE

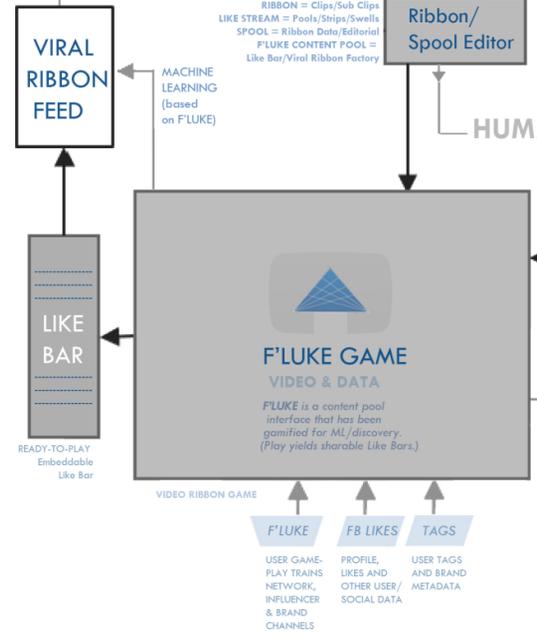
like.TV ribbons are playlist media fans use to discover, launch, and tag videos.

## RIBBON ECOLOGY

The basic unit of a ribbon is the clip (e.g., five reference clips sequenced into a ribbon). Liking ribbons creates spools, which are sublists, which can be trimmed and recompiled into personalized ribbons. (Ribbons may be composed from one or many video files, i.e. segmented for interactive playback, or sequenced as part of a larger non-linear programming strip.)

Curated ribbons (aggregated into streams) are based on content pools (editorial content groups, also generated by machine learning). Programming strips, which showcase sequences of aggregated content, provide a viewing context or suspension of related media (by brands, users, etc.). Although user viewing behavior influences like.TV streams, the ribbon UI guides surf experience and realtime swells.

Spools collate ribbons which have been liked/tagged, which can be queued for ribbon editorial. Spools are generated by like history, like.TV metadata, media events, or one's social graph. Influencers also generate spools based on network ribbon activity, in the stream, which in turn shapes the real-time like.TV experience. Both users and brands interact with ribbons, strips and spools using the like bar API, CMS tools, or the FLUKE game, which define the extensible social video UI/UX.





**"It's better than TV."**

*"Is this Watch Tab...?"*

*What's LIKE.TV, news feed?*

*-So, a 'watch' feed?*

*Will I like it?*

*...No. It's Like.TV.*

*Nope..., ribbons.*

*Not even close...*

*You're gonna love it!"*

**"Cool Ribbons" VIRAL PROMO**