



**“LIKE.TV** is curation innovation.”

# INTERACTIVE VIDEO

Uses engagement data Likes to create video streams aka ribbons.

Comments  
Posts  
Shares  
Tags

## CONTENT 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 also has a **playbar navigator** that allows users to channel surf clips, within the **playbar**. In other words, users can **jump** within or between ribbons.

Along with this **streaming video UI** (i.e. snorkeling) there are custom tools including a **like bar** that can **tag video** content during playback, and a **trim tool** to customize ribbons from your tagged clips.

Ribbons that are **artfully created** can go **viral**. In other words, users can create playlist ribbons from excerpts 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 the user's preferences.

The like.TV content mix is a blend of **FB, user, and brand curation** that is algorithmically supported by user **interaction data**. This mix of human curation married to machine learning augments the creative direction facebook is taking with **LIVE**, by interjecting “**live liking**” into ribbons.

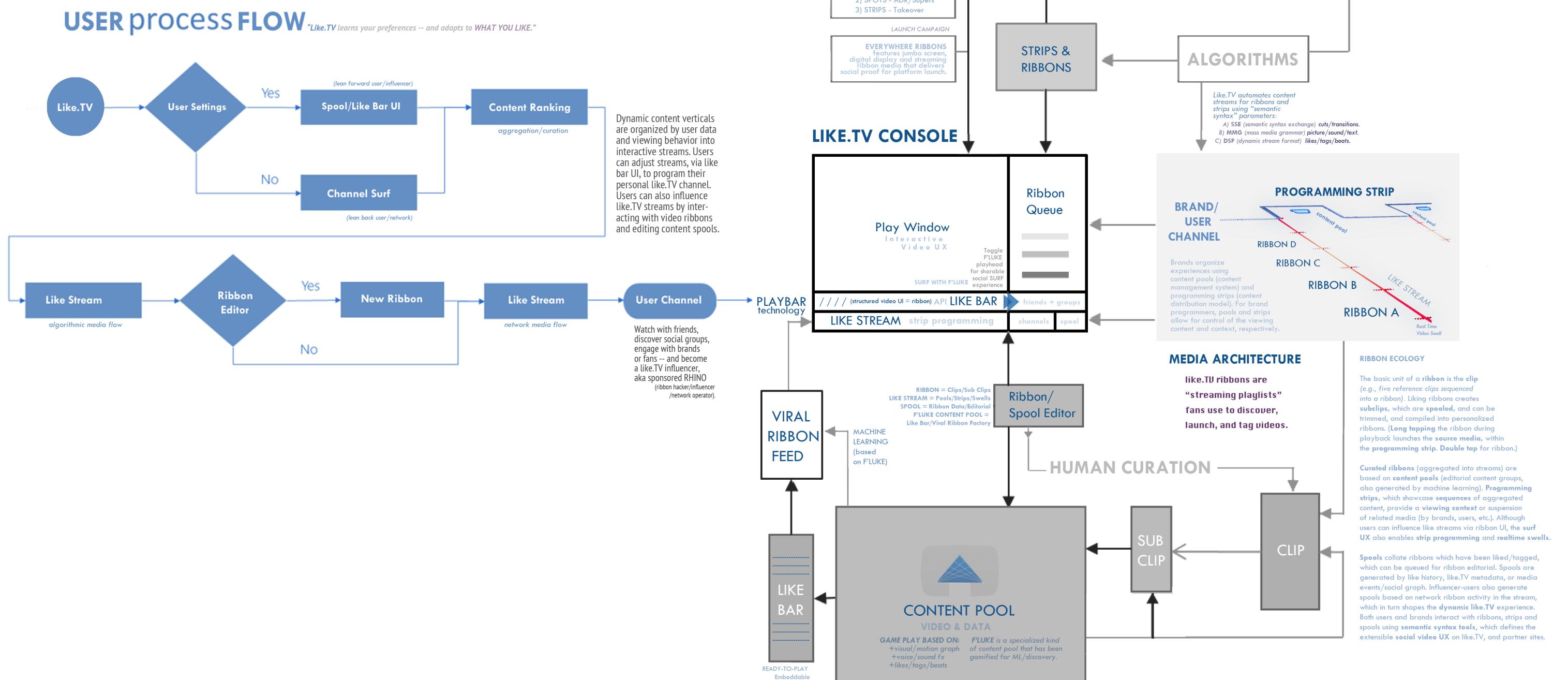
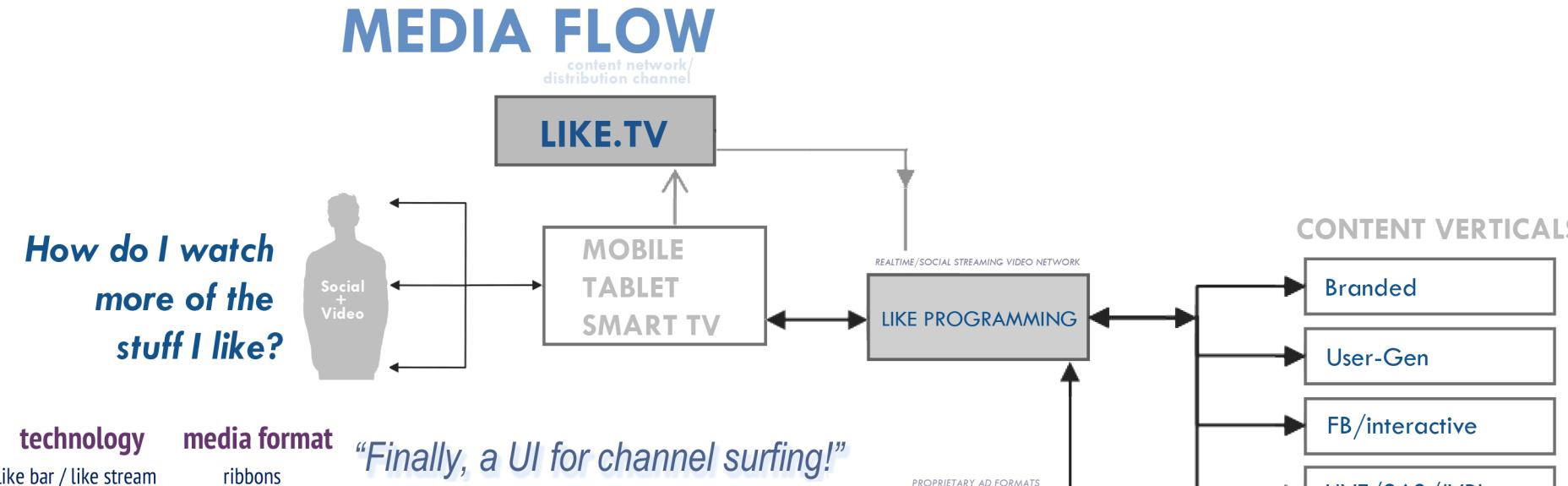
By compiling **user history** with **real-time data input**, like.TV defines a unique hybrid of **content personalization and functionality**, where novelty and utility are paired to enable users with a breakthrough “**channel surf**” experience.

When it comes down to it, like.TV is a **programming interface** for live and real-time **user channels**. But it's more than live streaming, it's a unique suspension of content created from social video, with rich brand participation.

## CONTENT MIX

like.TV SMART RIBBONS programming offers a **personalized content mix** that highlights friend, group and branded content experiences featuring:

1. *Smart Ribbons (tailored from like data, live feeds,...)*
2. *Branded Entertainment (native video, content marketing,...)*
3. *Facebook Originals (interstitials formats, social serials,...)*
4. *User-generated Content (video posts, shares, “like” stories,...)*





"Smart Ribbons" VIRAL PROMO

## F'LUKE TEASER #1

### INT. CONTENT POOL (UNDER WATER) - DAY

The like.TV shark swims in a content pool, towards --

CAPTION (floating; bobbing): "LIKE RIBBONS"

F'LUKE  
(bursting through  
caption)  
WHAT WAS I SAYING...?

-- the window of a smart TV screen. He stares into the screen.

F'LUKE  
(snarky)  
-- I prefer when users swim in the shallow end of the pool.

Back-peddling from the screen, letting a couple smaller fish wearing RIFT snorkel masks go by. Crossing one eye, and nashing his teeth a bit, in their direction --

F'LUKE  
That's because it's easier to find what I'm looking for...

F'luke pushes his eyebrows up, tilting his head and body toward the fish, as he makes a 360 turn-around.

F'LUKE'S POV - small giggling fish watching like.TV.

F'LUKE  
(flipping back around to screen)  
Which is why you're gonna LOVE like.TV....

F'luke swims off-camera, chasing the fish, leaving a trail of bubbles that morph into --

CAPTION (logo): "like.TV. YOU'RE GONNA LOVE IT!"

The SOUND of like.TV BUBBLES POPPING.



**CONTENT DISCOVERY**  
Collect **LIKE BUBBLES** inside F'LUKE game to create new ribbons for your friends.

**like.TV 15 Sec. PROMO**