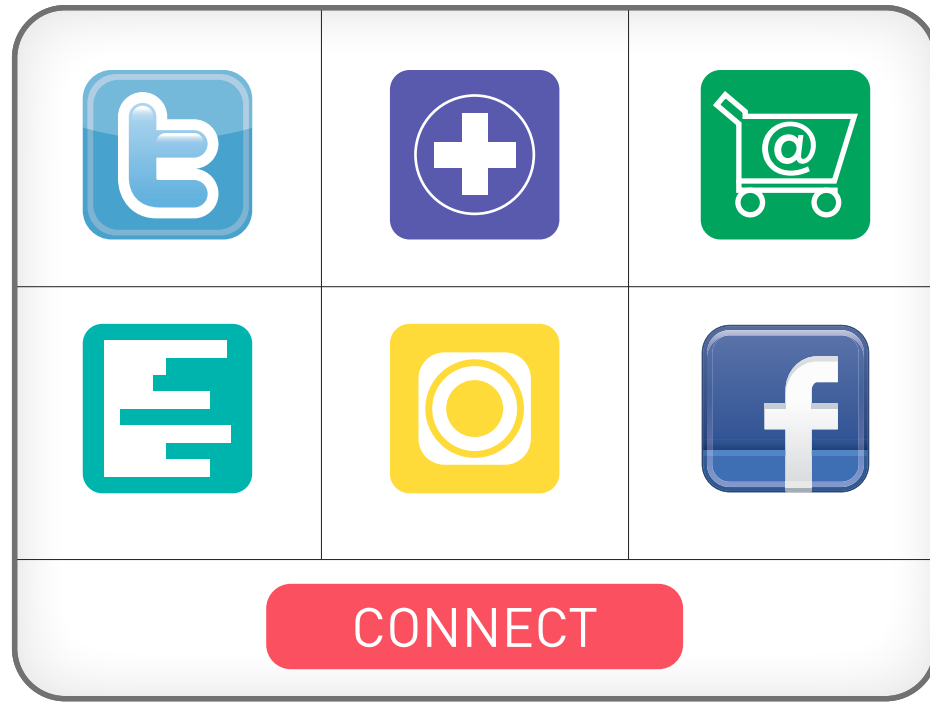


The Second Screen Consumer Experience

Synched, Contextualized, Relevant



2ND SCREEN HUB

CONTENT FEEDBACK

Who deserves MVP?

#3 #16 #24

CAST VOTE

SOCIAL MEDIA

twitter

Just saw Player stealing second on Second Screen's alternate angle #2! So cool!

Did you know A. Player is batting 350 this season!? #SecondScreen

I'm trying out second screen today - it's really awesome

ALTERNATE VIEWS



MORE INFORMATION

PLAYER #24
STATISTICS

BA: 350
RBI's: 34
HR's: 12

INTERACTIVE ADS

Like this ad?

YES NO

E-COMMERCE

A. PLAYER
24

YOUR PRICE:
\$59.99

BUY

CONNECT

SYNCHED CONTEXTUALIZED CONTENT & PROGRAM DISCOVERY

- Recommendations based on past viewing history
- Individual and group preferences



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HIGHLAND WORLDWIDE

The Second Screen Ecosystem

Collaborative, Targeted, Monetized

