

webfact

TELL ME TECHNOLOGY

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OVERVIEW

webfact is specialized in the marketing of reality tv formats in the multimedia sector. Its marketing input for Big Brother the most successful reality tv format ever – and its experience gained over the years.

Big Brother

The multimedia-management for Big Brother in a wide variety of european countries has made webfact one of the leading experts in portraying reality-tv formats in the multimedia field.

TV-Viewer becomes part of TV-Show

The webfact product Tell me! bears all the imprint of this rich experience. Never before has the tv viewer been given such close up and personal access to the cast of candidates.

Because only Tell me! reveals the personal emotions of the candidates and all their inter-personal relationships. The viewer is rewarded with deep insights into emotional life in a way that is not possible with ordinary tv.

Nothing strengthens user bonds more effectively than truly unique content. That's why Tell me! isn't just a mere add-on feature, but an essential component of the format itself.

Candidate-Insights

Tell me! is the soul diary of the tv candidates. All the emotions, feelings and moods recorded in it are coupled with pay content which explores them in greater depth. Thus Tell me! also functions as an effective add-on for generating extra revenue.

It packs joy and anger, sadness and sex, romantic relationships and background info, intrigues and bad-mouthing, rumours and gossip – all directly from the candidates themselves and always coupled with the associated videos.

New Level for TV-Formats

Tell me! raises a multimedia sector tv format to a new emotional level and renders pay content clear and interesting for the user at one and the same time. It's a win-win-situation for both the user and the format, whilst also providing ample support for pay content systems.

Format Success because of Tell-Me

After successfully operating in the Big Brother Series, the Technology has been used successfully by Tien.tv (John de Mols former TV-Productions-Company) as well as Sat1 for different Formats such as "Verliebt in Berlin" (Germany's most successful Telenovela ever) and "Schmetterlinge im Bauch" by Sat1.

BENEFITS

webfact's Experience concerning the Integration of Tell me! Systems offers many benefits for customers from the TV-Industry.

The Benefits in an Overview:

- Client or web-based Application to present TV-Format Content
- Interactive Portrait of Characters/Persons for TV-Shows
- Presentation of Relations and Persons daily moods
- TV-Fan get personal access to the cast of candidates
- Innovative Way to present TV-Format Pictures and Videos with Categorisations
- High Interaction between TV-Format and Users
- Different Modules such as Tell-Me Basic-Application, MyTell-Me, Best-Fan Competition
- Attractive Environment to present Pay Content

References

References in an Overview:



www.vib.de



Not Online



Not Online



<http://www.tien.tv/degoudenkool/homepage.html>

FEATURES

- Tell-Me Client with innovative Interface
- Tell-Me web-based Application
- MyTell-Me
- Best-Fan Competition



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