



**Brief set by**  
Sky

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## Transport entertainment to new digital experiences

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**Deadline**

21 March 2023, 5pm GMT

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### **The backstory**

Sky is one of Europe's leading media and entertainment companies. Its innovative products connect 23 million customers to the best apps and entertainment. Its purpose is to bring better content and innovation to all its customers, better connecting them to more of what they love.

In recent years, there's been a big shift in the quality of entertainment, and the type of content viewers consume, with increased competition for people's time. Consumers, particularly younger viewers, are now spending large portions of their time on platforms like TikTok, Snapchat and Instagram. These are platforms that allow them to both create and consume content, offering new ways to interact with services and with each other. But 'traditional' media hasn't caught up with this burgeoning demand.

So how can Sky bring technology and entertainment together to create experiences for traditional media that go beyond just a destination you visit on your TV, computer or mobile phone?

### **What's the challenge?**

Design a new way for people to interact with must-see Sky Original entertainment content (see *Things to think about*). Your job is to create more immersive experiences for customers around the content they love, enabled by data and technology that feels alive.

You should consider what new opportunities your idea could offer to deepen connections and develop exciting, rewarding interactions. Go beyond the traditional streamer/viewer relationship on traditional platforms and create something people want to be part of.

### **Who are we talking to?**

Current Sky customers. The target customer for Sky is very broad – you will need to consider how a large variety of people will engage with your idea. Will your idea be tailored to a particular demographic or interest, or will you create a more ubiquitous solution that encompasses everyone's experience and provides value for a child, adult, and senior?

Whatever your idea, you should focus on how you can help current customers to better engage with their favourite content, and build brand loyalty.

### **Things to think about**

#### **Be realistic**

This is a chance for bold and playful thinking, but look to the near future, not science fiction. Your idea should harness technology available to allow a rollout within the next one to two years.

### **Be customer first**

Start human. Identify your audience. What are their wants, needs, expectations, capabilities? The most important thing is the person at the heart of the experience.

### **Bring value**

Think about what a valuable relationship with the customer looks like. Whatever you are creating should provide experiences and products that have a positive impact on the world and people's lives.

### **Tech as a tool**

Consider how data and technology can be used in a way that will bring storytelling to life. Think about the ways people consume and interact with content – interactive, XR (extended reality), smart tech.

Remember tech is a tool, and the better a job it does the less noticeable it is.

### **What makes it Sky**

Sky is famous for its content. It has everything from original movies, TV shows, kids' shows, to news and sports content. From House of the Dragon to Chernobyl. From the Premier League to Formula One. There's a huge range of opportunities on offer. It's completely up to you which content you choose to spotlight, but it should be something that is exclusive to Sky **or** part of their original content.

### **The important stuff**

Present:

**Your solution.** Clearly explain your idea, how it would work, and the technologies used.

**Your creative process.** How you arrived at your solution; key insights from your research; a convincing rationale for your focus and design decisions.

There's no need for code, just compelling communication. If you can create a prototype, do. Otherwise use animatics or other tools to show your concept in action.

### **What and how to submit**

Read **Preparing your entries** before you get started for full format guidelines.

#### **Main (essential):**

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

#### **Optional (judges may view this if they wish):**

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).