

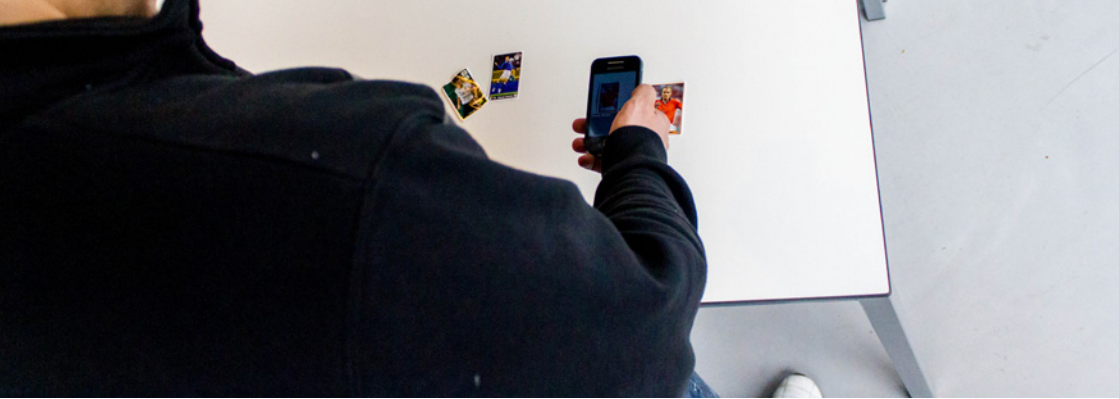
# CONNECTED COLLECTING



*The next generation of sticker albums, located in your Connected TV, where you can trade and collect stickers with your friends and the world*

# Introduction

Connected TV can create a complete home entertainment experience, but the audience is not aware of all of its capabilities. We chose to transfer the sticker album collecting activity to the Connected TV because it is an event in which the audience is already engaged.



By doing this, we want the audience to explore and get familiar with the interactive and content rich added value of the Connected TV. We want them to get familiar with the medium because live in a world that is constantly changing and innovating and we believe that the connected TV will play a big role in the future.

# Why the sticker album?

The sticker album has been proven as a successful concept in the past and it is still popular among different generations. A sticker album is a social ritual amongst family and friends that brings a lot of people together. Therefore, by merging the possibilities that a connected TV offers, with the experience of collecting a sticker album, we will attract more people to interact with each other through their Connected TV.

Our main objective is to introduce the Connected TV to the general public. The sticker collecting activity attracts different age groups, which is why we can communicate to a broad audience.



Our aim is also to encourage the usage of the Connected TV in the near future. By launching this app, we expect that children will have their first encounter with the medium. Once this target group starts to use it; the probabilities of them using a Connected TV in the years to come will be higher.

# What does it do?

With the Connected Collecting app you can collect stickers from your favorite characters, in a physical and digital version. The app is based on a physical sticker album, which we are not going to change, and it upgrades it into a digital interactive sticker album. The collected stickers can be placed in designated sections of a physical sticker album. These stickers can then be uploaded in the Connected Collecting app. Your physical collection will be linked with your digital collection with a unique code technique. Collecting the stickers will unlock exclusive content and extra information about the character in the sticker on your Connected TV.



You can collect all the stickers by trading with your friends or other users, but there are some exclusive digital stickers which can only be unlocked if you have the digital album. These exclusive stickers can be earned by playing one of the mini games in the app. You can also play quizzes against your friends and bet one of your stickers as the prize or just to prove who of you knows the most. There are also achievements you can get by unlocking stickers, playing games or just spending a lot of time in the app. These achievements give the user idea of how much they have progressed, so they can compare with their friends and win rewards like exclusive stickers or content.

# How does it work?

You acquire the stickers when you buy groceries in the store or you buy them separately. The way you acquire them depends on what the financier or partner wants. Besides the stickers you buy the physical album which includes the instructions on how to use the Connected Collecting app. There is also an explanation of what you can do with the app and what the added value is.

## Possible partners

The app can be used to collect stickers from different characters. There are already a lot of sticker collections for football players, TV series, cartoons, movies, ... This means that there could be a lot of parties who could be interested in our concept. They could be broadcasters, content makers, sport clubs, etc. The entertainment companies would have to choose which images they want on the stickers and which extra content and games they want in the app.



We also could find different distributors that sell our stickers or provide them. One convenient partner for the Netherland's market would be Albert Heijn, which provides stickers once you have bought certain amount of groceries. Because they already have the know how on the sticker distribution practice, Albert Heijn would be an ideal distributor for the stickers.

# The strength of Connected TV

By transferring the sticker album collection to the Connected TV, we are creating an interactive and connected environment in the living room. By taking advantage of the big screen, we can create an added value that appeals to the audience by offering them high quality extra content to their collection. The connected part of the TV also provides possibilities to chat, trade or play with your friends and other users. Extending the social part of trading to a digital platform is interesting because it is probably what makes collecting stickers fun.

