



Erasmus+



EMEX BRIEF / RBB

Rundfunk Berlin-Brandenburg (RBB)- the German public broadcaster for the federal states of Berlin and Brandenburg

RBB produces and broadcasts one television channel and six radio stations, in addition to providing a range of interactive multimedia services including websites, mobile apps, HbbTV-based connected TV services and also produces content for social media channels. As part of the ARD (Association of Public Service Broadcasting Corporations in Germany), we contribute to various nationwide TV and radio channels and multimedia services.

RBB needs

RBB is looking for new input for interactive, future-oriented live TV formats. Consider the following challenges:

- 1) Development of or change in audience's response to a controversial. How can we present different arguments within a show? How can a collective response, such as an agreement or disagreement on a particular topic, be represented?
- 2) Linear and non-linear content switching and interaction. The format begins on TV, continues or provides additional content as live-stream, then resumes on TV, etc. How can we orchestrate this interaction and switching of content and usage to ensure an enjoyable, entertaining user experience?
- 3) Interactive quiz. How can the audience, whether at home in front of the television or at the computer via livestream, participate in the events in the television studio? How can they comment, vote, influence, interact with the programme?

Example from rbb Fernsehen

Berlin-Brandenburg quiz „Every answer counts”.

A resident of Berlin and a resident of Brandenburg play against each other, demonstrating their knowledge of the region. There are two rounds of six questions each, and both participants are supported by a local celebrity. The contest begins with question selection. The participants need to use their intuition, since the questions are hidden behind eight tiles, and each question has a different financial value. A maximum of 3000 Euro can be won in the two rounds, and every answer counts. If a pair correctly answers its question, the money is credited to their account. If not, the money goes to the opposing team.

However, it is the final round, in which the teams take turns, that determines who gets to take the money home. The winners take their cash, the losers go home empty handed.

Mission

Design an interactive service and concept for a specific television program/event created around **an interactive quiz show**. The challenge is to give the audience the chance **of participating in content production both at the event and at home**. Another challenge could be developing interaction between the audience at the event and the audience at home.