

Simplifying Book-to-Screen Adaptations for New Fans

OPPORTUNITY

New fans of book-to-screen adaptations often feel overwhelmed by the amount of existing content and struggle to integrate with pre-established fan communities.

63%

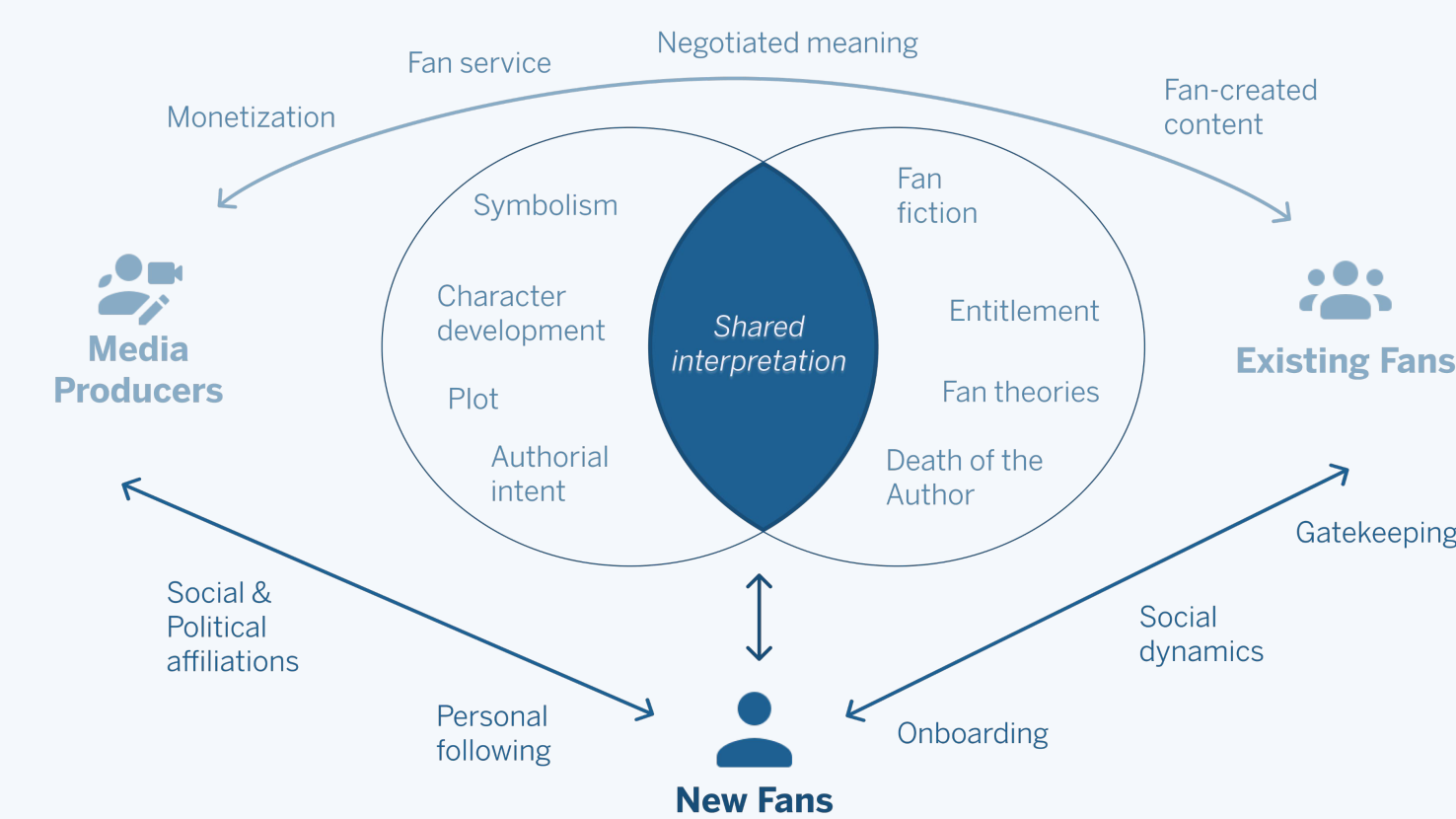
Say they're more likely to watch a movie or show if it's based on a successful book.

57%

Reported losing interest and abandoning it because they couldn't follow the story.

RESEARCH

The experience of new fans is mediated by both the content and the existing community.



INSIGHTS

New fans seek immersion with core and fan-generated content to fully enjoy their experience and feel part of the fandom.

THEY...

Seek out **connections within the community** as 'entry points' and guides.

Customize their experience by choosing what kind of content (or spoilers) they engage with.

BUT...

Often **hesitate to interact with existing fans** outside their social networks.

Feel a **sense of empowerment navigating and discovering** details on their own.

How might we help new fans **independently enjoy book-to-screen adaptations** and **engage with fan communities at their own pace**?

X - R A Y Second Screen

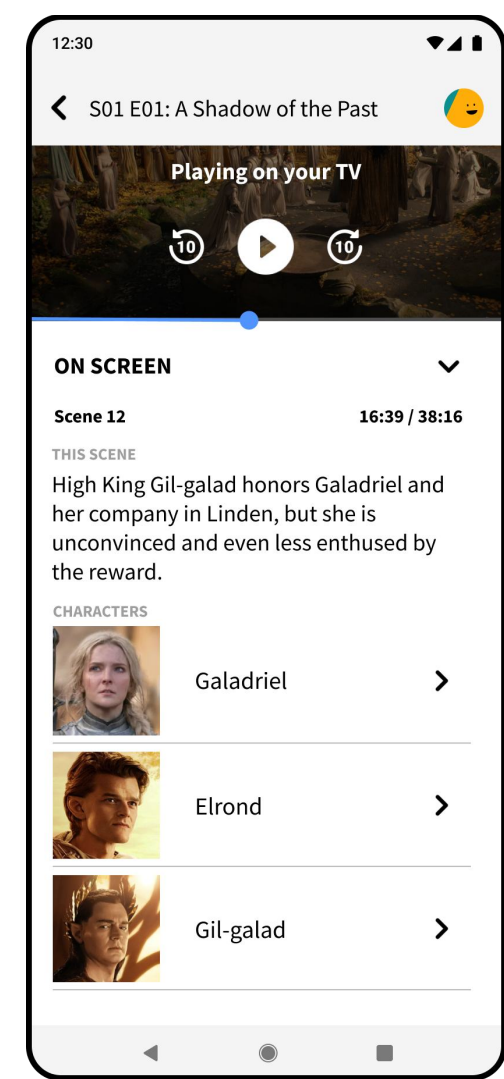
DESIGN HIGHLIGHTS

A companion app to access in-depth supplementary content

Connect your account to sync the app with what you're watching and easily discover supplementary content about the characters and story in the current scene.

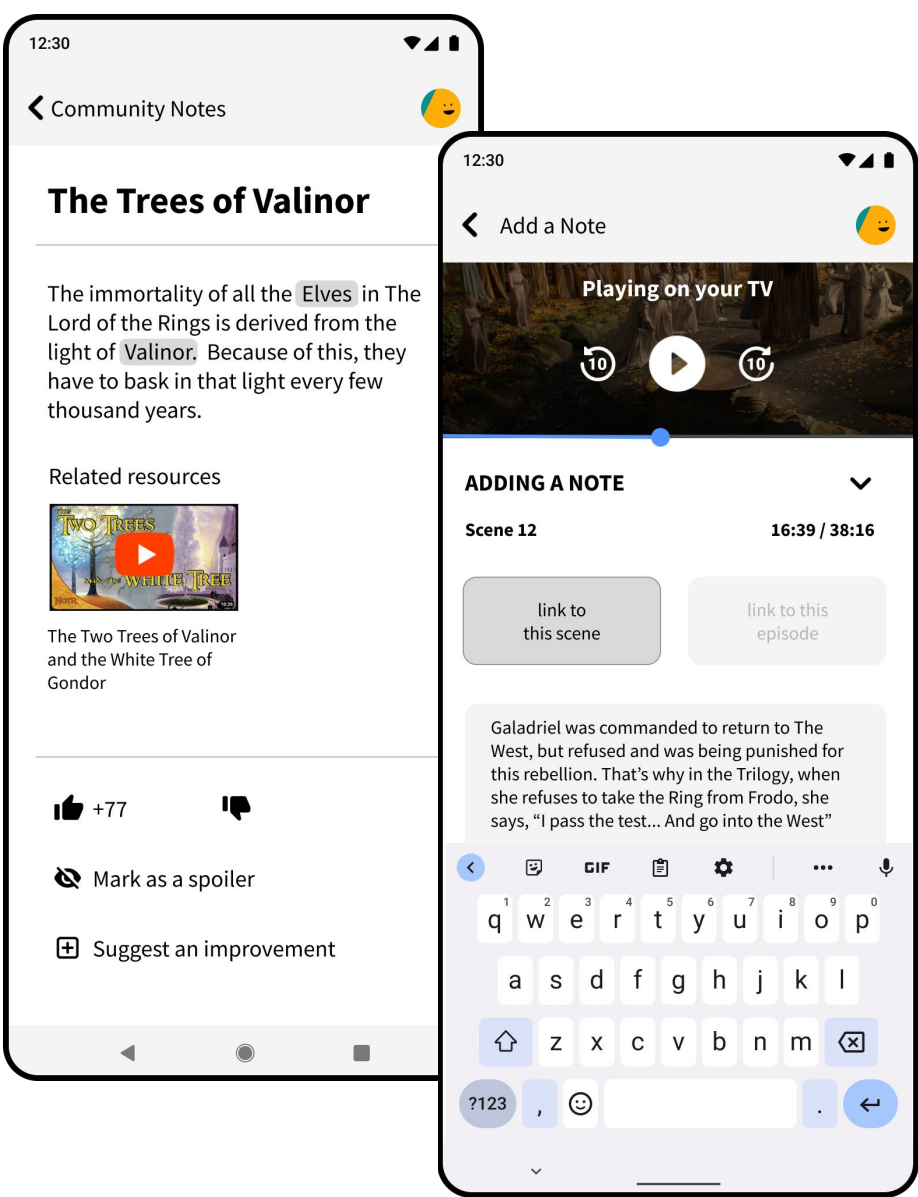


Details about what's happening and who's currently on screen



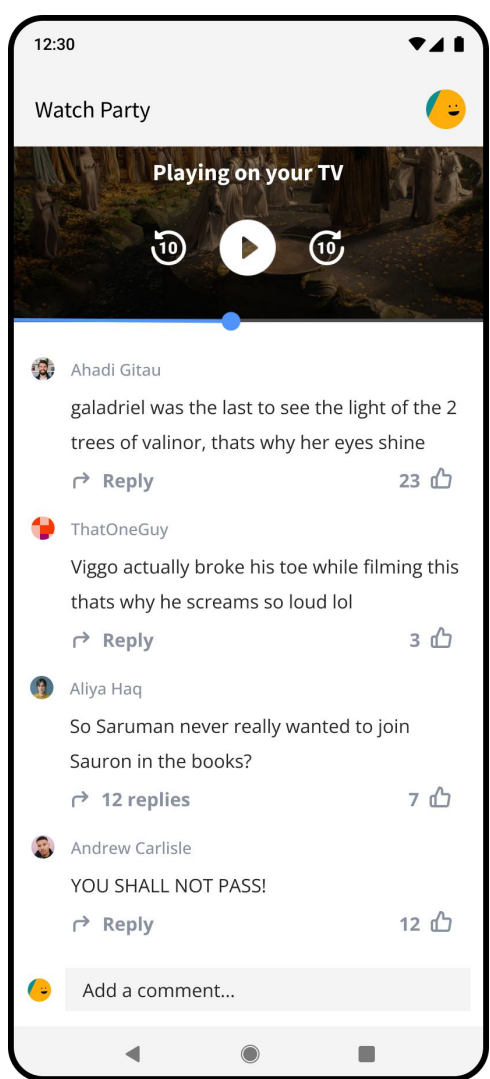
Keep track of characters and plot by seeing details for the current episode and scene. Learn about the characters and where the story's heading.

Community-driven notes to explore details and background lore



Go beyond what's on the screen to discover more insights, explanations, interpretations, and lore, through annotations curated by the fan community.

Virtual watch parties to connect with other fans at your own pace



Join other fans to watch together, participate in real time discussions and interact with the community, without distracting from the content.