

PULSE



Introduction

Pulse is a multiplatform product aimed at sports fans; it brings the Internet, mobile devices and television together. In doing so it allows fans to engage with their favorite live sporting events like never before whether they are watching on TV or in stadia.

Pulse gives sports fans the opportunity to:

- Express their opinion by answering questions relating to the match, and add to a live opinion poll broadcast and discussed on television. This makes viewers feel more connected to the broadcast and enables commentators to respond to the "PULSE" of the viewing public. Eg "Was that a foul?", "Should he be sent off?" etc. If you are thinking it, Pulse is asking it.
- Make predictions on live matches as they unfold; predicting the outcome of various events which occur through-out the match. Once you have expressed an opinion, you care more about what happens.
- Improve their knowledge of the sport with a range of analysis, match statistics, player profiles and trivia distributed throughout the game.
- Receive an action packed text commentary that gives users a descriptive insight into the match as it progresses making them feel they are at the event, complimenting the television broadcast and helping provide a personal touch to the overall experience.

Pulse's objective is to provide TV production with editorially relevant opinion without breaking the flow of the commentary whilst providing the fan with an engaging and informative experience.

The screenshot shows a web browser window titled "1-1* 0-15 Pulse - Presented by IBM". The page features a dark blue header with the "US OPEN 2008" logo and the slogan "THE BUSINESS WORLD IS CHANGING. ROLLOVER THE MAP TO FIND OUT HOW." with a world map.

The main content area is divided into several sections:

- Scoreboard:** Murray 1, Federer 1. A yellow "15" is next to Murray's score, and a yellow "0" is next to Federer's score. Below the scores, there are two time-stamped updates: "16:49 BST Players have arrived on court having received pre-match interviews" and "16:47 BST Good evening at welcome to this 2008 US Open Men's Final".
- PULSE PUNDIT:** A poll question: "Can Federer win his 5th consecutive US Open?". There are "Yes" and "No" buttons. To the right is a "SOAP BOX" with a "Send" button and a text input field containing the message: "I can't believe Federer won't win a Grand Slam this year, I think he'll do it!".
- PULSE KNOWLEDGE:** A section titled "2008 HIGHLIGHTS" featuring a photo of Andy Murray. It lists his wins: Cincinnati, Marseille, Doha. The semi-final was in Toronto, and the quarter-final was at Wimbledon, Queen's Club, and Dubai.
- PULSE PREDICTOR:** A section for betting predictions. It shows "Guest_4678's Score: +4646" and "Highest Match Score: +4646". There are three prediction tables:
 - Pick Game 3 Winner:** Murray (Wins to love: 1562, Wins to 15: 869, Wins to 30: 724, Wins to deuce: 943) vs Federer (Wins to love: 1562, Wins to 15: 768, Wins to 30: 483, Wins to deuce: 418). Cost 100.
 - Pick Set 1 Winner:** Murray (Win 244) vs Federer (Win 163). Predicted Score +0.
 - Pick Match Winner:** Murray (Win 750) vs Federer (Win 333). Predicted Score +0.

On the right side of the predictor section, there are links for "Login / Sign Up", "Your Plays", and "View Leaderboards".

The Fan

Feedback from the 2008 US Open:

- *“I'd like to thank you for setting up the Pulse game. It's a lot of fun. I found my way to Pulse only on Sunday night, but I'm already having a hard time following a match without also playing Pulse.”*
- *“This may be my new favorite part of the Open! Pulse is a fantastic new addition.”*
- *“Hey to everyone who ran Pulse for the US Open! Thanks! You did a great job, and I can't wait to play again”.*

Player feedback has shown that Pulse has the power to bridge the gap between the event and the viewer at home. The objective is to build up a long-term relationship with our fans as they return to use Pulse from event to event. For sports where there is great rivalry between opposing teams, Pulse will allow this rivalry to play out online by the notion of a “team” of one group of supporters taking on a team from the opposition. If your team on the field lost, but the Pulse team of supporters won, then bragging rights are shared!

The Sponsor

Sponsors benefit from the long term relationship with the fans as they are providing a service that is fun, free and informative. Pulse gives an interactive mechanism for getting closer to the fan and building an online community loyal to the brand and sponsor.

The sponsor has input for how their messages are conveyed within Pulse, but unlike traditional online advertising we anticipate the users to spend a great deal of time on the Pulse pages. Therefore, we recommend subtle advertising aimed at delivering a deeper message. We believe users build a greater loyalty to the sponsor if they feel it is the sponsor that is providing the service to them.

Pulse is always continuing to evolve so as to provide as engaging an experience as possible. New advancements in technology will allow Pulse to fully integrate with all mobile platforms, and deliver rich content specific to a user's location.

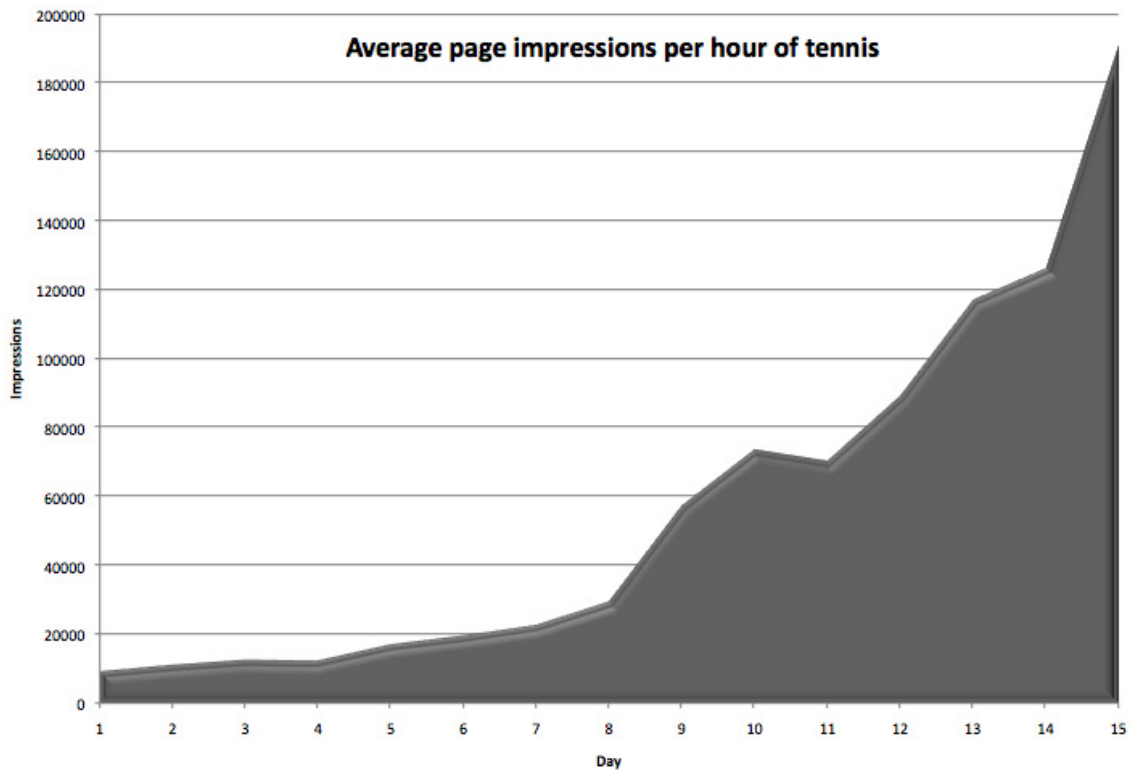
The Broadcaster

The broadcaster benefits from a new method to engage their audience, and give the talent new directions to take their commentary and entertain the fans. It gives them an opportunity to almost have a two way conversation with their audience. In addition, Pulse provides greater “stickiness” whilst the sport is in a break and the broadcaster has gone to commercials. Pulse will reduce the need to channel hop – taking the remote control out of their hands and replacing it with laptop or mobile phone.

US Open Statistics

The US Open tennis saw the launch of Pulse in the United States and the statistics below prove the potential of the product. Clearly as the concept and brand becomes better known much higher numbers will be achieved.

US Open 2008 Statistics



Over the two-week period of the US Open, Pulse received a total of 5.8 million page impressions from 181,998 users. We found in the second week of the US Open our numbers increased dramatically as Pulse became better known combined with returning fans wanting to play more.

Week 1

Users	27,105
Page Impressions	1.5 million

Week 2

Users	154,893
Page Impressions	4.3 million