

Version 3.9

**Social Media Tree**  
Product Sheet

Realtime 3D Broadcast Graphics

## Social Media Tree – Ingest & Manage Social Media Feeds



WASP3D's Social Media Tree enables broadcasters to ingest and manage social media feeds such as Twitter, Facebook and others to generate data driven graphics without writing a single line of code.

SMT enables engagement with audiences for collation of opinion polls about their programs, trending topics, advertising campaigns- contests and other live interactions with the viewing public.

The utility tool has enabled broadcasters with intelligence gathering tools to assist them to monitor "trends" in Social Media and accordingly develop their program content.



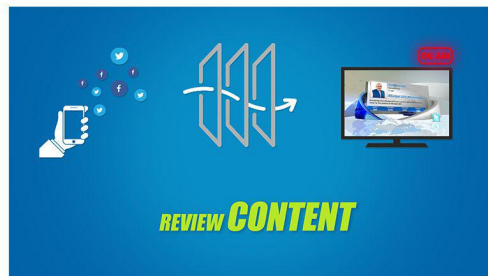
WASP3D's Social media Tree! Quality graphics and user friendly centralized dashboard to get your social media content On-Air, in no time!

Social Media Tree provides broadcasters with intelligence gathering tools to analyse and devise new ways to "data mine" for emerging patterns in a breaking news story or simply engaging with their audience by collecting opinion polls about their programs, trending topics, advertising campaigns, contests and other live interactions with the viewing public.



### SMT Content Management Process:

- Create Hashtags
- Review Content
- See Feeds On – Air



### Web based workflow for content moderation and On-Air Control:

WASP3D Social Media Tree's web interface provides users with centralized control of different social media services. All services are grouped under a topic which will give unified view of the content to users. The workflow engine is designed for broadcast workflow and the tasks are divided between editorial and production team.

### Create Hashtags

- Identify the subject/show to be monitored in the social media feeds.
- Create a corresponding template in WASP3D Drone Designer to interact with the data feeds.
- Integrate the social media data elements from the add-in to the graphic elements.

**SHOW** - We begin with creating a show entry. We define the name and lifetime of the show.

In the manage topics window, users can create hashtags that need to be monitored in the show.

For example, a pre or post match analysis which entices viewer participation.

### Cloud based hosting:

WASP3D SMT is hosted on the cloud, this means only the necessary and approved data is downloaded to the system which means low bandwidth usage.

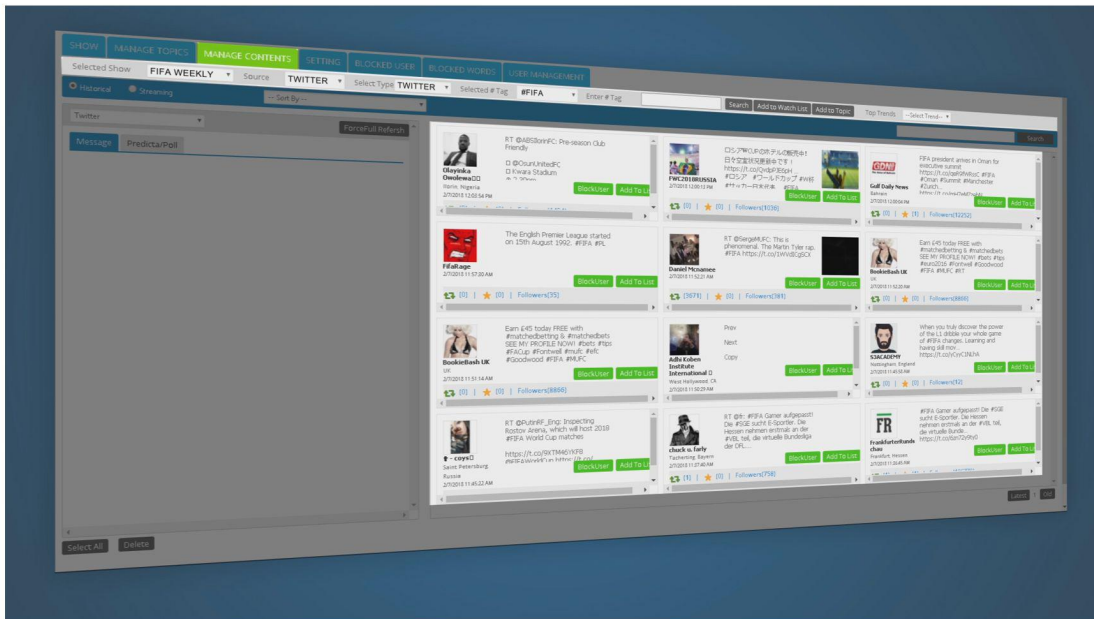
### Review Content

- Define shows and topics using the Social Media Tree workflow engine.
- Filter Content through Three Stage Filtration.

Once the show and topics are defined, the audience engagement on those hashtags are pooled together for reviewing.

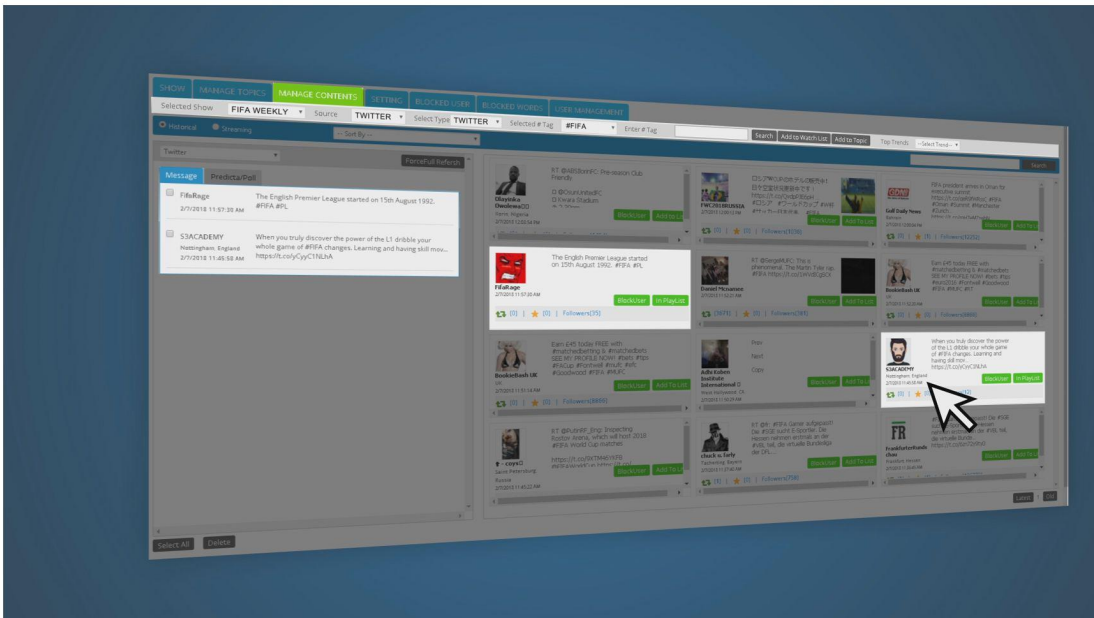
By a simple click, users can add the desired tweets to their playlist for play out.





## See Feeds On – Air

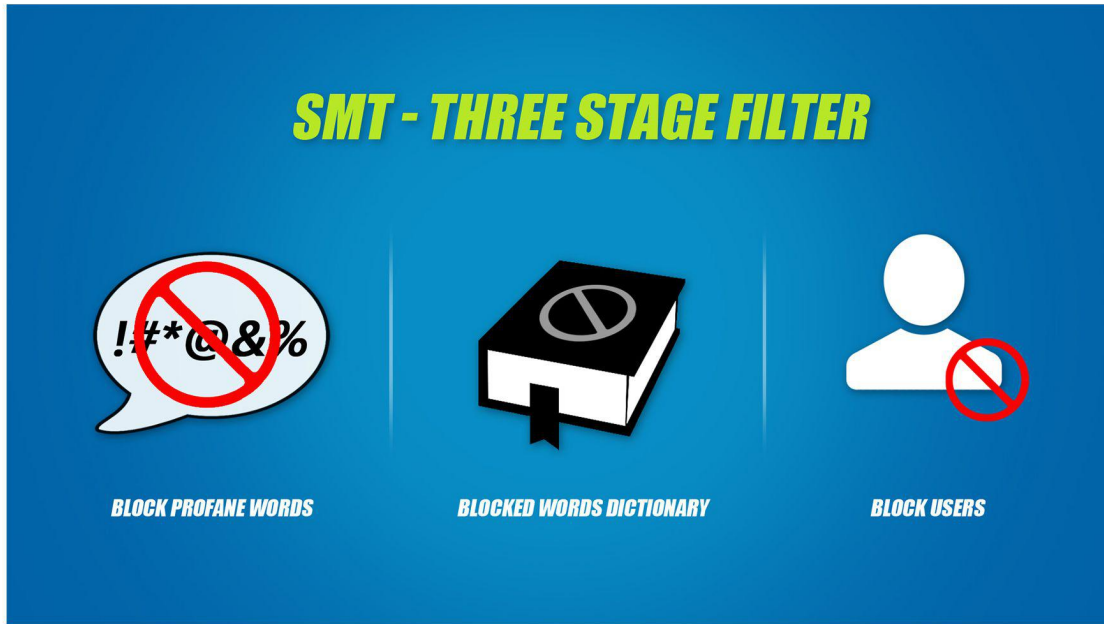
- Choose the item(s) to be sent to playout engine from the pool containing filtered content.



## Create Story by Crowd Source Information through Social media:

By integrating Social Media with the broadcast content, a broadcaster can start interacting with their viewer which would help them to increase their captive audience. Social media allows users to engage with people, events and matters that are relevant to them in more meaningful and interactive way.

SMT allows users to control various social media services from a centralized dashboard interface which provides a unified view of content. The unique 3 stage filter approach makes sure all junk contents are filtered out before playout.

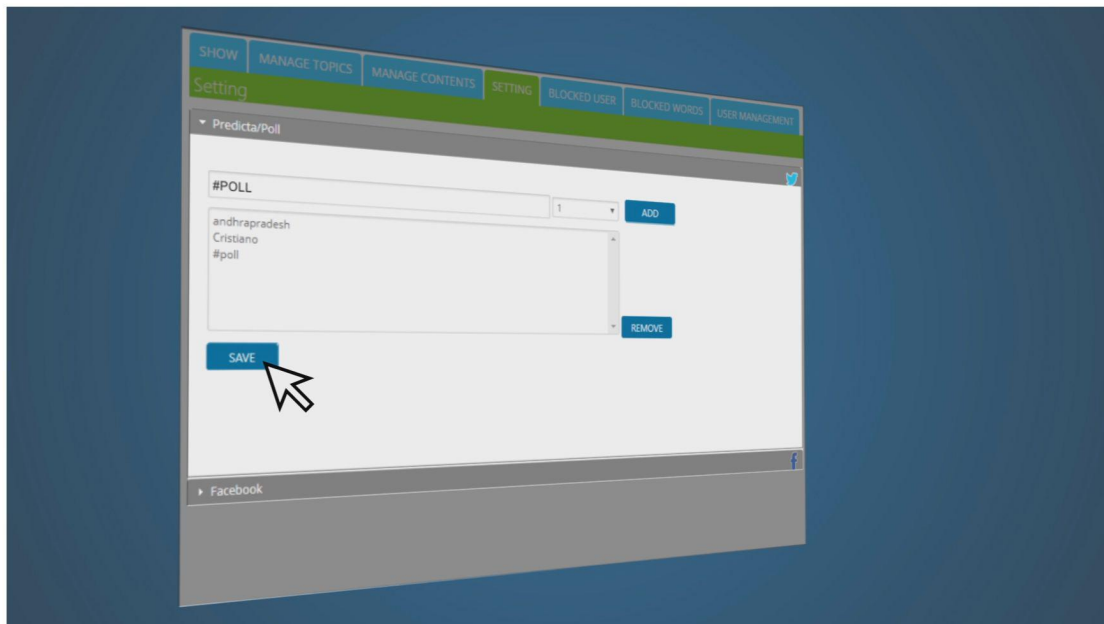


### Engage with audience and collect their opinion by Polls & Quizzes

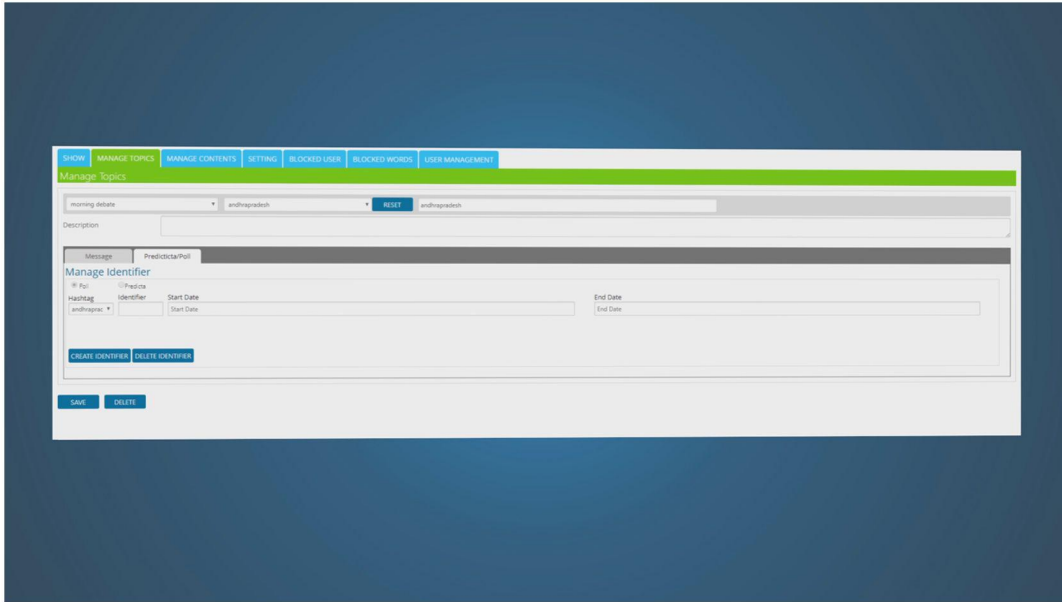
Using WASP's social media tree, broadcasters can create live polls and take the social opinions and trends on air!

Polls and Quizzes are one of the best ways to interact with the viewer and get his best opinions for your broadcast. SMT serves as a mediator between the broadcaster and the viewer. Keywords or Hashtags are filtered automatically to get you the correct opinions and polls data. SMT's feed handler helps users choose to take on-air multiple social data streams simultaneously.

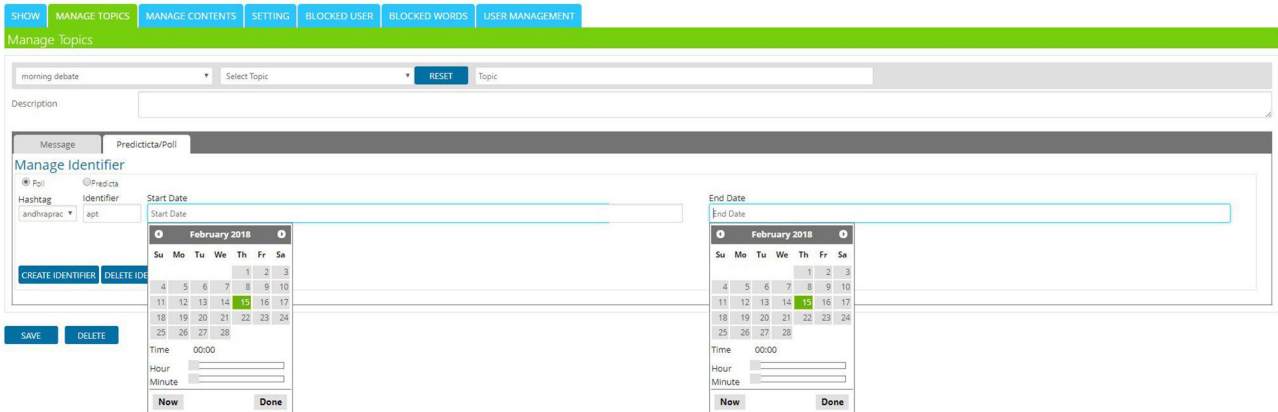
### We begin with creating a tag which serves as an identifier for all social interactions



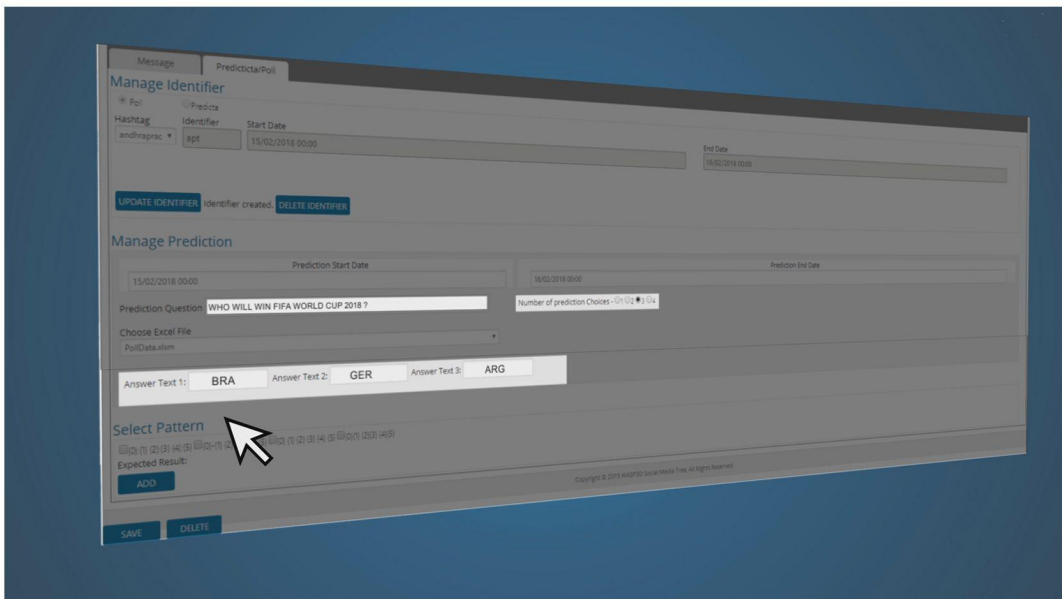
We then define the lifetime of the tag created



Define Start date And End Date.



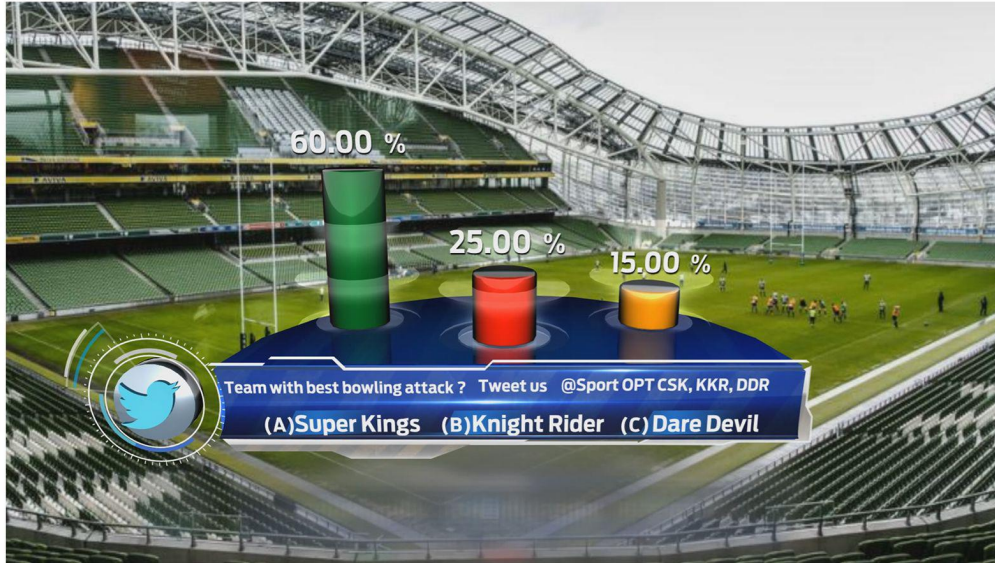
Submit, the question on which the opinions will be generated and the choices of answers for the audience and save.





SMT serves as a mediator between the broadcaster and the viewer.

Once the poll is live, the user engagement with the opinions will be reflected in the content pool. This user data is also collated in an excel file for feeding data to the graphic templates.



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### Key Benefits

- Broadcasters will be able to interact with audiences, their preferences & trends by conducting polls, contests, opinion gathering & promotions.
- Social Media Tree also assists the broadcaster to monitor "trends" in Social Media and accordingly develop their program contents.
- Social media tree's in-built workflow engine allow broadcaster to apply unique "Three Stage Filter "technology to filter the text for any bad words in the incoming content to ensure only "pure" content is delivered On-Air.
- Integrate popular Social Media Data feeds (Twitter, Facebook etc.) to integrate with data driven on-air graphics without writing a single line of code.
- Preview all messages & their content before playing on-air.
- Options to download full resolution media and avatars with messages.
- Multiple outputs – more than one customized feed can be created.
- Keywords based search to discover trends and relevant contributions.
- New services can easily be added using service provider SDK/API
- WASP3D SMT can also integrate with custom mobile device applications and marketing strategies.

