Overall Guidelines / Objectives

1. Test as many types of interaction as possible, with as many types of audiences as possible.
2. Develop both enhanced content and interactive storytelling experiences.
3. Work with the narrative structure of the programming to find appropriate interaction points.
4. Add design elements that enable measurable demonstration of engagement and time spent with programming.
5. Emphasize quality of experience over quantity of features and points of interaction

A&E ITV Concepts

King of Cars

King of Cars applications should primarily be driven through the personality of Chop, and offer a chance for viewers to see how they would measure up in a top car sales environment, as well as dive deeper into the insider terms and know-how of a car lot, which, like the mortuary, is a central place of American life that everyone visits, but is rarely explored onscreen. Other angles to play on would be the fantasy elements of making money and accumulating the wealth and toys featured in Chop's lifestyle.

The two major applications recommended for prototype are **Chop Talk** and **Leader Board**.

Chop Talk

This is designed to be a set of enhanced content that the audience can access at any point during the show, as well as get delivered at sync-to-broadcast moments and that will serve as a primer for the interactive game, **Leader Board**.

In **Chop Talk**, Chop's advice, wisdom and encouragement will be presented with different graphics of him based on the category it fits into, e.g., sales tips, life tips, management tips, car customizing tricks. The Tao of Chop is laid out in simple koans, either as pull quotes from the episode, or a deeper insight or commentary on something going on, for instance, in a scene where he doesn't appear, but clearly has an opinion. At any time in the show, viewers should also be able to pull up Chop Talk and browse through messages, by episode or category – in other words, most of them should be written to stand alone; ones which purely comment on the action as a sync-to-broadcast element might be exclusive to the viewing experience.

Another key insider element of Chop Talk will be to highlight and define the lexicon of car sales lingo that salespersons and managers use to communicate among themselves about the customers, the cars themselves, and the process of selling a car, which can also be pulled into a glossary which builds over the course of a season. The lexicon definitions could be delivered by Chop, or by other characters in the series, such as the floor managers or salespeople, perhaps in their infomercial incarnations (the Blue Genie, etc.) Each of the words could have a dictionary style definition, pronunciation guide, be cross-listed with like terms, and feature the terms use in context, like "Lot Drop", or an "Up" from one of the first episodes. Being conversant with lot lingo will be helpful in answering questions during **Leader Board** more quickly or used as quiz elements in the game.

Leader Board

Competition is central to the motivation and assigning of compensation in car sales, which would be reflected in **Leader Board**, a sync-to-broadcast game which tries to put the audience in a survival role on the Towbin sales team, and tries to advance on a virtual version of the leader board featured prominently in the show. The audience plays for advancement, glory and prizes, with a couple different ways to succeed in the game. There are a few main gameplay elements: the main challenge wager at the beginning of each show; smaller, random challenges that pop up during the episode; and "bling," virtual items like suits, jewelry, cars, and houses, which become available as they earn money in the game, which they can choose to buy to enhance their status, or forgo for the moment in hopes of accumulating more money.

Every player creates a profile, in which they create a profile name (entered via remote control, probably by combining a nickname, like "chilly" or "genie" with their city or zip code, or a similarly simple entry method) and pick a profile picture. Every player begins at the same level – a desk monkey, or the lowest rung on the sales team. A player can be promoted or demoted, gaining titles and privileges like private desks or offices based on whether or not they make money or answer the spiff challenges correctly. If a player is demoted they can lose their title and their bling.

The player's profile is displayed locally on their machine and on the system wide community **Leader Board**, where all of the players are listed according to status, which is based on a heuristic incorporating their title, bank account balance, and bling. Players can check out each others' profiles and admire or disparage each others bank account balances, titles, and choices of bling.

In the beginning, Chop allows each player to receive a "draw", or a small amount of TowBucks, or whatever term is acceptable (there might already be some sort of incentive money in use at Towbin Dodge). At the beginning of every show, an overlay outlines the challenge, or challenges of that episode. The player can decide to wager all or part or none of their TowBucks on whether or not, or to what degree, the main objective is going to be met. The players cannot change their wager after a certain point in the show, at which point they can see what the other viewers have bet. If the objective is met, then the player wins and the TowBucks he or she wagered are added to their account. Betting wrong loses you an according amount of cash.

A "spiff" is car lot lingo for a small inducement or incentive. **Leader Board** would include "spiffs" in the form of awards given for correct answers to trivia questions or for small wagers (predictive polls) that pop up throughout the episode based on what is going in show. Players can choose to answer the questions for a prize or wager some of their

TowBucks on quick bet. A running total of the player's TowBucks appears in the upper right hand corner of the screen. Special bling items which can't be purchased, such as the "King of Cars" ring, can be given as awards for answering certain spiffs.

Example:

Chop is in Cabo for his birthday. He has put Chilly Willy in charge of the store, and allows Chilly to sit at his desk, but Chop wants 25% of the ups to be converted into sales and he wants to get 75 cars out for the day. A wager overlay pops up on screen "Does Chilly Willy get 75 cars out for the day?" "Does Chilly Willy convert at least 25% of ups into sales?" The player can quickly refer to Chop Talk to see the definition of an "up". Then the player bets a portion of his/her TowBucks that Chilly meets Chop's challenge or not and locks the wager in before the timer runs out on the main challenge.

Later in the show, Chilly Willy tells the floor managers that there aren't enough write-ups. A pop up with a spiff of a 100 TowBucks challenges the player to choose the correct answer from the following question:

"Why does Chop say a write-up is important? A, B or C"

A timer counts down until the question is answered or the allotted time for the spiff runs out. If the player answers correctly, the overlay announces that "Chop has spiffed you 100 TowBucks," which is added to the players total amount.

At the end of the episode, the results from the main challenge wager are added to the player's TowBucks total. The players may move from a lower status position to a higher status position on the **Leader Board**. The players can also buy bling to enhance their status.

Example:

At the end of the show, the results of the main challenge wagers are displayed. Chilly Willy has met both of Chop's goals by the skin of his teeth and the player has earned enough to move up from Desk Monkey to Closer. The player then gets a chance to buy a Chrysler 300 M with 24 inch rims for a price of 34,000 TowBucks. Does the player buy the car and increase status in the short term, or keep the money handy to wager more at the beginning of next episodes' game?

Examples of titles and privileges in the game could include **Lot Lizards,** who move cars around in the lot, and whose office is a bicycle; **Up Counters,** who get a number clicker and a compact car, **Desk Monkeys,** the default status, **Closers,** who gain a personal desk and a salesperson of the month certificate, all the way up to **Sales Managers**, who get a corner ground office and a "Chopped" Dodge Magnum. The ultimate goal

of the game could be to accumulate enough money to start one's own lot.