

# Snapchat Originals

A Selection of Original Snapchat Shows and Channels by Broadcasters Representing the New Generation of Mobile TV

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Snapchat has recently generated a wave of headlines due to parent company Snap's \$25 billion IPO in early March, but also because its functions are notoriously and successfully copied, especially by Facebook. The company is obviously doing something right and is considered an innovator and trendsetting pioneer in the realm of social media platforms.

Snapchat started out as a messaging app primarily used by teens to send photos that would disappear after 10 seconds (and it quickly had a reputation as a sexting app). In the almost six years since its launch, however, Snapchat has continuously expanded beyond photos and videos and evolved into a dynamic and engaging platform that continues to grow in popularity - both among its users and brands.

When going public, Snap provided data about its financials and users. According to the company, Snapchat has 158 million daily active users, who open the app on average 18 times a day and spend between 25 and 30 minutes in the app every day.

In terms of revenue, Snap generated about \$404 million in 2016. In comparison to Facebook's enormous 1.23 billion daily active users, Snapchat's user base is relatively small, but still the company is finding ways to get a lot of money out of them.

The app is especially embraced by the Millennial and Gen Z audience, which is a huge draw for big brands and buyers who want to reach that generation.

Today, the app covers three use cases: private messaging, broadcasting photos and videos ("Stories"), and consuming professional content from media outlets on Discover. Since Snapchat launched the Discover feature in January 2015, the number of media partners creating daily magazine content for the platform has grown from 12 to more than 40. For most Discover partners, the channels are profitable and audience size has been steadily increasing. Hearst-owned Cosmopolitan, for example, saw so much success in viewership and revenue that they launched Sweet, a second Discover channel.

The next step for Snap: becoming a true media powerhouse and making a push into TV territory by filling the platform with original video programming.

An important part of this ambitious move are Snap's partnerships with producers and networks. By now, almost every major media company has deals with Snap to develop content exclusively for Snapchat. Among them are NBCUniversal (which invested a whopping \$500 million in the company), but also Viacom, Discovery Communications, A+E Networks, Turner, BBC Worldwide, Disney-ABC Television Group, Vice Media and MGM Television, with certainly more to follow.

They all create, or begin to create, mobile content and formats that are integrated into and distributed via Snapchat Shows. Not only Snap itself, but also a number of media experts and insiders already expect Snapchat to become a leading destination for premium mobile video content that introduces us to a new kind of television.

In the following whitepaper, we put together a selection of original Snapchat shows and channels by broadcasters that resulted from Snap's growing array of media/TV partnerships and represent the new generation of mobile TV. Shows featured include Snapchat-exclusive spinoffs of NBC's "The Voice", "Saturday Night Live", and "The Tonight Show Starring Jimmy Fallon", a "The Bachelor" after-show by Disney/ABC, Viacom's range of Snapchat series, an unscripted reality series by A&E Networks, and more. As the millennial generation gradually shifts its attention from TV to mobile, Snapchat offers all these TV companies the ability to reach and engage the young demographic again.

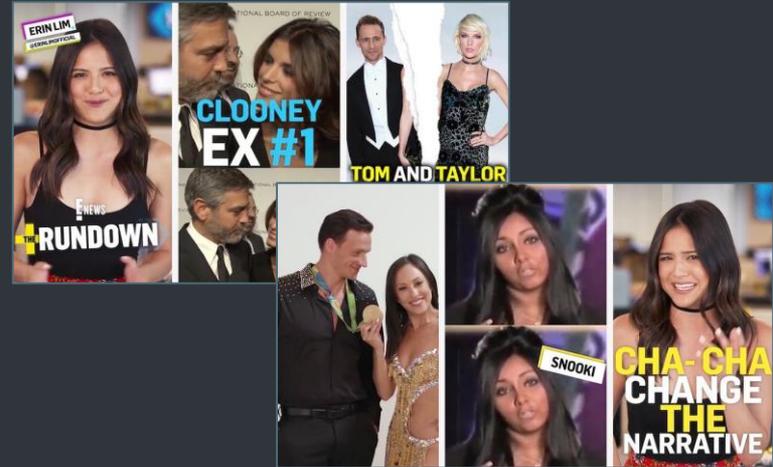
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## THE RUNDOWN (E!, USA)

On September 8, 2016, E! News rolled out its first series created exclusively for the mobile platform Snapchat. Titled "The Rundown" and rolling out on a weekly basis, the episodic format provides viewers with a recap of the week's pop culture and entertainment news. The series' launch is part of an original content deal between NBCUniversal (owner of E!) and Snapchat and E! News' socially and digitally driven "Be Pop Cultured" marketing campaign.



Accessible via Snapchat Discover, the show is hosted by Erin Lim, who takes viewers through the week's pop culture-related highlights and gives her personal take on the latest events. Each episode is around four to five minutes in length and starts off with an introductory segment, followed by sections on celebrity news and pop culture and finally a summarizing part.



At start, a total of five writers, producers and editors have been assigned to work on the show whose fast-paced storytelling perfectly fits Snapchat.

**THE VOICE: THE VOICE ON SNAPCHAT (NBC, USA)**

NBCUniversal has cut a multi-year pact with Snapchat through which they will produce a number of original episodic Snapchat programming from some of its franchises including "The Voice", "The Tonight Show Starring Jimmy Fallon", and "Saturday Night Live". The initiative kicks off on August 22, 2016, with the premiere of 'The Voice on Snapchat'.



The five-part series stars the actual "The Voice" judges - Alicia Keys, Adam Levine, Miley Cyrus and Blake Shelton - as they judge and review audition videos that have previously been submitted by users. Some of the contestants then have the chance to be featured on the on-air premiere episode of "The Voice's" 11th season in September. To submit an audition video, fans need to head to [voicesnaps.com](http://voicesnaps.com) and follow the instructions.

Videos must not exceed a length of 30 seconds and should be shot in portrait mode. Moreover, fans have to shortly introduce themselves at the beginning.



After filling out a form that requests information such as the Snapchat username, the video can then be uploaded onto the website up until August 9. The best user-submitted performance videos have the chance to be featured on the Snapchat-based show starting on August 22. To promote "The Voice on Snapchat", NBC ran an ad on Snapchat Discover and released a video in which judge Miley Cyrus encourages fans to participate and submit their videos. The entire deal is of advantage for both parties as NBCUniversal reaches a younger generation and Snapchat draws high-quality content to its platform.

## THE TONIGHT SHOW STARRING JIMMY FALLON: FALLON ON SNAPCHAT (NBC, USA)

As a part of a multi-year deal with Snapchat, NBCUniversal produces numerous mobile short-form versions of some of its successful franchises including "The Voice", "Saturday Night Live" and also "The Tonight Show Starring Jimmy Fallon". While the Snapchat-friendly adaption of "The Voice" rolled out earlier this year in August 2016, "Fallon" is the next short-form series and was released on November 3.



In the first installment of "Fallon", users get to see Jimmy Fallon alongside Justin Timberlake as they improvise fictional song titles that have been submitted by Snapchat users. The four-minute performance could be accessed at the dedicated Snapchat Shows channel.

Compared to other Snapchat content, however, episodes in the Snapchat Shows section do not vanish after 24 hours but are available for a longer period of time.



Unlike multi-narrative stories in the Snapchat Discover section, through which users can navigate in a number of ways, Snapchat Shows episodes have a linear flow as the single narrative advances automatically. There is currently no information on what Jimmy Fallon will do in the next installment of "Fallon" and when it will appear. However, users can subscribe to Snapchat Shows to have the episodes show up as soon as they are being released.

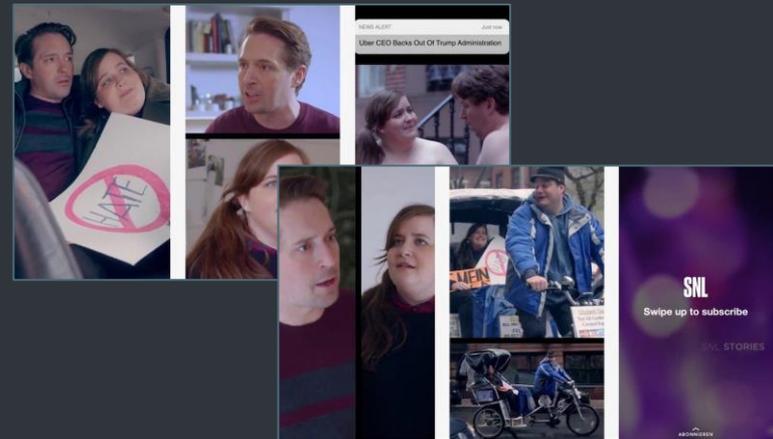
## SATURDAY NIGHT LIVE: SNL STORIES ON SNAPCHAT (NBC, USA)

On February 10, 2017, NBC's late night show "Saturday Night Live" premiered the first episode of its new "SNL Stories" Snapchat show. Titled 'Boycott', the digital short followed a couple from New York City who attempted to boycott any services and products associated with new US President Donald Trump. The three-minute short was available for 48 hours in the Snapchat Discover section.



The scripted digital original starred "Saturday Night Live" cast members Beck Bennett and Aidy Bryant and explored the difficulties and absurdities of avoiding Trump-affiliated products and services. In the end, the couple stood on the street naked and discovered that their boycott was harder than expected.

The Snapchat original is part of NBC's long-term deal with Snapchat. It was produced specifically for the vertical video orientation on Snapchat and uses split screens. Some of the video and audio cues encouraged viewers to swipe or tap in order to get to the next chapter.



Users could share individual chapters with their Snapchat friends or in their own Snapchat Story. Viewers were encouraged to subscribe to the "SNL" Snapchat channel after the episode to not miss the next installations of "SNL Stories".

## THE BACHELOR: WATCH PARTY (ABC, USA)

To accompany the 21st season of reality dating series "The Bachelor", which premiered on January 2, 2017, ABC teamed up with Snapchat to host the companion show 'Watch Party: The Bachelor'. The recap series was developed as a part of a new deal between the Disney-ABC Television Group and Snap Inc. through which they create exclusive scripted and unscripted content based around popular franchises.



The first episode of 'Watch Party: The Bachelor' rolled out on January 3, the morning after the on-air episode of "The Bachelor" premiered. Each of the ten episodes is accessible for 24 hours at Snapchat's Discover section. In addition to the ten original episodes, one Live Story will also become available.

Interspersed with clips from the weekly episodes, the segments feature comedians, former contestants, celebrities and super fans discussing and recapping the latest gossip around the show. Each episode is around three to five minutes in length.



## PLANET EARTH II: ON SNAPCHAT (BBC AMERICA, USA)

BBC America partnered with Snap to release six mobile-exclusive episodes of "Planet Earth II" on Snapchat. The first short-form episode was released on February 17, 2017, one day prior to the debut of the "Planet Earth II" TV series on BBC America. The short-form episodes are released weekly and will be available in the Snapchat Discovery section for 48 hours. It can also be viewed by scanning the "Planet Earth II" snap code. The show is available only to Snapchat users in the US and Canada.



The Snapchat show covers the same topics as the TV series - Deserts, Cities, Islands, Grasslands, Jungles and Mountains. Each episode is four to six minutes in length and presents viewers with previously unreleased footage that was filmed for the television series.

The Snapchat series was produced specifically for the vertical mobile-video orientation and features binaural audio recordings. The first episode was sponsored by Goldman Sachs and viewers were presented with respective ads throughout the episode.



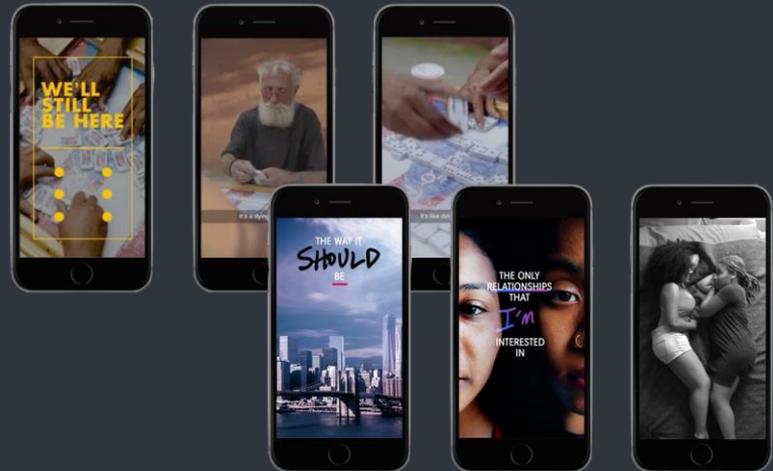
**POV: SNAPCHAT DOCUMENTARIES (PBS, USA)**

In October 2016, PBS' acclaimed documentary series "POV" and short-form digital content creator NowThis launched two Snapchat-native documentary films. Both of the films ran exclusively for 24 hours on the Snapchat Discover channel of NowThis Media.



Dubbed "We'll Still Be Here" and directed by Lizzie Jacobs, the first six-minute film became available on October 23, 2016. It followed a group of dominoes players in Brooklyn trying to keep their beloved game alive in a changing world.

The second short documentary titled "The Way It Should Be" rolled out on October 30 and told the stories of a group of queer women of color in New York City. It was directed by Terence Nance and Chanelle Aponte Pearson.



Both of the six-minute films consisted of several shorter installments, clips, through which users had to navigate by swiping right and left or up and down.

## IAM.SERAFINA (FUNK, GERMANY)

'iam.serafina' is a format of the funk network and the first scripted daily soap on Snapchat. On October 2, 2016, 19-year-old Snapchat-addict Serafina started sharing her life with her followers over the course of 14 days. Viewers witnessed live and in real-time her daily ups and downs that are a part of growing up.



The Snapchat soap tells the story of Serafina, who discovers that her boyfriend was cheating on her. Additionally, she is searching for a job in the fashion industry and shares stories about her everyday life. Sometimes she also answered viewer-submitted questions.

On a dedicated Instagram account she shared photos, GIFs and videos of her life that gave her character a backstory.



The snaps were produced in real-time on the app. Each day, the short snaps were also combined to a video and uploaded to a dedicated YouTube channel with each video being around four to 22 minutes in length.

## HOCHKANT (FUNK, GERMANY)

"hochkant" (upright) is a new Snapchat format of ARD's and ZDF's web TV service funk. Each day, three young reporters inform about the latest news and events from around the globe, covering topics ranging from politics to pop culture. The stories can be accessed by adding "hochkant" on Snapchat.



In the morning, viewers are provided with a little round-up on what is going on at the moment. Later during the day, in the afternoon or evening, the stories deal with important topics in more depth.

So far these topics include for example: the Paris Climate Change Agreement, CETA, the LGBT community, student stress and Bob Dylan winning the Nobel Prize. The reporters use a mix of videos, images, and text to deliver their stories.



All of the videos that focus on one topic in more depth are also available at the funk website and a dedicated YouTube channel.

**MTV THREADS (MTV, INTERNATIONAL)**

"MTV Threads" is the last of three new original Snapchat Discover show that MTV International introduced in September and October 2016. The digital series premiered on October 14 on MTV's international Discover channel and is produced in cooperation with Remedy. In each 5-minute episode, host Becca Dudley meets famous music artists to chat about fashion.



Guests on the show include Zara Larsson, DNCE and Leomie Anderson. They do not only discuss their style and talk about fashion tips and trends, but also tell the stories behind famous clothes they, for example, wore in music videos or at award shows.

Some days after premiering on Snapchat Discover, the episodes of "MTV Threads" are also made available at the MTV website and MTV International YouTube channel.



## MTV SEX SQUAD (MTV, INTERNATIONAL)

"MTV Sex Squad With Grace Victory" is one of the three new original series which MTV International created for and launched on Snapchat. The first episode debuted on October 3, 2016, on the network's international Snapchat Discover channel.



In the weekly series, vlogger Grace Victory (whose YouTube channel UglyFaceOfBeauty has about 212k subscribers) discusses sex-related topics with alternating guests.

In the first episode, for example, Grace and her guest Holly Hagan from "Geordie Shore" talk about body image, plastic surgery and weight loss. Another episode features "Geordie Shore" star Nathan Henry talking about coming out.

Each episode is about 5 minutes in length. Some days after debuting on Snapchat Discover, the episodes are additionally uploaded to the MTV website and MTV International YouTube channel. "MTV Sex Squad With Grace Victory" is produced by MTV UK.



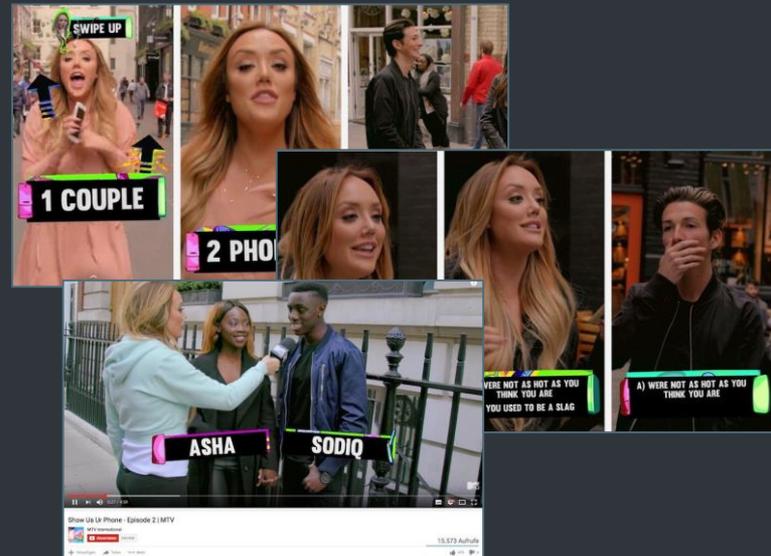
## SHOW US UR PHONE (MTV, INTERNATIONAL)

On September 29, 2016, MTV International launched "Show Us Ur Phone", the first of three new video series created for Snapchat that will roll out over the course of October. Available on the international version of MTV's Snapchat Discover channel, "Show Us Ur Phone" is a new game show hosted by former "Geordie Shore" star Charlotte Crosby.



Each episode is about 5 minutes in length. In the show, Charlotte Crosby approaches couples on the street and asks them for their phones.

If the couples agree, Charlotte looks through their phones and then asks them five questions based on the content she found on them. Depending on how many questions the couples answer correctly, they can win up to £400.



Some days after they were released on Snapchat Discover, the episodes are also made available at the MTV website and the MTV International YouTube channel. Later this year, the show will additionally air on the MTV UK main channel. "Show Us Ur Phone" is produced in partnership with Gobstopper Television and Remedy.

## PANTS OFF (MTV, USA)

On May 14, 2016, MTV premiered the first episode of "Pants Off", a series that was specially created for MTV's Snapchat Discover channel. Sponsored by condom brand Trojan, the eight-part series is hosted by YouTuber and public sex educator Laci Green and provides advice on sex and relationships. Trojan, which already worked with Laci Green last year to create a digital series about safe sex, is sponsoring all eight episodes with custom ads that feature the tagline "Use a condom every time. Responsible AF."



New episodes will debut every Saturday for the next two months and take over MTV's Discover channel for the day. After, the episodes are also made available on YouTube. Each episode consists of 12 to 14 articles, videos and images.

In the video segments, Laci Green talks about the topic of the week and interviews celebrities and influencers such as actress Lena Waithe from Netflix's "Master of None" about sex and relationships.



People on the street are asked about the topic of the respective episode (the first episode is titled "Worst Sex Advice") as well and become a part of the episodes. The series was a huge success for MTV. It not only won a Shorty Social Good Award for Education, but also received 13.9 million unique views (2 to 5 million views per episode) with 439K shares, which is a record for the network.

**BAD SNAPPERS (COMEDY CENTRAL, INTERNATIONAL)**

As part of its new extended programming, Comedy Central International launched their new short-form digital series "Bad Snapper" on Snapchat Discover, YouTube and Facebook. The sketch-comedy series features the female comedy duo Georgie Fuller and Danni Jackson, also known as The Cramps, and debuted on February 14, 2017.



It is also available on selected digital platforms in Switzerland, Australia, the Middle East and Germany. Other countries will see later premiere dates.

The ten one-minute episodes deal with the inappropriate social media use of the protagonists. One of the first episodes, for example, shows an awkward morning-after situation and demonstrates why some situations should be carefully assessed before being shared on social platforms.



The first two episodes had over 1 million total views across all platforms in the first week. New episodes will be released in the upcoming weeks.

**SECOND CHANCE (A&E, INTERNATIONAL)**

In February 2017, A&E Networks announced a deal with Snap Inc. to develop original shows for social platform Snapchat, making it the latest TV network to strike such a deal with the company. The first original show of the content partnership premiered on April 12. "Second Chance" is a weekly unscripted reality series in which exes meet to discuss and explore why their relationship fell apart.



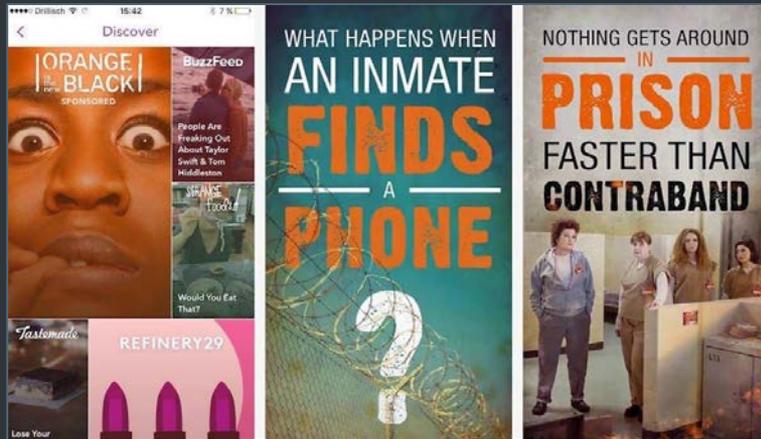
The eight-episode series, which is the first unscripted show on Snapchat that is not based on an existing TV brand, is produced by A&E's in-house agency 45th and Dean and available in the Snapchat Shows section for users in the US, Canada, UK and Australia.

In each episode of the series, a former couple meets to discuss the breaking point in their relationship. With the platform being Snapchat, the episodes are presented as vertical video and include handwritten messages. At the end of the episodes, which are under five minutes in length, users are given the option of subscribing.



## ORANGE IS THE NEW BLACK: SPONSORED CLIP ON SNAPCHAT (NETFLIX, INTERNATIONAL)

To get fans excited for the much anticipated season four release of "Orange is the New Black" on June 17, 2016, Netflix teamed up with Snapchat to launch a sponsored story within the app's Discover section. The exclusive clip was released on June 16 and took users inside the Litchfield Penitentiary, the series' primary setting.



The video was specially created and filmed for Snapchat and showed viewers what happens when inmates find a phone. Various characters from the series picked up the phone and viewers saw them from the phone camera's perspective.

In between, maps showed how the phone made its way through the prison. Other graphical images for example announced when warden Caputo came around and found the phone.



At the end, users could swipe up to view an exclusive season four preview clip. Subtitles for the clip were also available. The clip appeared on top of all users' Discover channel lists and was localized across 12 countries. It had over 38 million global views and 61K shares.

# About VAST MEDIA:

Founded in 2010, VAST MEDIA is a Berlin-based media consultancy helping major international broadcasters, digital producers and creative agencies discover the best digital projects, social media campaigns and content trends around the world.

Among VAST MEDIA's products is VAST BUZZ, a unique B2B platform which features thousands of case studies of the most creative and engaging digital marketing campaigns for TV shows, online extensions, digital originals, VR productions and branded entertainment.

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