

HSX^{COM} HOLLYWOOD STOCK EXCHANGE[®]

Case Study: IMX – Interactive Music Exchange

The Interactive Music Exchange

IMX developed by the Hollywood Stock Exchange (HSX) for Fuse Networks, a Rainbow-media company. Rainbow-media is a joint venture of NBC and Cablevision.

Duration of project: October 2002 – June, 2004

Client Objective

Fuse is the nation's only all-music, viewer-influenced television network, featuring music videos, live concerts and exclusive artist interviews. Fuse was interested in formulating a television show that will bring together three elements of viewer connectivity: television, online and game play. The program and game were to provide a platform for capturing the rapidly changing interests and attitudes of viewers through a continual flow of information.

HSX Solution

HSX proposed the development and operation of a Music-oriented virtual Stock Market Game as integrated content of a daily television show. IMX, a dynamic live television show with in-studio guests, music video airplay and online game participation was the result of this collaborative effort. The Game provided the focal point for integrating viewer involvement in television programming, while capturing audience opinion in real-time, and encouraging repeat visits to the website and television show for updates on program content.

History

Fuse Networks (then Much Music U.S.A.) approached Hollywood Stock Exchange in early 2002 to discuss the possibility of developing a television

show based on a game as a means of encouraging view participation and repeat viewing.

HSX responded to this inquiry by proposing the development of a Music Stock Market Game, with flexibility in design and function to meet Fuse's requirements. Specifically, the Exchange was to be developed by meeting television production and broadcast needs specified by Fuse during a project scoping; for example, flexibility in listing of 'stocks' of artists, albums and songs, was required. Fuse staff selected many of the listed stocks, with a new stock being listed (IPO) daily throughout the Exchange's operation. In addition, several key areas of connectivity were required including live data feeds for television broadcast,

connectivity for player redemption of IMX Dollars - the virtual currency used in the game - for prizes and daily reporting of Game activity including traffic statistics, registration data and reporting of survey responses which were captured during the registration process.

The website was launched in December, 2002 for registration and the Exchange went live in January, 2003 corresponding to the television program's premiere broadcast. The Exchange operated for the duration of the show's complete 18 month run.

Implementation

Using Fuse Networks' provided design, look and feel, HSX developed an edgy, clean and simple user interface with

Part of the IMX home page. Note the branding throughout the page.

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Integration into TV



IMX encouraged users to invest themselves in the show.

a 'quick read' registration process, tutorials and player rank listings.

In addition, HSX developed the Exchange with all connectivity necessary for full integration of the Game into various elements of television-programming and program support including:

> An API for real-time display of a "Ticker" or news crawl showing stock ticker symbols and share prices, which appeared live on screen during the airing of the program.

> Integration of the Exchange within the Fuse website with option for co-registration for developing a player database and reducing steps necessary to play the Game.

> Daily site traffic reports, periodic reports on player activities and other player information usable for show content.

> Content and connectivity for special on-air Game play activities (e.g. show offerings).

> An API for database connectivity

to a redemption center for automated accounting of player redemption transactions.

> Development of an SMS API for potential extension of Game-play through mobile-based trading.

> Marketing support including periodic emails to players updating them on Game events, activities and special offers.

> Special securities and other Game activities integrated within the website.

> Integration of advertising into the website including sponsor logos and rotating banner ad placements through an ad server system.

Operation

The Exchange operated on a 24-hour basis, seven days a week. During the broadcast of the live show, HSX staff provided market administrative services accommodating and fulfilling specific requests necessary for meeting the program's on air content requirements. In addition, automated daily traffic reports were provided, market maker adjustments applied, and daily content,

calendars and Leaderboards were updated keeping the Exchange fresh and current.

Achievement

- Successfully met all client requirements for an 18 month run of daily live-shows.

- Continuous market operation from launch of registration through post-show wrap-up with minimal down-time for site maintenance or servicing.

- Uninterrupted television "Ticker" feed using a web-based API.

- Development of a mobile API for potential launch of SMS trading.

- IMX awarded by the American Film Institute Enhanced TV (AFI/eTV) 2003 Workshop as one of the most innovative interactive television programs.



ABOUT HSX

Hollywood Stock Exchange[®] (www.hsx.com) is an integrated marketing, research and technology company driven by its patented entertainment stock market, HSX.com, the longest continuously operating commercial prediction market. At HSX.com, visitors buy and sell virtual shares of celebrities and movies with a currency called the Hollywood Dollar[®]. HSX syndicates the data collected from the Exchange as market research to entertainment, consumer product and financial institutions and as original content to radio, television and print media. Founded in 1996, HSX is now a subsidiary of Cantor Fitzgerald.