



## **2019 College Football Experience**

### **Product Request Document**

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#### **College Football Experience 2019 -- Overview**

**BUSINESS JUSTIFICATION:** The 2019 College Football Experience service will seek to capitalize on the NCAA College Football excitement by providing an enhanced experience consisting of multi-game viewing and an interactive application.

**DESCRIPTION:** The 2018 CFB Experience will focus on the following features:

1. Dynamic Mix with multiple cell layout display & live ticker
2. Interactive Application with scores, game and player stats and standings
3. VOD Highlights accessible from STB application menu
4. Sponsor DAU

#### **CFB Experience 2018 -- Dynamic Game Mix**

##### **REQUIREMENTS**

- Dynamic Mix with 8-6-4-2-1 cell layouts, live ticker and sponsorship.

##### **ACCEPTANCE CRITERIA**

- Functionality to follow that of existing NFL Sunday Ticket Dynamic Mix
- Mix Ops should have the ability to change mix layouts via admin tool:
  - 8 cell
  - 6 cell
  - 4 cell
  - 2 cell
  - 1 cell
- Mix Ops will have ability to add any CFB Experience game to Dynamic Mix by admin tool
- CELL LABEL information, data feed should update in real time:
  - team names
  - score
  - possession (indicates which team has the ball)
  - quarters, halftime, final
  - clock (time left in quarter in each cell)
  - field position
- Mix Ops will have ability to control CELL COVERS via admin tool
  - Pre--Game
  - Post-Game
  - Generic (College Football Experience)
  - Custom - text entered by admin tool
  - ESPN Gameday cell cover (and label)
- Mix Ops will have ability to display channel numbers in each cell



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### CFB Experience 2018 -- Dynamic Game Mix (cont.)

- SPONSORSHIP
  - Functionality to follow existing NFL Sunday Ticket Dynamic Mix sponsorship
  - Mix Ops will have ability to display ad branding in all layouts
- MIX TICKER
  - Functionality to follow existing NFL Sunday Ticket Dynamic Mix ticker behavior
  - Live ticker to display on ALL mix layouts
- PLATFORMS
  - STB

### CFB Experience 2018 -- STB Interactive App

#### REQUIREMENTS

- Interactive application so user can check the college football game day information that matters the most to them.

#### ACCEPTANCE CRITERIA

- Functionality to follow existing NFL Sunday Ticket Dynamic Mix application
- Red button CTA should always be displayed allowing user to:
  - Open interactive app when closed
  - Close interactive app when open
- Interactive app launches and displays a menu of features.
- Suggested MENU ORDER:
  - Scores
  - Game Stats
  - Player Stats
  - Conference Standings
  - Highlights
  - Exclusive Channels (TBD)
  - ScoreGuide
  - Sponsor DAU
- SCORES
  - User will be able to select game chip (one of the days matches)
  - Detailed real-time SCORING SUMMARY will display
- GAME STATS
  - Detailed real-time game stats will display
- PLAYER STATS
  - Detailed real-time player stats will display
- CONFERENCE STANDINGS
  - User able to scroll between major conference standings
- SCOREGUIDE
  - Selecting will close interactive app and launch ScoreGuide



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### CFB Experience 2018 -- STB Interactive App (cont.)

- HIGHLIGHTS
  - On-Demand Highlights accessible from app menu throughout the day
- EXCLUSIVE CHANNELS
  - Sub-menu options available:
    - Watch Gameday
    - Watch NFL Mix
    - Watch GAME 1 (TEAM vs TEAM)
    - Watch GAME 2 (TEAM vs TEAM)
    - Watch GAME 3 (TEAM vs TEAM)
    - Watch GAME 4 (TEAM vs TEAM)
    - Watch GAME 5 (TEAM vs TEAM)
    - Watch GAME 6 (TEAM vs TEAM)
- SPONSOR DAU
  - Selectable Ad banner displays within Interactive App Menu
  - Ad Banner will take user to the DAU/SAU channels

### CFB Mix Experience 2018 -- STB Highlights

#### REQUIREMENTS

- Digital Content Production will clip and deliver highlights throughout day
- Highlights
  - available from menu SELECT
  - updated throughout the day
  - organized by game (TBD)
- No On-Demand page

#### ACCEPTANCE CRITERIA

- Highlights should be broadcast quality
- PLATFORMS
  - STB

### CFB Mix Experience 2018 -- STB Ticker

#### REQUIREMENTS

- Ticker in the mix displaying information from various sources to inform viewer what's happening throughout the day while viewing the CFB Mix.

#### ACCEPTANCE CRITERIA

- Manual messages from Mix Ops
- Live data feed with scores and stats

#### DEPENDENCIES

- 3rd Party Data Feed

#### PLATFORMS

- STB