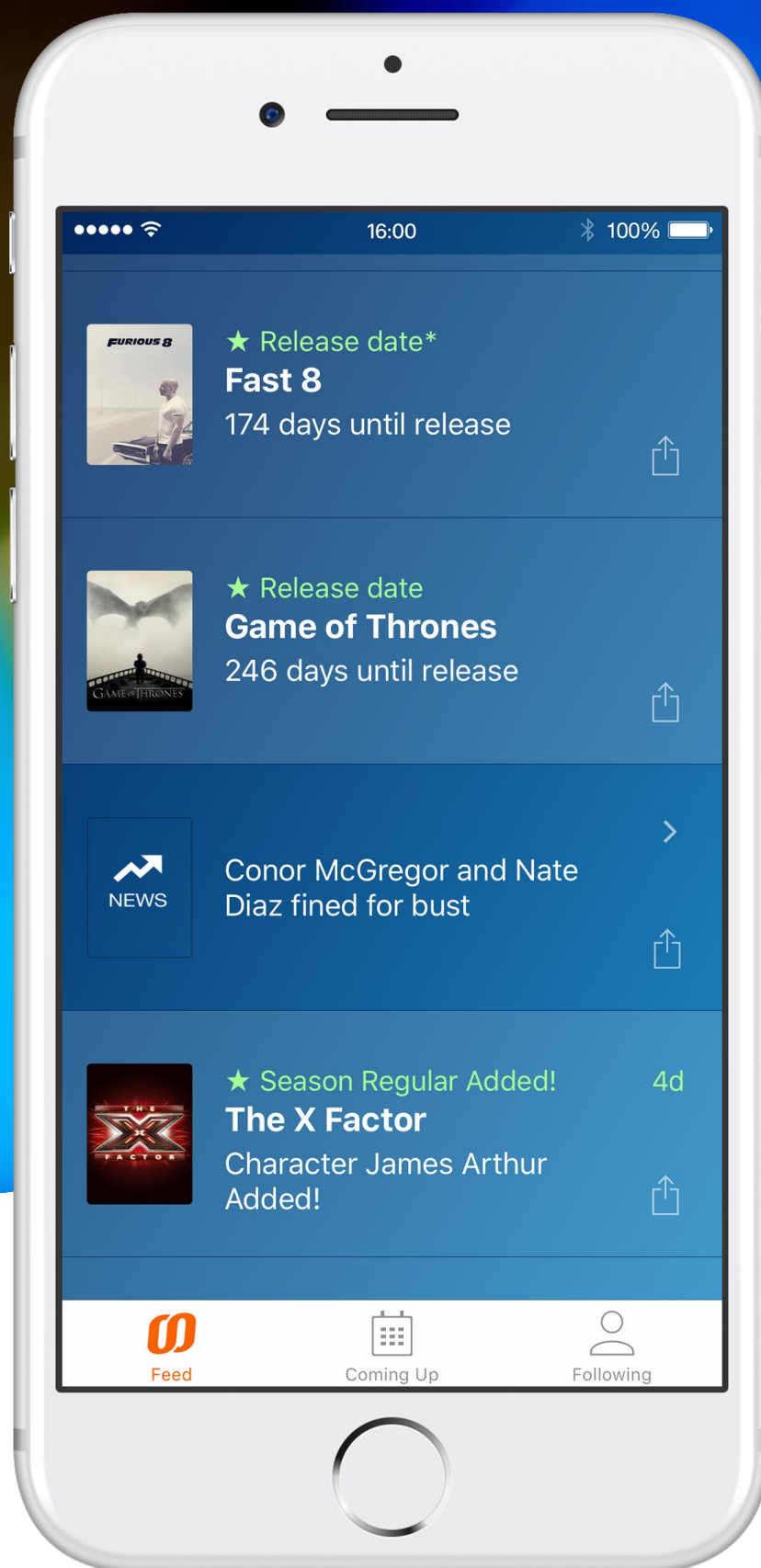


# scoop.

keeping you in the loop



## THE OPPORTUNITY

In this world of instant information, news feeds, Tweets and status updates you would think it would be impossible to miss anything. However it seems we can't see the wood for the trees and the deluge of data drowns out anything of use in a maelstrom of digital white noise.

The real world impact of this sensory overload is we miss stuff we really care about; a book signing by our favourite author, that interview on The One Show of a much loved actor, the release date of the next big episode of - well you fill in the blank.

Step in Scoop Live, the story of one individual's mission to silence the background hubbub and put the spotlight on the things we actually care about. With an initial focus on the entertainment industry, but a long-term view to conquer the world, Scoop Live was conceived.

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## THE ALCHEMY

The teams from Scoop Live and Compsoft Creative sat in a room and looked at the problem. One question kept coming up; 'Where does the information we care about come from?' The answer was some what overwhelming - 'everywhere'. Okay, how can we plumb into 'everywhere' without robbing a bank to fund the development?

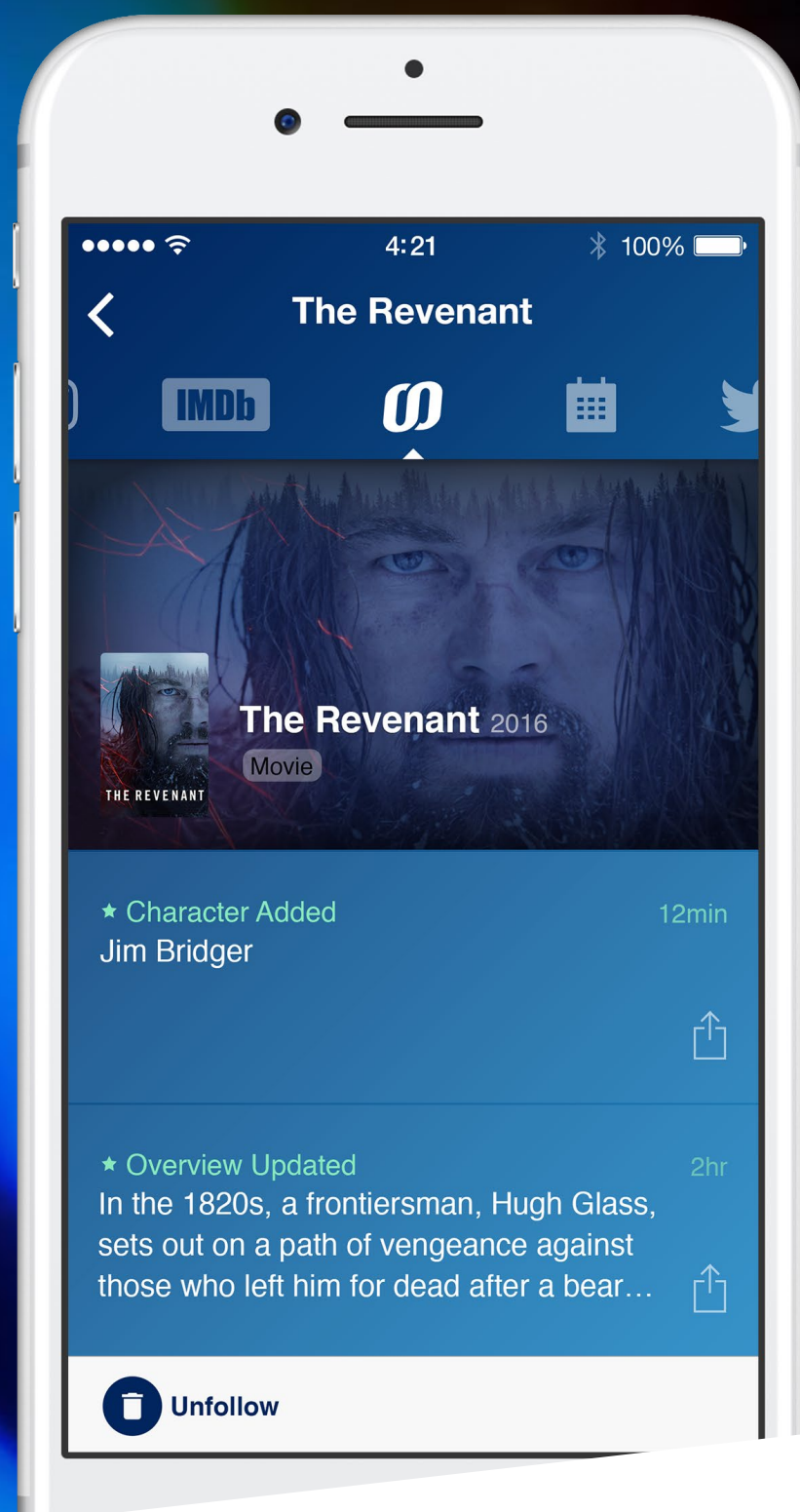
The answer was; we couldn't. But with a bit of creative thinking we devised some clever technical tricks which would enable us to put something out there that took a giant step towards solving this problem, without the need to beg from the King of Dubai.

We focused on:

- Allowing the user to tell us what they were interested in
- Getting entertainment data from a number of reliable existing third party sources
- Integrating with existing social media feeds
- Crowd sourcing data
- Enabling the Scoop Live team to add their own curated content

With a focus on TV and movies, Compsoft Creative developed an iOS app which allowed the user to follow (or, as we call it, 'Scoop') a TV show, individual in the entertainment industry or movie. Once we have the users' preferences, the brains of the system (a custom back end web-application developed as part of the solution) would churn through the data send the user updates about the people, shows and movies in which they were interested and nothing else! In addition to general events the app also featured a smart TV guide which only showed channels and programs that were relevant to the user! We didn't stop there though, the app also allowed users to add extra feeds to the system, using an automated algorithm we processed the crowd sourced data which was then shared with other users once it had met certain rules.

Finally, we added a mechanism which allowed any featured user of Twitter to Tweet using the tag #scoop and this Tweet would be displayed directly in the main news feed.



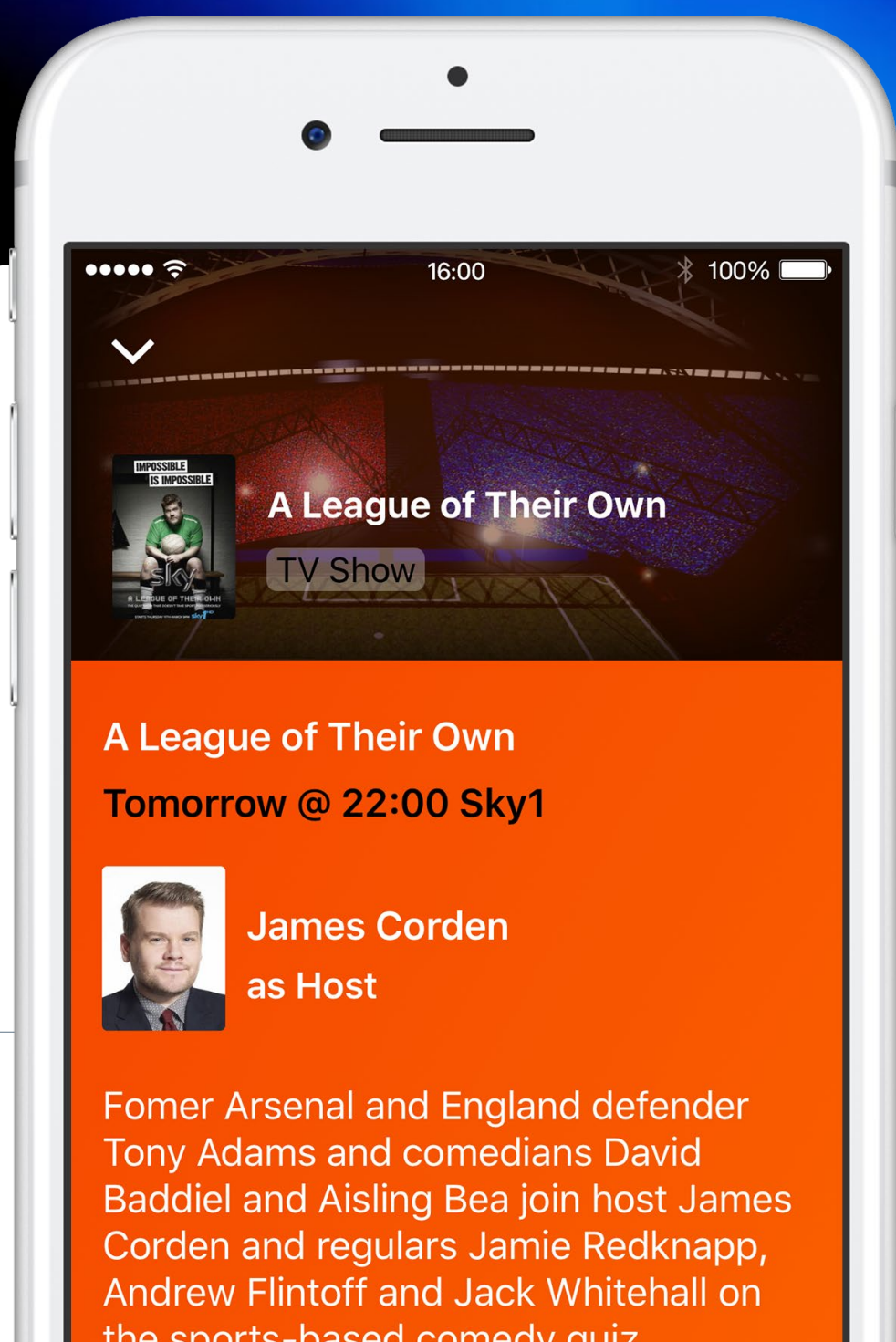
## THE AWESOME

The resultant app was a beautiful, user friendly tool that reduced the cacophony of the binary world down to a soft hum, gently nudging the user when that new series was scheduled, or 'that actor' was a guest star on a show the user does not normally watch.

The first version of the app was launched in 2016 and it has enjoyed excellent app store ratings and reviews.

Work is currently underway to broaden its reach and scope allowing users to follow sports events in addition to TV and movies.

Scoop Live is in its infancy and Compsoft Creative is excited to continue to work with the Scoop Live team to improve the app, build its audience and make the world a slightly quieter place for Scoop Live users.



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