

# MARC JOHNSON

## DIGITAL PRODUCT INNOVATION

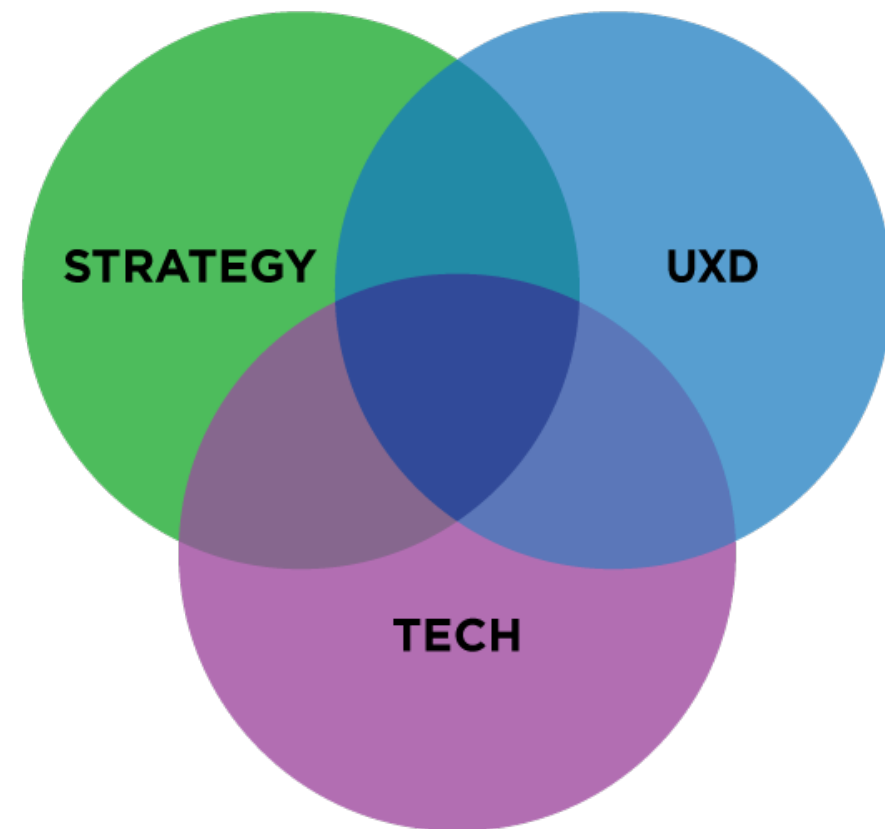
### SELECTED WORK SAMPLES

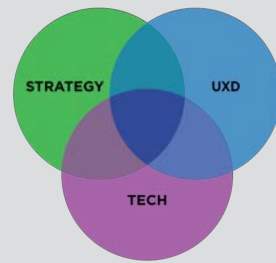
This is intended as a reference summary for my work samples. The sample documents themselves are numerous, and often large files, so I've distilled the essence of each project here.

The actual sample files are available upon request.

**ALL REFERENCED MATERIALS ARE CONSIDERED  
PROPRIETARY AND CONFIDENTIAL - DO NOT SHARE.**

July, 2020





## LIVE PLANET and ALPHANETWORKS

### Project: **Digital Product Strategy** and **Corporate Positioning**

I've been working with Live Planet and AlphaNetworks, two startups in the media networks space built on blockchain technology. Each has a number of initiatives under their umbrella. My focus is researching relevant information about the industry landscape, competition, technology aspect, and distilling that into a coherent, engaging narrative that describes corporate strategy and positioning, goals, product concepts, functionality, and other elements.

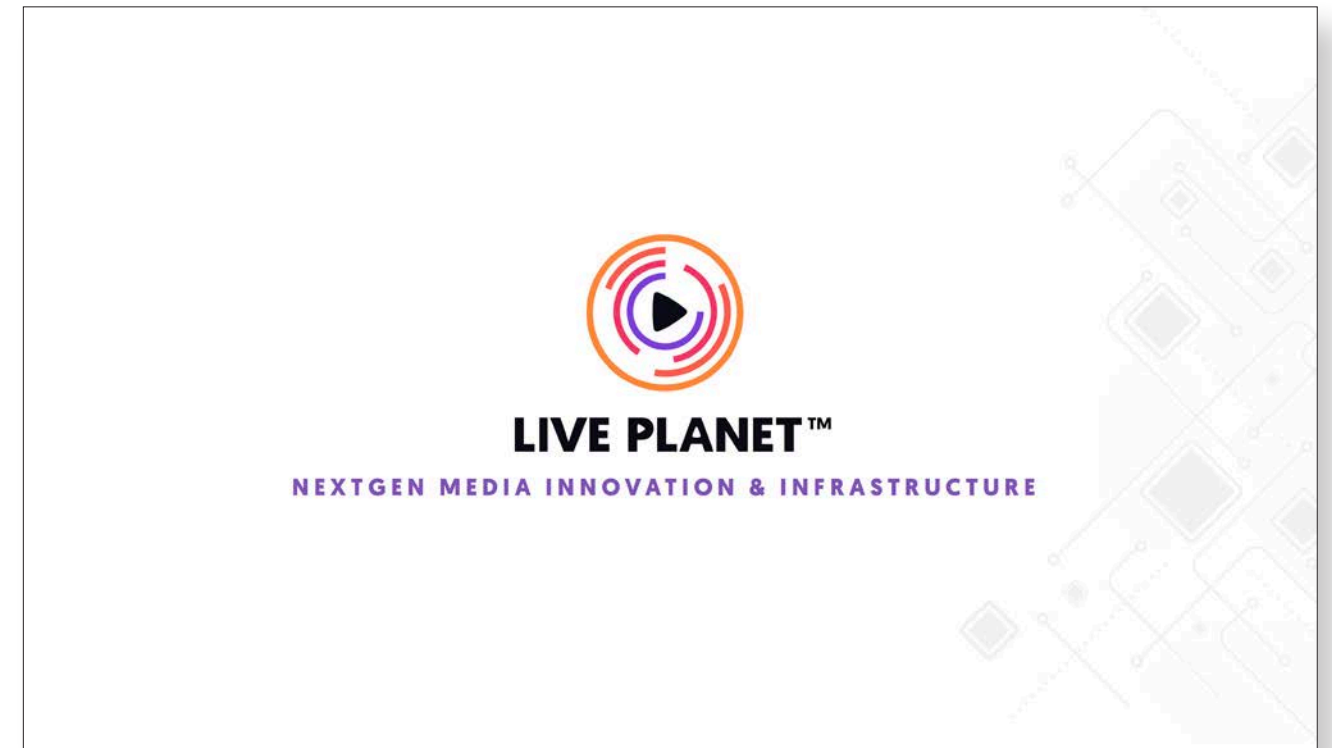
The storytelling decks I produced are intended to frame the initiative to spark interest and conversation with potential investors, partners, and customers.

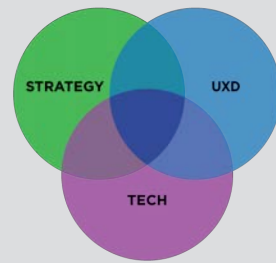
In the case of AlphaNetworks, my work also included product definition for the consumer-facing streaming platform – strategy, user experience, functionality specifications, technology integration.

For Live Planet, I've also done considerable financial modeling and analysis of “what if” scenarios for company valuation, stakeholder revenue divisions and projections, and investor communications.

#### Relevant documents:

- 1) **About Live Planet – v0.13.1 (excerpts).pdf** – Introduction to Live Planet
- 2) **Alpha Networks intro.pdf** – The background story that led to the founding of AlphaNetworks, and how the company's solution is poised to radically reshape the media network landscape.





## DIRECTV / DLab

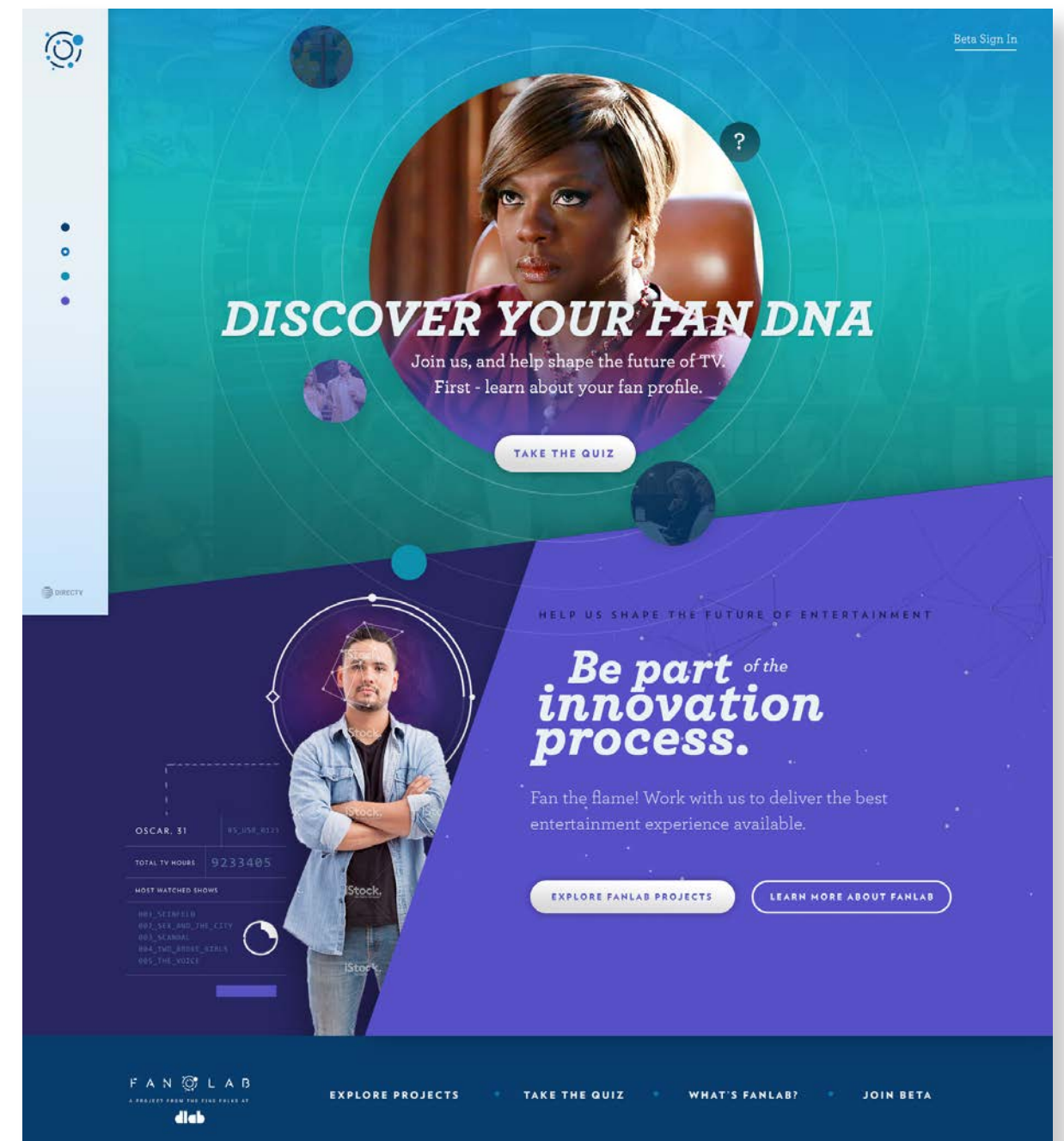
### Project: FanLab

I created the original product concept and guidelines, based on extensive DLab research into fan behavior. After some initial work, the FanLab platform was refocused and evolved to serve as the platform for pre-launch Beta testing of AT&T's flagship DIRECTV NOW streaming video product.

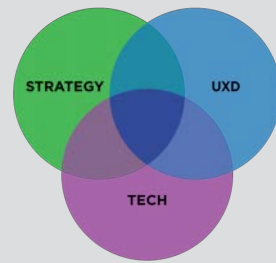
I led the DLab team in the iterative development process – sketching, high-level user experience, wireframing, content creation (writing), user flows, visual design direction, design refinement, data analytics planning, user feedback reporting, prototyping – as well as project planning and scheduling, participant recruitment, communications (email and other), and finally rollout, administration, and post-project analysis. Most of the site page content was written by me.

#### Relevant documents:

- 1) TV Fan Site - FanLab BRIEF v2.pdf
- 2) Fanlab\_web\_construct.pdf
- 3) FANLAB PAGE COPY v3.pdf
- 4) FANLAB PAGE COPY v4.1 - project gallery full.pdf
- 5) Fan\_site\_flow\_V1.3.pdf
- 6) FanLab - GMOTT Testing Schematic v2 reduced.pdf
- 7) FanLab LEGAL REVIEW deck 072516.pdf
- 8) FanLab2-User-Flow-Website-v2.3.pdf
- 9) Fan Profile & Missions V2.6.pdf
- 10) Fanlab mission panels.pdf
- 11) FanLab design samples.pdf
- 12) Fanlab case study.pdf







DIRECTV / DLab

## Project: Futureland

One of our primary mandates at DLab was to investigate and understand evolving consumer attitudes and behavior, alongside emerging technology and applications, and then to imagine and describe the future of media and technology. Our research, presentations and demonstrations informed how DIRECTV/AT&T should play in the space – roadmap and new products, partnerships, acquisitions, and corporate positioning in marketing and advertising.

Futureland was an Open House event at DLab, featuring interactive demo's of a dozen examples of our innovation work over the preceding year. Anchored in four key technology themes, the walk-through immersive experience transported visitors to the not-so-distant future of entertainment and connectivity where these products are part of day to day life.

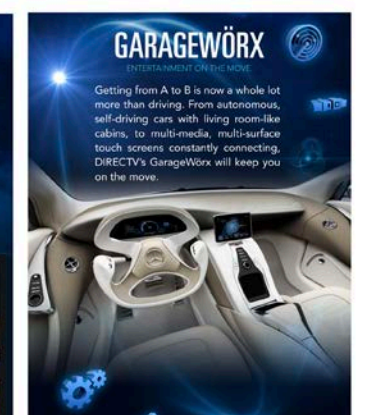
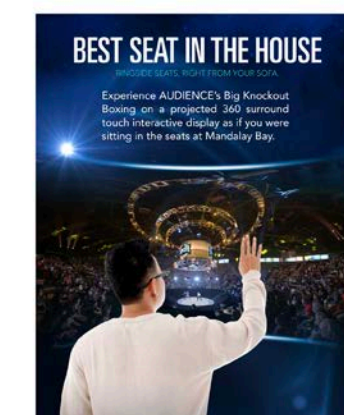
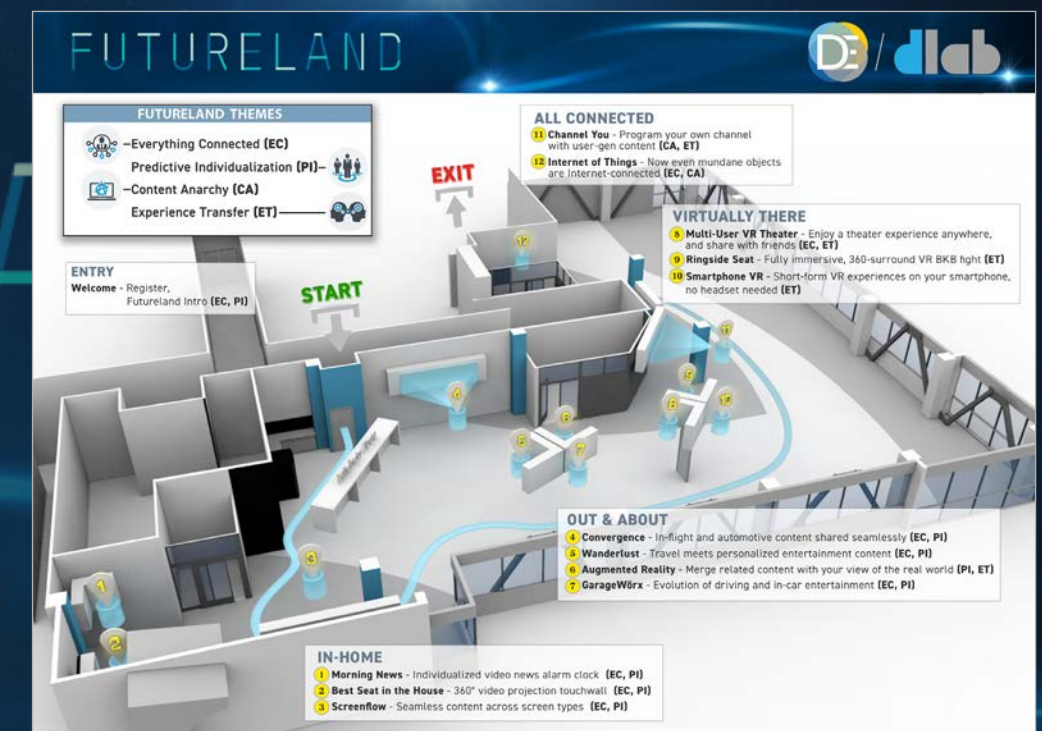
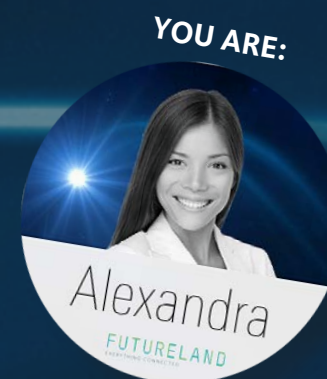
To make it more impactful than just a series of “science fair”-style demo's, I conceived Futureland as a holistic, story-driven experience that put visitors in the shoes of one member of the fictional Parker family. It's just a typical day in the Parkers' busy lives – Futureland showcased how each visitor's randomly-assigned persona interacted with their personalized entertainment experience as they moved through each demo during a fictional day.

Futureland was a smashing success, hosting nearly a thousand DIRECTV visitors over several days, including many C-Suite executives. It not only provided the larger organization with an eye-opening window into our view of the near future in digital entertainment and products, but also helped boost DLab's profile and credibility as an innovation team.

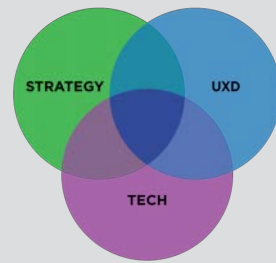
Relevant documents:

- 1) **Futureland samples.pdf** - excerpts from materials for Dlab's annual showcase of innovation work. I drove the Futureland “day in the life” narrative, created the family character “persona” definitions, and did much of the writing.
- 2) **Futureland graphics (excerpts).pdf** - excerpts from the set of poster-sized graphics produced for the event.
- 3) **Futureland\_Brochure.pdf** - the take-away brochure that each guest received, summarizing Futureland's information.
- 4) **Futureland-3D-map.jpg** - 3D map of the DLab space as organized for Futureland, showing the recommended path and demo stations.

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DIRECTV / AT&T / DLab

## Project: Product Concept One-Sheets

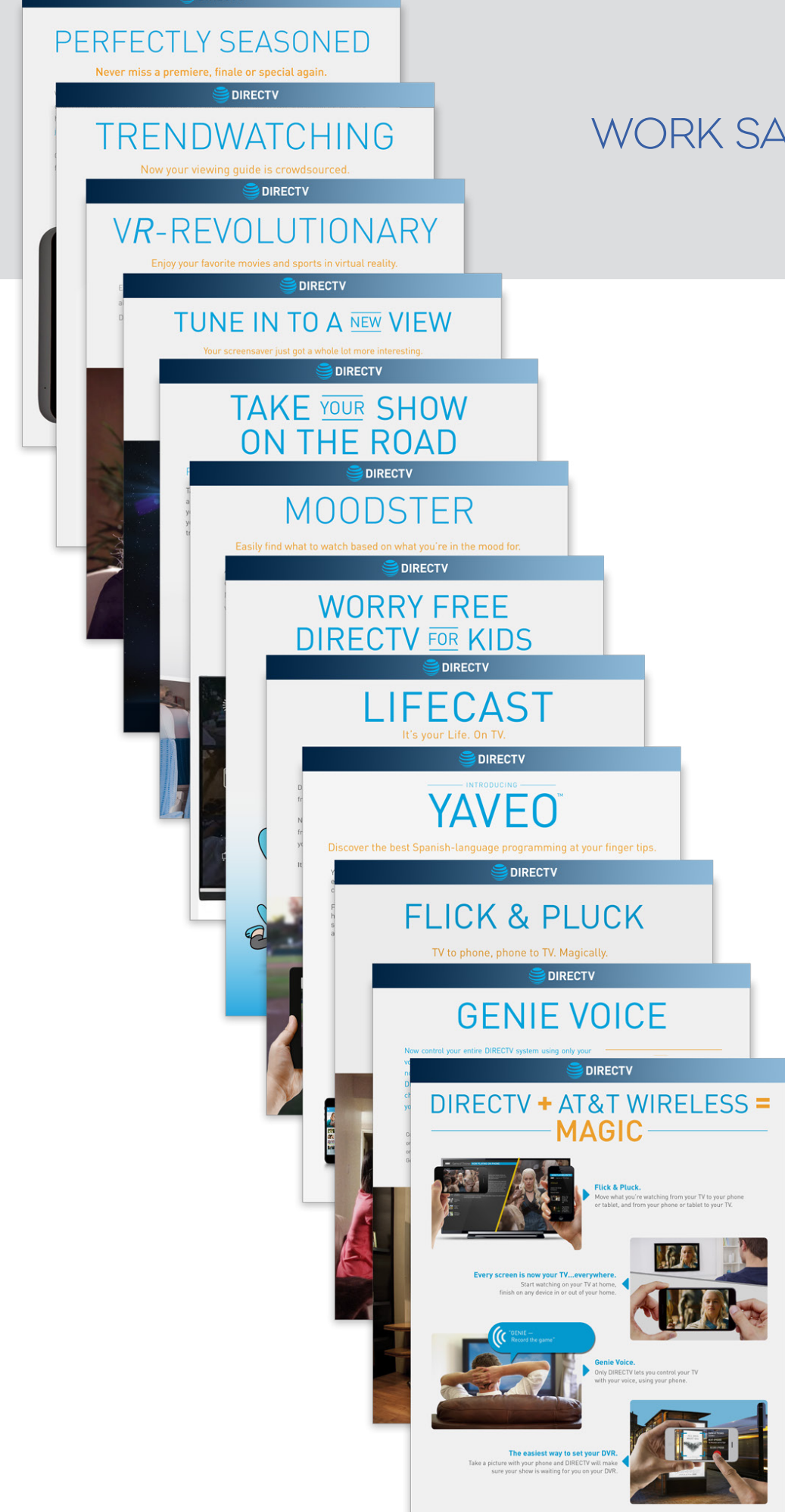
After iterative cycles of concepting and refinement, my DLab team used “one-sheets” to communicate our product and enhancement ideas to decision-makers and other departments within DIRECTV/AT&T. These capsule descriptions of our thinking and recommendations distilled the core essence of each concept down to a concise “pitch” using consumer-facing language, akin to a print ad. We found this to be a very powerful way to socialize our ideas, and spark discussion about how they might be implemented.

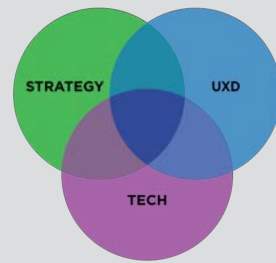
Working closely with our Creative Director, I was chiefly responsible for developing these one-sheets. I wrote most of the copy, conceived the imagery that accompanied it, working to connect each pitch to current corporate strategy, initiatives and existing products. We generated nearly 50 of these one-sheets during my tenure at DLab, from small product enhancements to major new products – many of which were developed and launched to the public.

### Relevant documents:

1) **DLAB one-sheets (examples) v2.pdf** – examples of one-sheets used to socialize concepts generated by the team.

## WORK SAMPLES





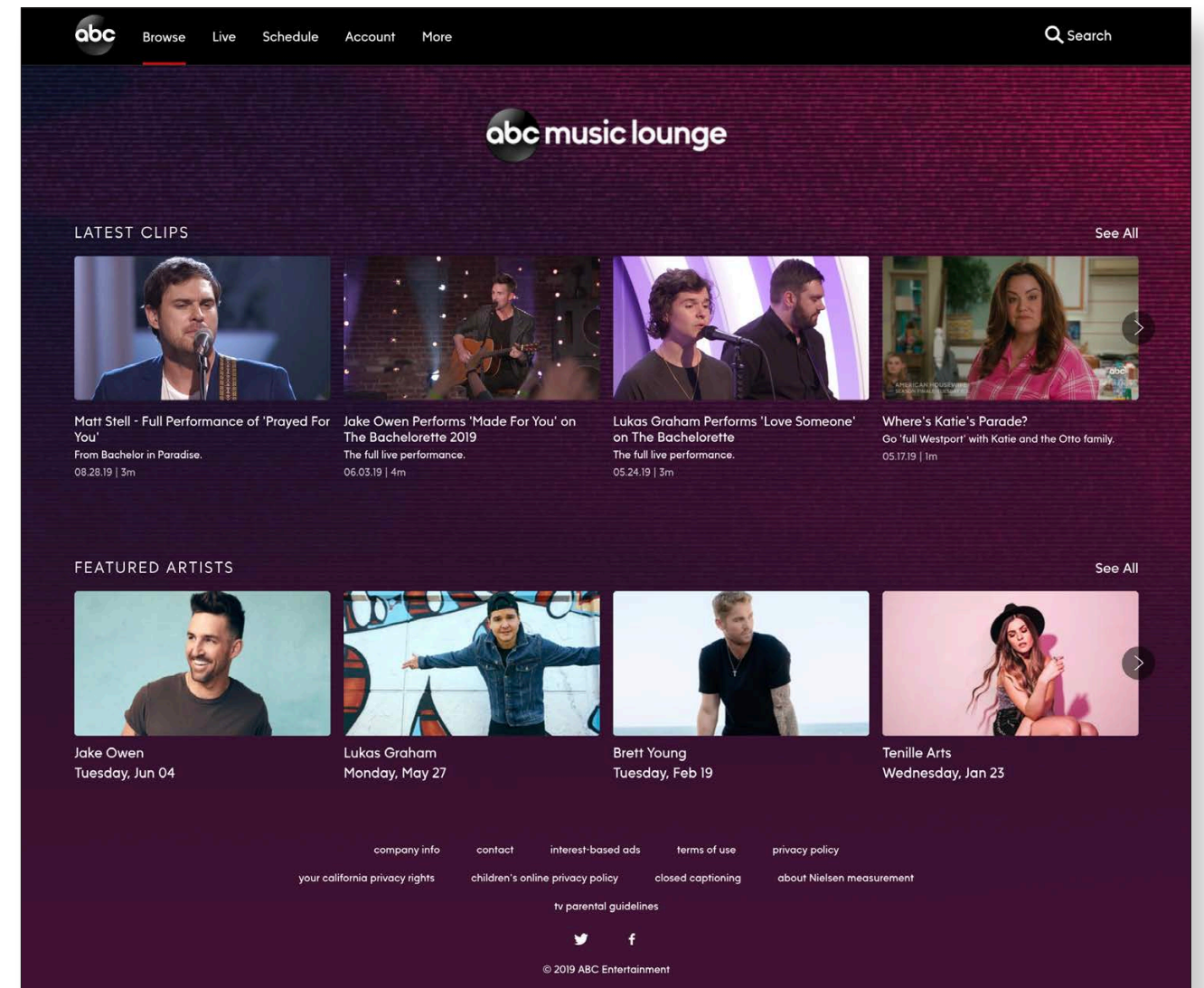
## ABC DIGITAL/ABC.COM

### Project: **ABC Music Lounge**

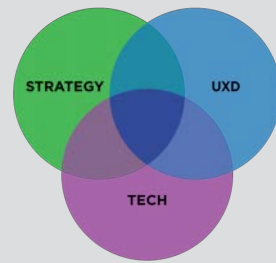
Among the many digital projects I led at ABC, we created a companion website to abc.com focused on the music featured in many hit ABC shows. By amplifying the link between the shows and the music, we super-served fans of both, and provided substantial additional ad revenue opportunities. The ABC Music Lounge showcased songs appearing on episodes each week of shows such as Grey's Anatomy, LOST, and Desperate Housewives, along with the artists, often newcomers, who performed them. It provided information on the artists, and links to iTunes and other sources to purchase the music. The concept proved to have impressive staying power – still going strong in 2019.

#### Relevant documents:

- 1) **ABC Music Player - pitch deck (excerpts).pdf**
- 2) **ABC Music Lounge Conceptual Wires\_V2.pdf**
- 3) **ABC Music Lounge comp v3.jpg**
- 4) **ABC Music Lounge grabs 2017.pdf**
- 5) **ABC Music Lounge home 11-2019.pdf**







## AT&T ENTERTAINMENT

### Project: **Content Innovation - Strategy & Concepts**

A small select subset of the original DLab team was tapped to develop a strategic framework, rationale, and a series of product and production concepts dubbed “Content Innovation” to help direct AT&T’s efforts upon the closure of the acquisition of Time Warner (now known as WarnerMedia). We were asked to look at wide-ranging ideas that could be implemented in various time horizons, from Day One and 90 days out, to 1 year, 2 years, and beyond.

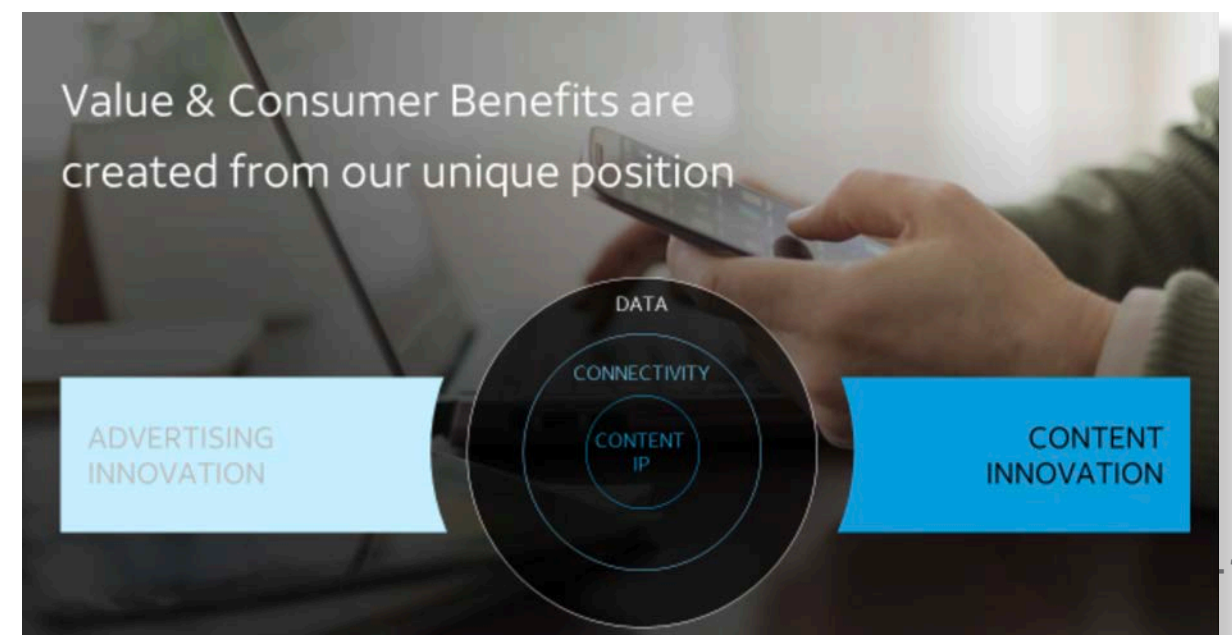
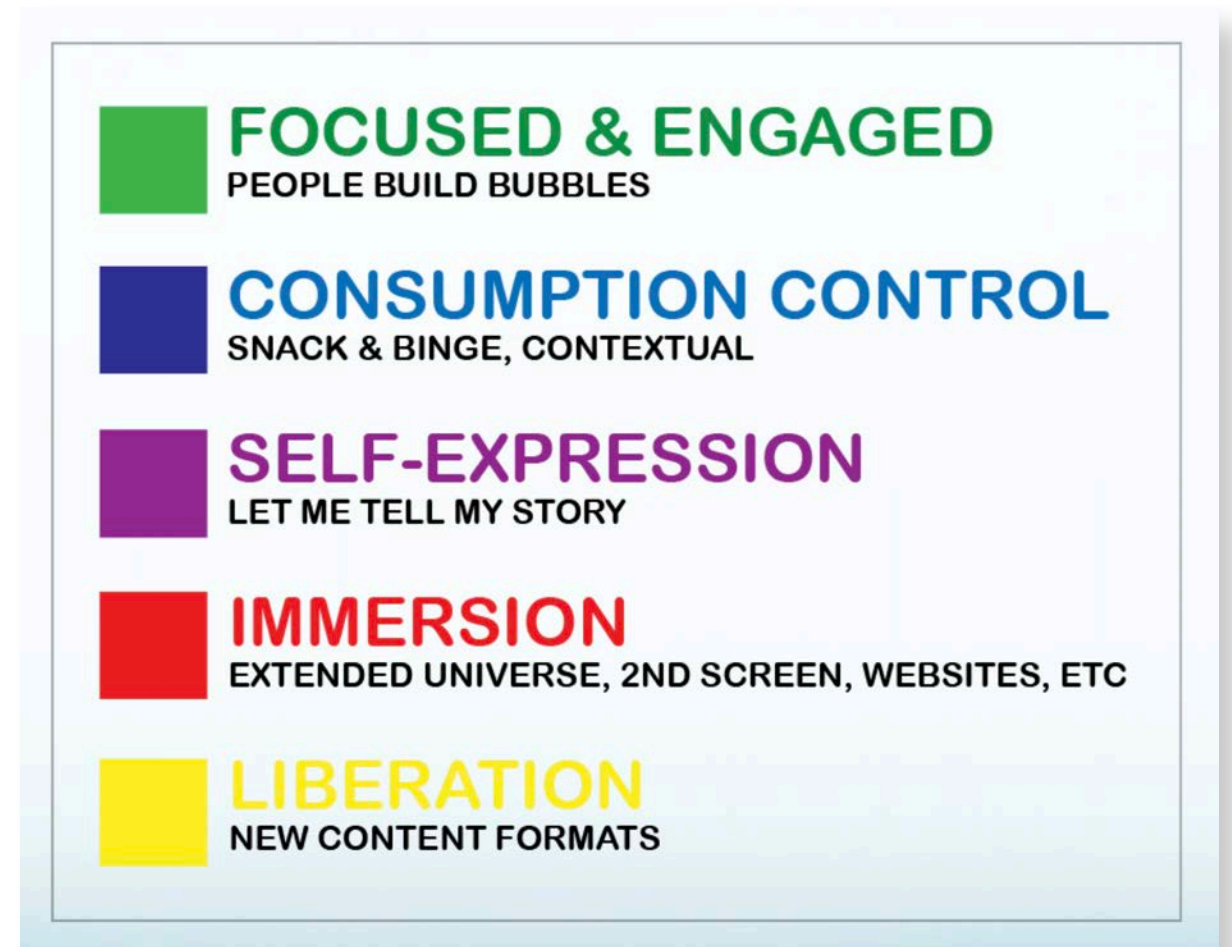
I led creation of the strategic framework and rationale, and worked with the team to ideate and document over 50 concepts (distilled down to 30) under the strategic rubric.

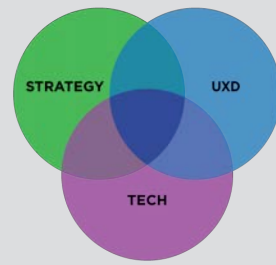
An important goal of the assignment was to help establish AT&T’s content platforms as a powerful advertising alternative to Google and Facebook. Thus, advertiser appeal and access were key elements in our thinking.

Our recommendations included specific products or consumer offerings, as well as approaches AT&T could apply to content creation from a “top-down” perspective once the company combined its formidable mobile and direct-to-consumer television businesses (via the earlier DIRECTV acquisition) with the vast powerhouse content production capabilities of HBO, CNN, Turner Broadcasting, MLB Networks, Otter Media (made-for-digital content), and the venerable Warner Brother television and movie studio.

#### Relevant documents:

- 1) **AT&T Content Strategy excerpts.pdf**
- 2) **CI - Perspectives Rubric v2.pdf**
- 3) **Content Innovation Concepts - AT&T+TimeWarner (excerpts).pdf**





## OVATION TV

### Project: **Digital Strategy**

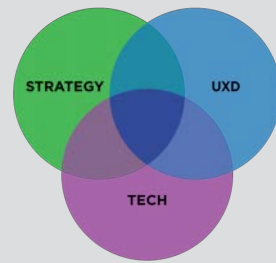
As a key element of my charter as VP, Digital at Ovation TV (“America’s Only Arts Network”), I developed a strategic approach to direct the activities of the Digital department team and, by extension, Ovation’s digital presence in the marketplace (on the web and in apps). There had never been a coherent strategy for the Digital, which had previously been viewed as a minor adjunct to Ovation’s primary broadcast television focus. The included deck was an articulation of a new, bolder strategic rationale, as well as a discussion catalyst, and provided some background for my senior management colleagues to better understand the digital and competitive landscape.

Relevant document:

1) **Ovation Digital Strategy (excerpts).pdf**







DIRECTV / AT&T / DLab

## Other Representative Work

My DLab team operated on three tracks:

- 1) Pursue innovation concepts generated by our internal research and ideation process
- 2) Respond to inbound requests from other departments at DIRECTV/AT&T
- 3) Manage deployed products implemented as a result of our innovation work

Projects ranged from framing up simple “napkin sketch” ideas, to deeper research and concepting around emerging technologies, potential partnerships, and other business imperatives, to full working prototypes and a number of commercially-deployed products. Central to our work throughout our process was consumer/user research and testing, the results of which drove both concept generation and product development and refinement.

The sample documents I’ve included here give a sense of the broad reach of the work I was leading and participating in with the team on all of these fronts.

### Relevant documents:

- 1) **Action Sports Project Outline v3.1.pdf** - brief for digital-first “channel”/app for Action Sports, partnering with Outside TV
- 2) **Screensaver proposal.pdf** - example proposal to develop a prototype of a product concept (“Screensaver”) that arose from our ideation process.
- 3) **AT&T Company News - Futureland-at-dlab-sees-everything-connected.pdf** - company-wide coverage of our Futureland showcase
- 4) **LGBT-Outfest Concept.pdf** - I led the research and wrote the proposal for an LGBT-focused “niche OTT” channel for DIRECTV. This supported consideration of a digital-only channel, then led to a pilot in partnership with Outfest, the annual LGBT film festival held in LA. We developed a streaming website that featured films from the festival, and used the viewership as a gauge of interest in a potential larger offering. The project ultimately did not go forward because the AT&T acquisition of DIRECTV closed, and the corporate strategy shifted from “niche OTT” products to a single streaming platform (originally DIRECTV Now, now known as AT&T TV).
- 5) **AlwaysOn Momento UT feedback excerpts.pdf** - excerpts from report on user testing we did for a product idea called “Always On”. Illustrates our rigorous user-centric, data-driven methodology.
- 6) **DLab portfolio.pdf** - portfolio book created by the team to capture and showcase highlights of the work done by DLab and our brother teams within the Digital Entertainment Product Group (DEPG) over several years. This was widely circulated throughout DIRECTV senior management to demonstrate the enormous value delivered by the in-house innovation and strategy team.
- 7) **DLAB one-sheets (examples) v2.pdf** - examples of one-sheets used to socialize concepts generated by the team. I did the majority of writing on these.

