

Comedy Central sees 50% more videos viewed by Chromecast users



About Comedy Central

- Launched in 1991
- Top-rated, award-winning programs

To learn more, visit www.cc.com

At a Glance

Goals

- Extend the Comedy Central app experience to TVs
- Increase user engagement (more viewing and visits)

Approach

- Implemented by integrating the Google Cast SDK into their mobile app

Results

- 50%+ more videos watched by Chromecast users
- 1.5x more visits than average app user

The Comedy Central app is a seamless extension of the brand that gives users access to Comedy Central's critically-acclaimed and fan-craved shows—instantly and anywhere. Their objective with Chromecast was to provide an easy way to reach the largest screen in the home.

One of the features viewers most wanted

Cast, in fact, was one of the top user-requested features for Comedy Central's app team. "We recognized the impact of easily casting video, and knew we had to bring Comedy Central to the platform," says Ben Hurst, senior vice president, mobile and emerging platforms, Viacom Music and Entertainment Group.

A thumb-sized media-streaming device, Chromecast plugs into the HDMI port on your TV. Simply use an Android phone, tablet, iPhone®, iPad®, Mac® or Windows® laptop, or Chromebook to cast your favorite entertainment and apps right onto a big screen. With Chromecast, you can browse or switch to another app without draining your battery.

"Chromecast is a great consumer product, providing an affordable, high-quality solution for bringing streaming content to the TV screen," says Hurst.

"In addition, we wanted to provide a way to discover new shows and encourage users to catch up on the latest episodes available in the app," Hurst adds. They accomplished this through creative use of the screen background and wallpaper when a video ends.

Creating a whole new user experience

To integrate, Comedy Central set out to build "an entirely new set of functionality and user experience in our app," Hurst says. They developed a Chromecast



About Chromecast

Chromecast is an easy way to enjoy online video and music on your TV. Plug it into any HDTV and control it with your existing smartphone, tablet, or laptop. Casting is as simple as pressing a button from your favorite app. With Google Cast technology, your phone is your personalized remote control for browsing, playing, pausing, rewinding, controlling the volume and even making playlists. While you keep watching your favorites on your TV, you can switch to another app or let your device go into sleep mode—all without draining your battery.

To learn more about Chromecast, visit www.chromecast.com

receiver HTML5 app, integrated their video player, and ensured that communication between the sender and receiver worked consistently across iOS and Android devices. Development time was in line with Comedy Central's standard release cycles, even as they addressed other issues in their code at the same time.

Comedy Central found the [documentation](#) and [technical best practices](#) were incredibly helpful for ensuring full Android compatibility. They launched the cast-enabled app in November 2014.

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Viewers watch 50% more video on Chromecast

Comedy Central believes that simplicity is the key to strong user engagement. "Chromecast succeeds on this front, which shows in the effect on video consumption and retention," Hurst says. The company soon found that their Chromecast users watch at least 50 percent more video than their average app user. They also return more often, with 1.5 times more visits to the app than average non-Chromecast users.

"We feel that Chromecast was a clear success for the Comedy Central app."
— Ben Hurst, senior VP, Viacom Music and Entertainment Group

The addition of Comedy Central helped to make Google Cast platform's offering even more compelling for users. "The user adoption and volume we saw immediately at launch was pleasantly surprising," Hurst says. "Chromecast support is here! And it makes the APP COMPLETE! I love this!" wrote one customer. "Oh wow! Thanks guys! You just made my day!" another said. With responses like that, Hurst adds, "We feel that Chromecast was a clear success for the Comedy Central app."

