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Navigenics

TV appeal

Participating in TV shows is a great way to watch tv saw it and learn from it. But the target audience is not the older audiences who r... Show TV trailers of the series and awareness for the TV series all about the series and Suleiman, the character where topics of each episode are on the website.

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The drama series takes us into the beating heart of modern Beirut street life in season one and the Bekaa valley in season two through the eyes of Suleiman, a 15 year old, happy go lucky delivery boy, along with a host of other memorable characters.

[Screenshot of website content]

Book Character pages

Source and include

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- The world's first Arabic Web Drama Series

Shankaboot is produced by Batoota Films in Association the BBC World Service Trust

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Shankaboot's multiplatforms:

Thecasesolutions.com Website :

Shankaboot episodes are available on www.shankaboot.com with features and trailers on you tube

The screenshot shows the website for 'Shankaboot'. At the top, there is a navigation bar with 'عربي' and 'ENGLISH' options. Below the navigation bar is a large image of a man and a woman looking out at night. The website title 'شكابتوت' is prominently displayed. Below the title, it states: 'A web drama produced by Batoota Films in association with the BBC World Service Trust'. A navigation menu includes 'HOME', 'EPISODES', 'CHARACTERS', 'EVENTS', 'FORUMS', 'PRESS', and 'CREDITS'. The main content area is divided into several sections: 'Find us on Facebook' with a Facebook logo and a video player; 'INSIDE SHANKABOOT 06' featuring a woman's portrait and the text 'Why Beirut? III Yara is in Seirut, hot, humid, and Teta with her secret plan on top of it all. Yara's only escape is Shankaboot. Slow internet? Try the low bandwidth version. New to Shankaboot? Catch up on previous episodes.'; 'TWEETS' with two tweets about watching the series; and 'BUY SHANKABOOT T-SHIRTS' with an image of children wearing t-shirts.



Suggestions:

The Home page contains a lot of information that might get a New visitors lost and confused. It might get them uninterested.

They could put a brief introduction about Shankaboot b4 showing all these info.

We have a bad internet connection in Lebanon. Some surfers wait more than half an hour to download an episode.

Shankaboot had to conform to the formatting needs of the internet and to lessen the downloading time and to keep the viewer's attention span, each episode had to be not more than 5 minutes.

Create competitions: best own shankaboot episode (the viewer should create his own shankaboot episode, the viewers vote for their best episode and the winner will act in the official shankaboot series as well as prizes.

The website should open its chat forum where fans can vote on and suggest plot changes, which the writers will then use to create future episodes.

The episodes of Shankaboot should be accompanied by their own Point and Click game allowing fans to interact with the characters.

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Youtube channel

It has Organized Videos and pl

[Youtube channel]

It has Organized Videos and playlists

Customized background/appealing

Everything is clear and visible and not confusing

<http://www.youtube.com/user/Shankaboot?blend=2&ob=I#p/p>

The extra videos shankaboot are preparing are interesting and are a good way to keep the show in the minds of the audience as they prepare the new seasons

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