

MWeb launches #MWEBTweetSeat to comment on soccer

MWeb has built a couch with cushions that link up to Twitter via WiFi-enabled sensors, to allow fans to tweet "#Laduma!" or "#GoHomeRef!" when the printed cushions are squeezed or tossed into the air while watching any game in a WiFi environment.

The couch has been launched during the 2014 FIFA World Cup and local couch surfers can now join the more than 5.5 million South Africans on Twitter and almost 10 million Facebook followers who are actively voicing their opinions, preferences and shout outs on social media platforms.



Second screen trend

"Soccer is a prime example of how, from the comfort of a couch, and with access to the provider's uncapped WiFi, you can take part in a global conversation while keeping your eyes glued to the match. The beauty of the #MWEBTweetSeat is that viewers can now multitask and what better way to express your joy or dissatisfaction with your team by tossing a cushion into the air," says Carolyn Holgate, GM of MWeb Connect.

"The innovative #MWEBTweetSeat is a comment on the global 'second screen' trend of people connecting to social networks via a digital device while watching TV.

"As the culture of always being connected wherever you are grows, we've seen a change in how people use the internet and WiFi over the past few years and, with events such as the World Cup, the trend of interacting with televised or streamed content via web-enabled devices is certainly a defining internet behaviour of our era."

Engaging on social media

Globally an estimated 3.6 billion viewers are tuning into the soccer action in Brazil and an estimated 70% of real-time World Cup fans are going online on their mobile phones. A recent local survey revealed that more than 60% of smartphone and tablet users in South Africa used their devices to connect to the internet while watching TV, especially in the evenings.

"If each of the 3.6 billion viewers watched 10 games and spent 5 minutes tweeting per game, that would add up to a 126 billion collective minutes spent looking at a second screen instead of the TV during the World Cup period. I'm sure every die-hard sports fan would love to have the #MWEBTweetSeat to watch the game on while engaging on social media without interruption," concludes Holgate.

The #MWEBTweetSeat is currently embarking on a tour that kicks off in Cape Town on 30 June and carries on in Joburg later this month.

View it in action

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