

Recipe for the Future: Food Network's Emerging Platforms

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In the Kitchen

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What's on the menu: Bots!



Amazon Alexa
September 2016



Facebook Messenger
October 2016



Google Home
December 2016



Microsoft Cortana
May 2017



Google Assistant
May 2017

Cook's Notes: Why Now?

- Consumer behavior constantly changing
- Immersive ways to serve customers with content
- Barrier to entry for new tech lower than ever
- Opportunity to shape the trends

A man with a beard and glasses, wearing a green and blue plaid shirt, is standing in a kitchen. He is looking down at a tablet computer that is propped up on a wooden surface. His right hand is touching the screen of the tablet. In his left hand, he holds a large kitchen knife. On the wooden surface, there is a wooden cutting board with some chopped green vegetables and a whole cucumber. Next to the cutting board is a whole red tomato. To the left of the tablet, there is a white bowl with a wooden spoon inside it. Further left, there is a bottle of dark liquid (possibly soy sauce) and a jar of white substance (possibly mayonnaise). In the background, there is a white refrigerator and a kitchen counter with various items on it. A red mug is visible in the bottom right corner of the frame.

1

Start from your customer's story.



2

Use technology for what makes their life better.



3

Know what “measuring success” means to you.



4

**Learn from experts
wherever and whenever.**



5

**Start small with your team
(and your scope!)**



6

**Use any languages you want
(as long as one of 'em's JS)**



7

If you've got the cloud on your side, use it!



8

**Leverage structured data
APIs you've already got.**



9

Keep it simple!



10

**Make your services
reusable across platforms.**

Thank you!