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SUSANNES SKAFFERI

SWEDEN

SUSANNE'S PANTRY

<https://www.svtplay.se/susannes-skafferi>

Submitting organisation
Sveriges Television - SVT

Contact
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Author Moa Frygell
Director Tomas Lindh

Commissioning editor Anton Glanzelius
Producer Moa Frygell

Key staff Moa Frygell (Producer, Developer),
Tomas Lindh (Developer, Exec. producer),
Bengt Strömbro (Head of programme Umeå),
Matilda Sandberg (Online producer, Developer),
Christoffer Ainek (Online producer, Technical
developer), Håkan Taube Lyxzen (Technical
manager), Sofia Cornelisse Strömberg
(Production assistant); Tomas Olsson, Peter
Lindgreen, Anton Thurén, Pieter Cornelisse
(Camera); Mats Petterson, Ida Hansson
(Set designer); Niklas Rydh (Technical
producer), Carolina Karlbom (Make-up)

Production context
Event highlighting the major Swedish holidays
(Christmas, Easter and Midsummer)

Digital distribution 128,000 views, 51,000 hours
watched (Christmas episode)
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Competing for
Best European Online Media Project of the Year

This four hour long interactive livestream focuses on the major Swedish holidays, where food is a big part of the celebration. These being Christmas, Easter and Midsummer. The show is a live cook-along where the audience are invited to participate and in real-time prepare the food for the upcoming holiday, together with the hosts.

It uses an internally developed app called DUO to engage with the audience. The app gives the user the option to show off their progress in the kitchen or participate in the votes where the audience decided which dish to prepare next or what ingredients to use.

The DUO-app also supports a live-chat that can be projected on screen as part of the 'optional' graphics that the user can customise to his/her own liking. In the chat the user can ask Susanne, or the other users directly about the recipe, the ingredients used or ask for assistance if they need help.

The interaction between the show and the users is supported by a newly developed script 'Publik-Media' that allows for near-instant user-generated input on screen, minimising the delay between user input and their picture/ comment being published.

Susanne's pantry has quickly gathered a very loyal and devoted community that is kept active between the shows with close communication from the hosts and the production team. The next show is in preparation together with the audience, the community gets to set the framework for the upcoming show.