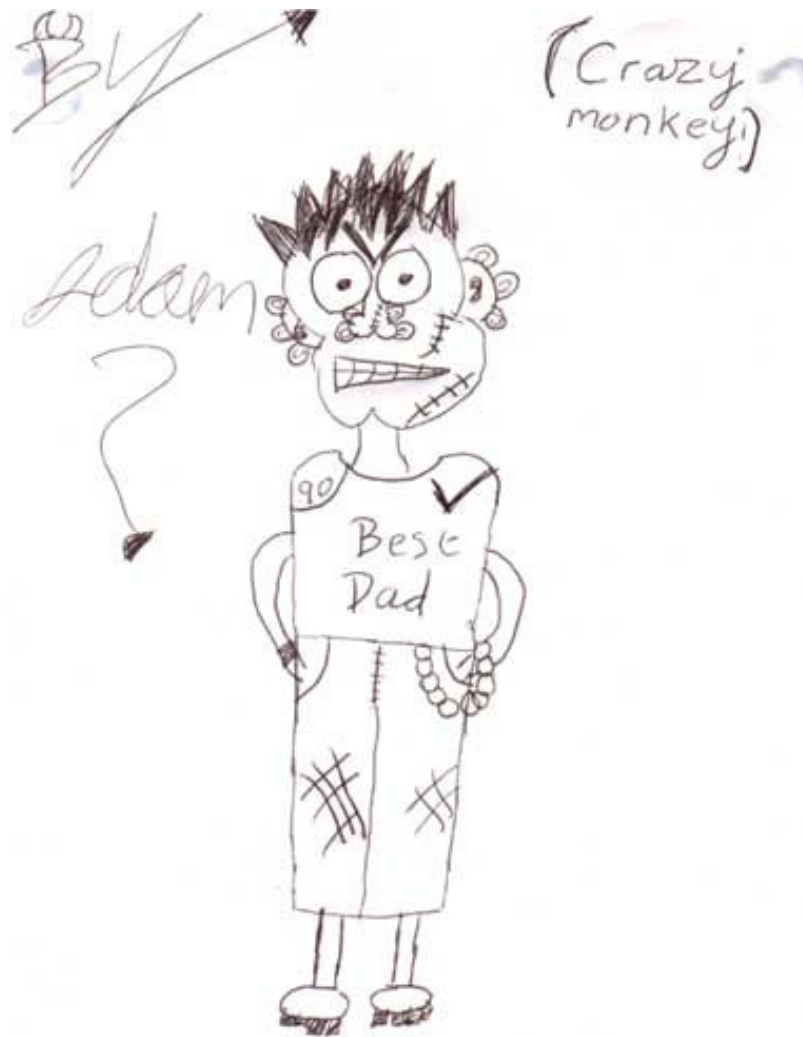




lookinglocal
powered by 

Steve Langrick
15 Juny 2006

This is me!




Digital TV and Public Services

Unregistered



 National Project – sponsored by Central Government (Approx. €4.4M)

 Began in April 2003 - Social Exclusion theme

 Project Objectives:

- Provide a system for delivering content
- Proof of Concept pilots
- Negotiate cost effective access to digital TV platforms
- Prove the business case
- Roll-out and Dissemination

 Available to any Public Sector Organisation

 Owned and managed by Kirklees Metropolitan Council









In use by

- Over 80 local authorities
- 4 National public bodies



What do we provide - €14k

-  Starter Kit - CMS
-  Plug-in capability
-  Platform Access
 - Digital – Sky, Telewest, ntl
 - Mobile - 3
 - Kiosk – mylocal
-  Training and QA
-  Bureau Service
-  Management Information tool



Looking Local Quick links

Select below to look in your area

- 1 North West
- 2 North East
- 3 South West
- 4 Yorkshire
- 5 London
- 6 South East
- 7 About us
- 8 Your views



Information, services, events and lots more – just use your remote.

Help

skyactive Internet Press 'select' or 1 on your remote to access this menu item.

Calderdale Quick links

Entries 1 to 4 of 4

A-Z Search Enter initial letter: Go

- Adult education
- Akroyd Park
- Allan Park
- Allotments

Help Menu

skyactive Internet Enter a letter then press the 'RIGHT' arrow on your remote to select 'Go'

e@SY Connects Quick links

Main Menu

- 1 A to Z
- 2 Your Barnsley
- 3 Jobs Hotline
- 4 Your Doncaster
- 5 Travel
- 6 Your Rotherham
- 7 Have Your Say!
- 8 Your Sheffield
- 0 Main menu



– Your access to local services

Help

skyactive Internet Press 'select' or 1 on your remote to access this menu item.

Somerset County Council Quick links

Enquire, Comment or Complain Page 2 of 4

Type of feedback* Please select

- Enquiry, Comment or Complaint

- Please select
- Enquiry
- Comment about DiTV site
- Comment about Services
- Complaint

Previous Help Menu Next

skyactive Internet Please choose an option from the list

Kent Fire & Rescue Quick links

Make your family and home safer

- 1 Prevention
- 2 Seasonal advice
- 3 Smoke alarms
- 4 Free home check
- 5 Escape plans
- 6 Events
- 7 Contact us
- 8 A-Z
- 0 Main menu



Kent Fire & Rescue Service

12 Days Of Christmas
Make Your Festivities Safer
See Seasonal Advice For More...

Help




Press 'select' or 1 on your remote to access this menu item.

Avon and Somerset Quick links

FAQs

- Abandoned vehicles
- Accident and crime reports
- Lighting regulations – traffic
- Lost / stolen property
- Noise – complaint
- More

Help Menu




Press 'select' on your remote control to access this link.

INTouch kirklees Quick links

Carol's Corner Page 3 of 7

It is about a 65 year old American woman called Lily, who is dying of cancer, she is lying on a bed in the Royal Ear Hospital in Central London. There is nothing wrong with her ears – it is the only bed that could be found for her. She is being pumped full of morphine, and in her delirium she is tormented by her various thoughts.

Previous Help Menu Next



Press 'select' on your remote to access the previous page.

Transport Executive Quick links


Home

- 1 Ticket Finder
- 2 Park & Ride
- 3 yournextbus
- 4 SYPT Sites
- 5 Journey Planner
- 6 Traveline
- 7 Your Feedback
- 8 e@SYConnects
- 0 Main menu



Get all the latest information on transport, services and travel products.

Help



Press 'select' or 1 on your remote to access this menu item.

A live look!

-  • <http://www.digitv.gov.uk/digitv/cds/Barnsley/Netgem/screen?id=31090>
-  <http://www.digitv.gov.uk/digitv/cds/ReadingOn/Netgem/home>
-  <http://www.digitv.gov.uk/digitv/cds/Sheffield/Netgem/screen?id=28594>
-  <http://www.digitv.gov.uk/digitv/cds/INtouch/Netgem/screen?id=38824>



TV to Mobile – Why?



Background

- Similar device – remote control : mobile handset
- Target audience - digitally excluded
- Suitability - content layout
- concise



Mobile interface

Looking Local

Regional search

- 1 North West
- 2 Tyne & Wear
- 3 South West
- 4 Yorkshire
- 5 London
- 6 Kent
- 7 Search
- 8 Spare navigation option

Please select the area that you wish to view.

Help

Terms & Conditions

History

Main menu

Quicklinks

- By region
- By town
- By village
- By postcode
- About us
- Your views

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Search for local information

A-Z Search

Postcode/Town/Village

If you search by postcode, enter only the first part, e.g. RG10

Or you can search the A - Z of local sites

A-Z Search

History

Home by Town

Quicklinks

- About INTouch
- Have your say
- Advice
- My community
- A to Z
- Services

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Digital TV from your council

Question 1 of 8

Would you be interested in information about council housing?

Yes

No

Question 1 of 8

History

Home

Quicklinks

- About INTouch
- Have your say
- Advice
- My community
- A to Z
- Services

INTouch kirklees

Search for local information

Previous Question 1 of 8 Next

Which council service are your comments about?

Service

Please select

This is a

Please select

Previous Question 1 of 8 Next

History

Main menu

- Have your say
- Comments
- Council
- How to comment

Quicklinks

- About INTouch
- Have your say
- Advice
- My community
- A to Z
- Services



Background

- Similar device – remote control : mobile handset
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Opportunities

- Exploit mobility and mobile features (SMS, Camera etc)
- Costs for access to service – remove data charges
- Mobile Working – e.g. search internal systems, form filling



Where next?

-  All other major mobile phone networks
-  Broadband TV – Homechoice & BT
-  Broadcast and Local Content – BBC West Midlands



Local TV

11:25 07 Jun



Hereford & Worcester

Coming up at 11:40
Shropshire

Press GREEN for full screen

Press SELECT to read more

Birmingham

Black Country

Coventry & Warwickshire

Hereford & Worcester

Shropshire

Staffordshire

BBC i HOME

FULL SCREEN

BACK

Local TV

11:25 07 Jun

BBC Hereford & Worcester TV



Hereford & Worcester

Coming up at 12:00
Birmingham

Press GREEN for full screen

Staffordshire







- News
- Sport
- Travel
- Weather
- Entertainment

BBC HOME

FULL SCREEN

BACK

Where next?

-  All other major mobile phone networks
-  Broadband TV – Homechoice & BT
-  Broadcast and Local Content – BBC West Midlands
-  Nationwide Travel News and Journey Planner
-  Nationwide Job Searching – Job Centre Plus
-  Legal and Citizens Advice

.....cont



Thank you for listening

lookinglocal
powered by 

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Director



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www.digitv.gov.uk

One final thought – what do you think?



World Cup 2006 – Final?

