

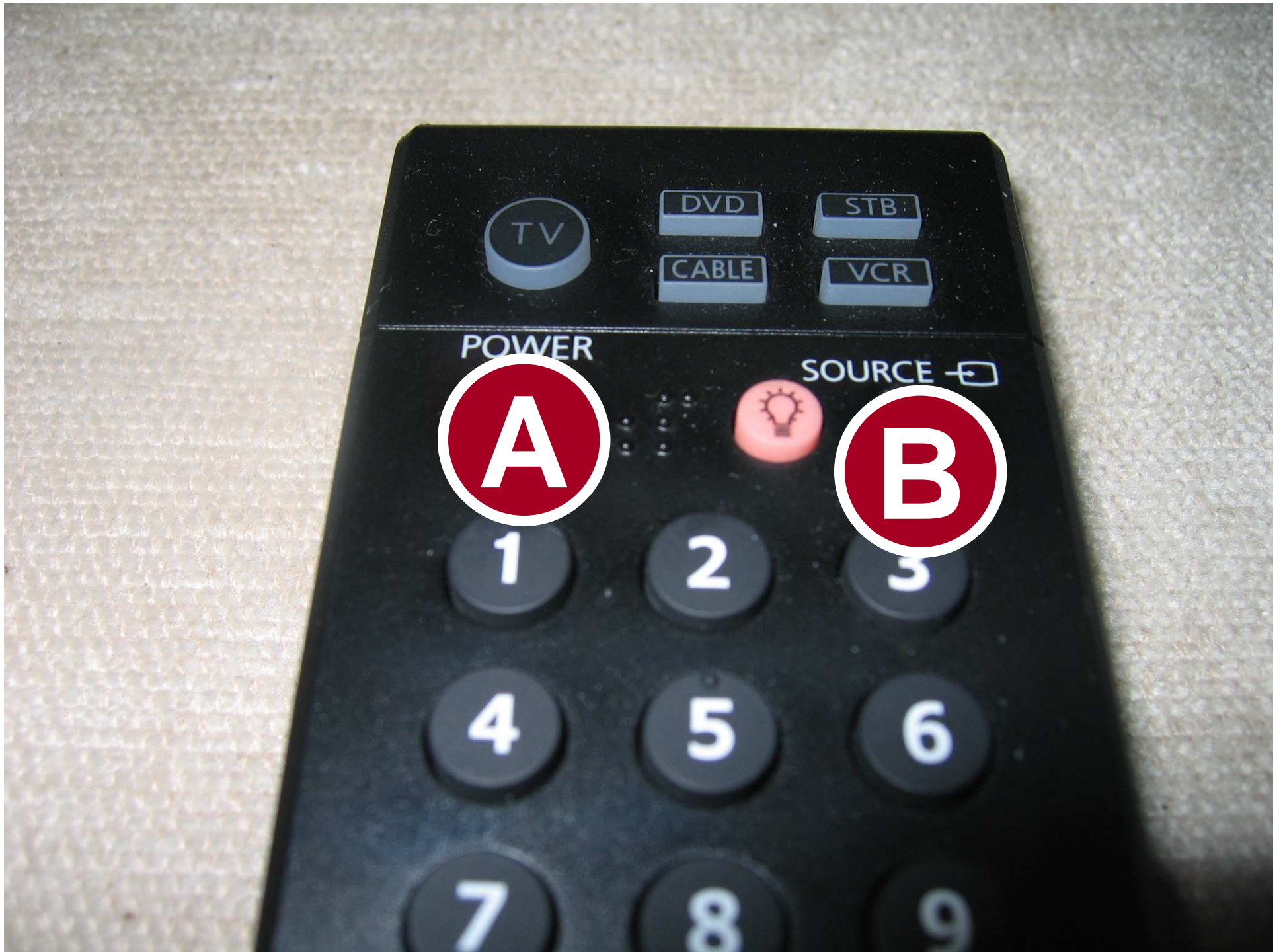


Interactivitat avançada en TV





The best screen in the house for entertainment



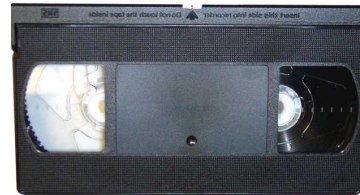


**Packaged
Media**

Packaged Media

Packaged Media

VHS



DVD VIDEO



Blu-ray Disc™

Profile 2

- ✓ BD-J Network Access
- ✓ Progressive PlayList



Profile 1 Ver1.1

- ✓ Picture-in-Picture
- ✓ Virtual Package

BONUS VIEW

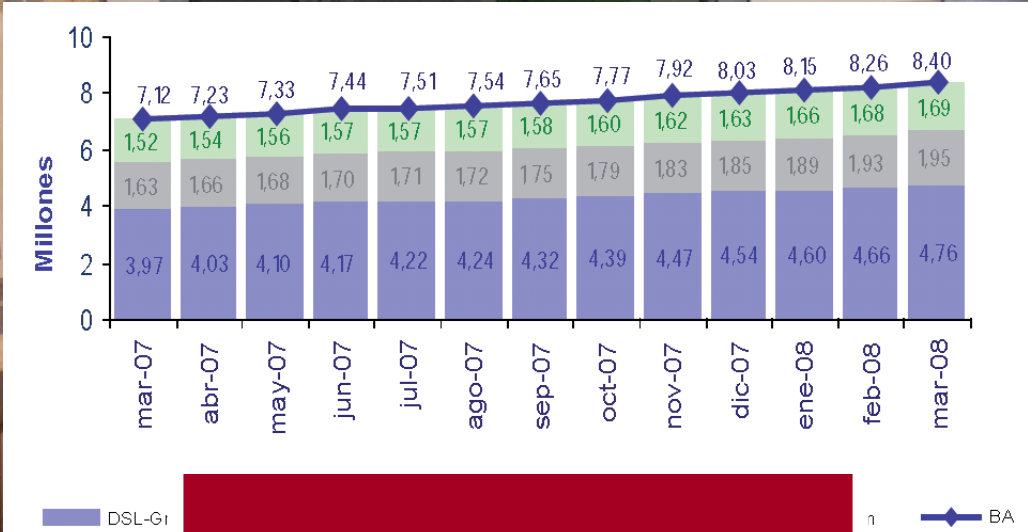
Profile 1 Ver1.0

- ✓ HDMV/BD-J Interactivity
- ✓ High Definition Video
- ✓ High Fidelity Audio
- ✓ Bitmap/Text Subtitles



Internet (Ethernet/Wifi)

Packaged Media



> 50% HH
Source: CMT 03/2008

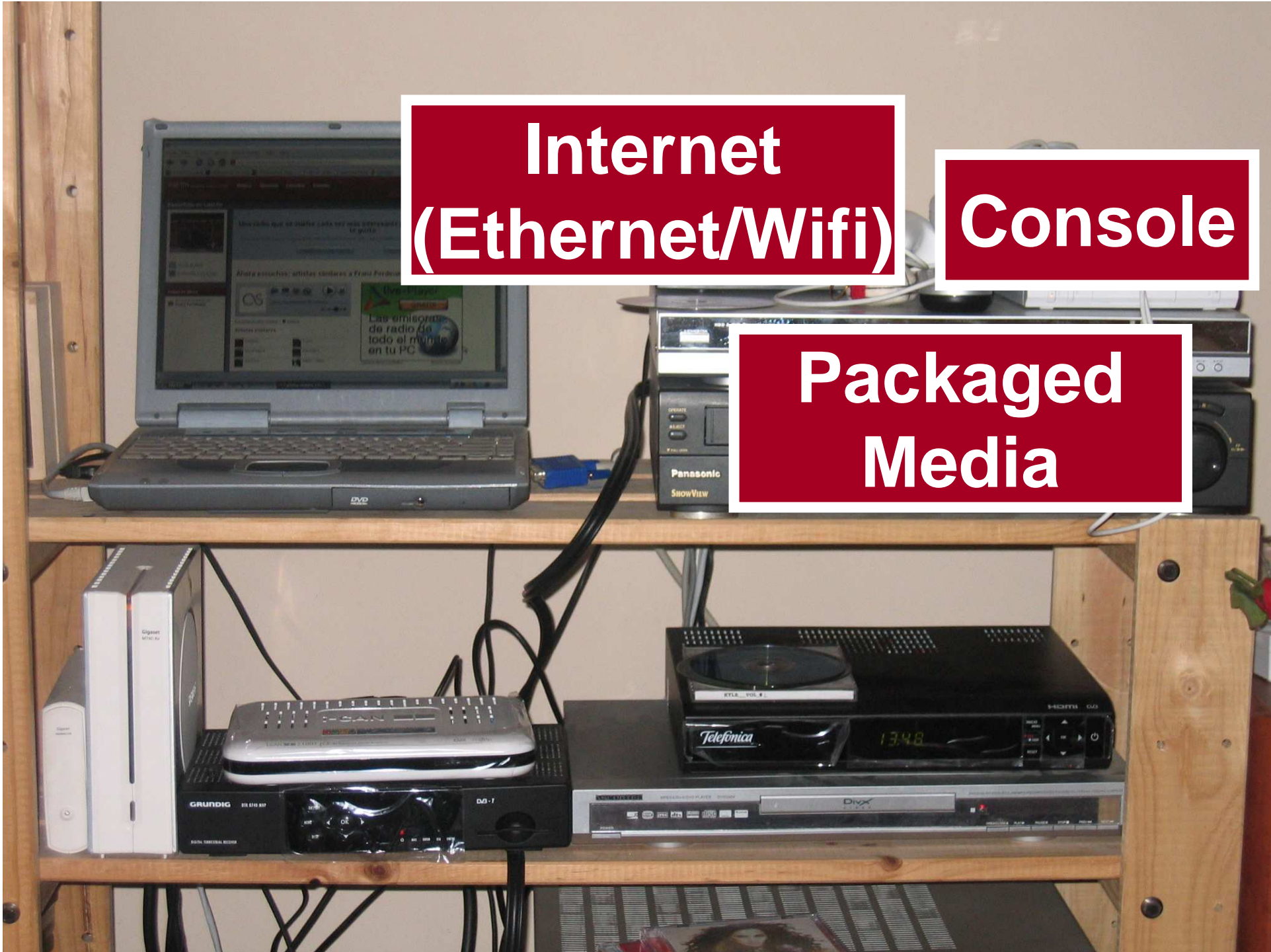
Packaged Media



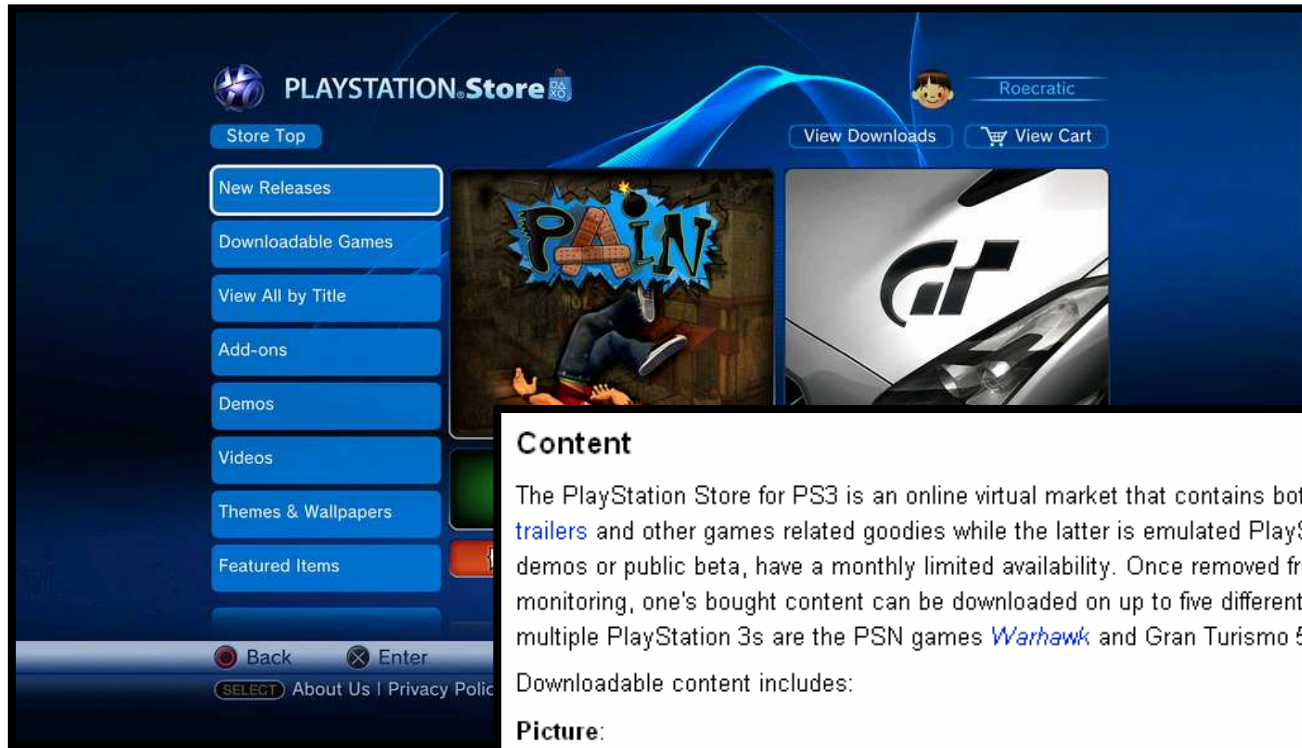
**Internet
(Ethernet/Wifi)**

Console

**Packaged
Media**



■ PS3 – PlayStation Store



Content

The PlayStation Store for PS3 is an online virtual market that contains both free of charge and for sale downloadable content (DLC), trailers and other games related goodies while the latter is emulated PlayStation or Arcade games and PlayStation 1 titles. Some items, such as demos or public beta, have a monthly limited availability. Once removed from the store they still can be downloaded using a guest user account. Some PSN games, such as *Warhawk* and *Gran Turismo 5 Prologue*, are available on multiple PlayStation 3s. Store access requires the PS3 to be connected to the internet.

Downloadable content includes:

Picture:

- Free HD/SD XMB wallpapers.

Music:

- Free (WAV/MP3) audio tracks based on PS3 games original soundtrack. (North America only)

Video:

- Free HD/SD trailers for upcoming theatrical releases and movie or musical Blu-ray Disc.
- Free HD/SD game videos (trailers, behind the scenes, interviews, commercials or promotional videos).
- Free HD/SD music videos from Sony Music affiliates artists (Australia and Hong Kong only) ^[4].



■ Xbox – Live Marketplace Video Store



Video Store

The Video Store (originally Video Marketplace) is an online service operated by Microsoft that is used to distribute television shows and movies to Xbox 360 owners. The service was launched in USA on [November 22, 2006](#) via Xbox Live. Initial content partners include [Paramount Pictures](#), [CBS](#), [TBS](#), [MTV Networks](#), [UFC](#), [NBC](#), and [Warner Bros. Home Entertainment](#). Other movie studios have since supported the service including [Lionsgate Films](#) and [Walt Disney Pictures](#) as announced at [E3 2007](#).^[6] At [CES 2008](#), [MGM](#), [ABC](#), the [Disney Channel](#) and [Toon Disney](#) announced their support for the service.^[6] At the present time, the service is available to users in the United States, Canada, UK, Ireland, France and Germany.

Various films and TV shows are available for purchase in the Video Store, including both past and present series, such as [Star Trek](#) and [CSI: Crime Scene Investigation](#).^[7] TV shows will be saved permanently while movies are only "rentals"; they will become unwatchable 24 hours after initial viewing or 14 days after purchase.

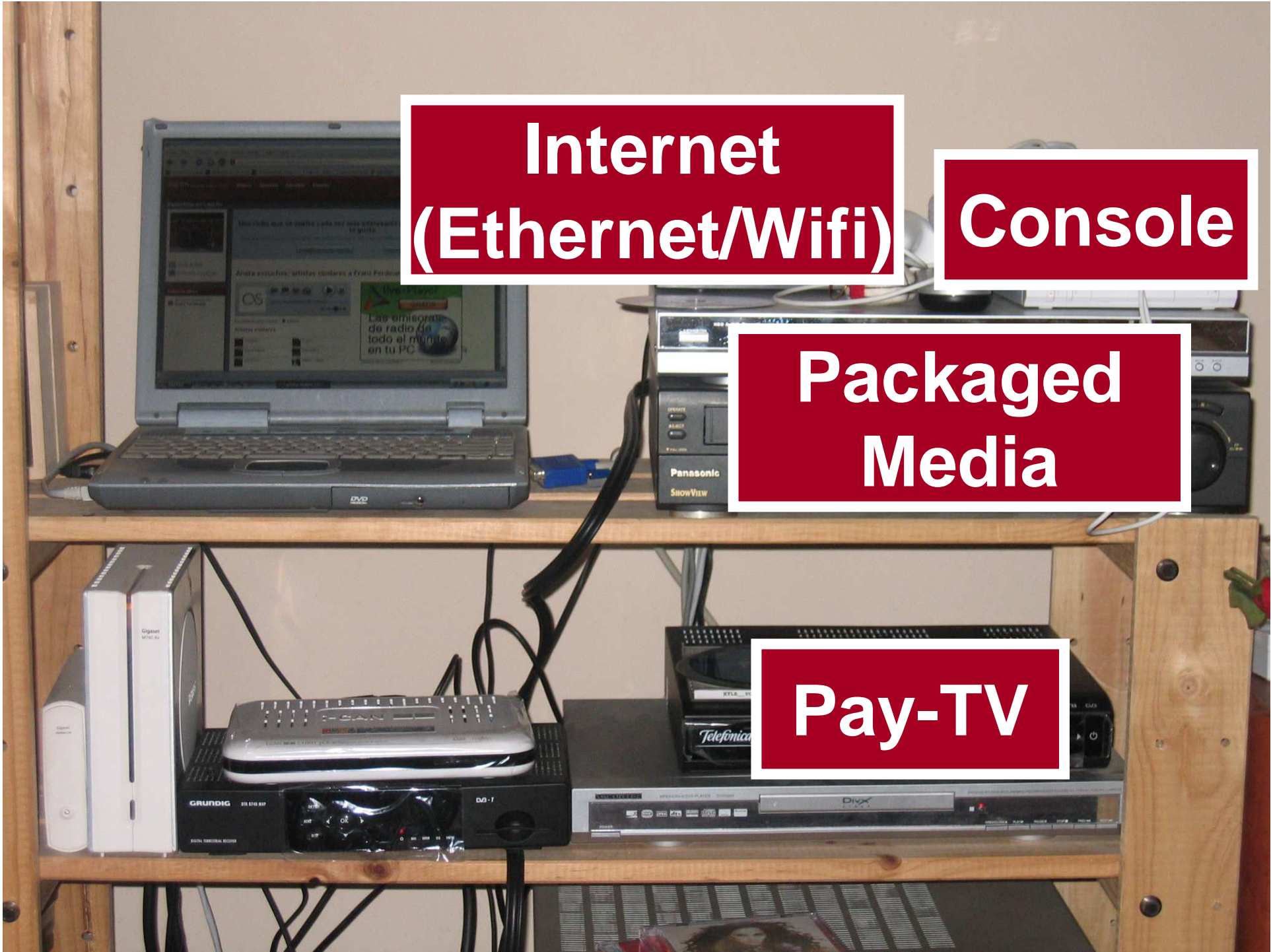


**Internet
(Ethernet/Wifi)**

Console

**Packaged
Media**

Pay-TV



Pay-TV

- Satellite / Cable / Terrestrial / IPTV
 - “Interactive TV” pioneers (10 years ago!)

About TV schedule



EPG

Mosaic



Interactive events

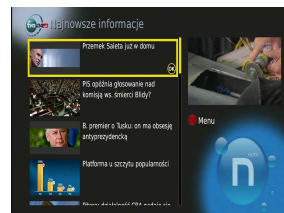


Multi screen

Interactive Advertisement



Interactive content



News Digitext

Games Betting

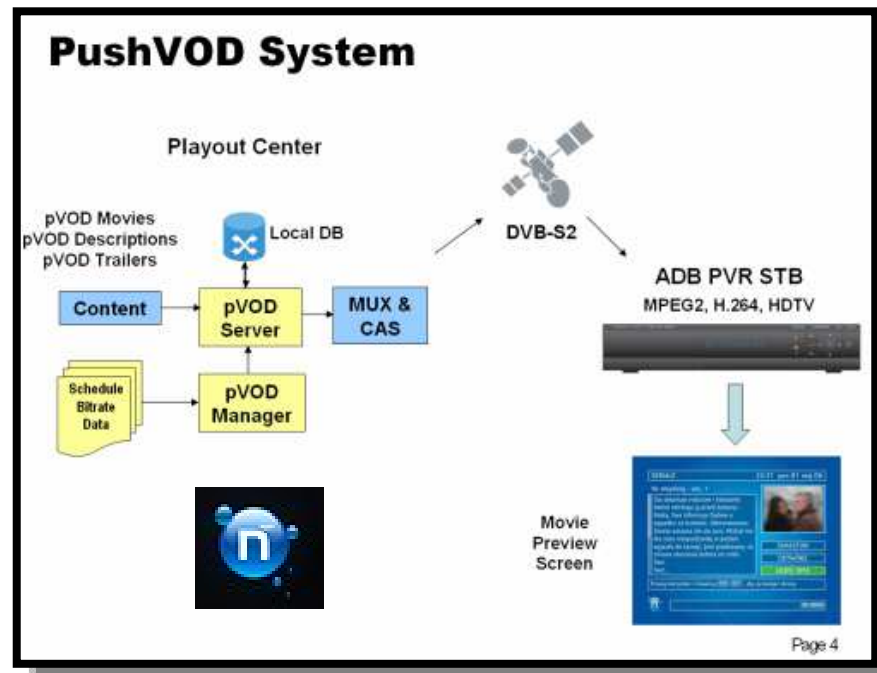


Pay-TV

- DVR features
 - Trick modes
 - Time-shifting



- On Demand content
 - VOD (C/IP)
 - nVOD (S/C/T/IP)
 - pVOD (S/C/T/IP)
 - HDD required



- Such an expensive walled garden on 2008 !?

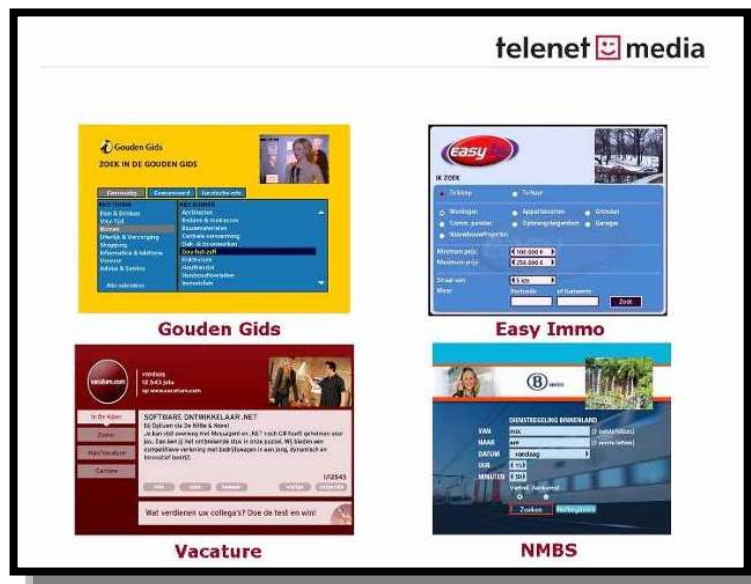


Pay-TV

- But, operators are slowly opening the lock
 - Technical: Use of Open Standards
 - Business: 3rd party services allowed



- Note: All under operator control and guidelines!



Application & Services



3rd party VOD



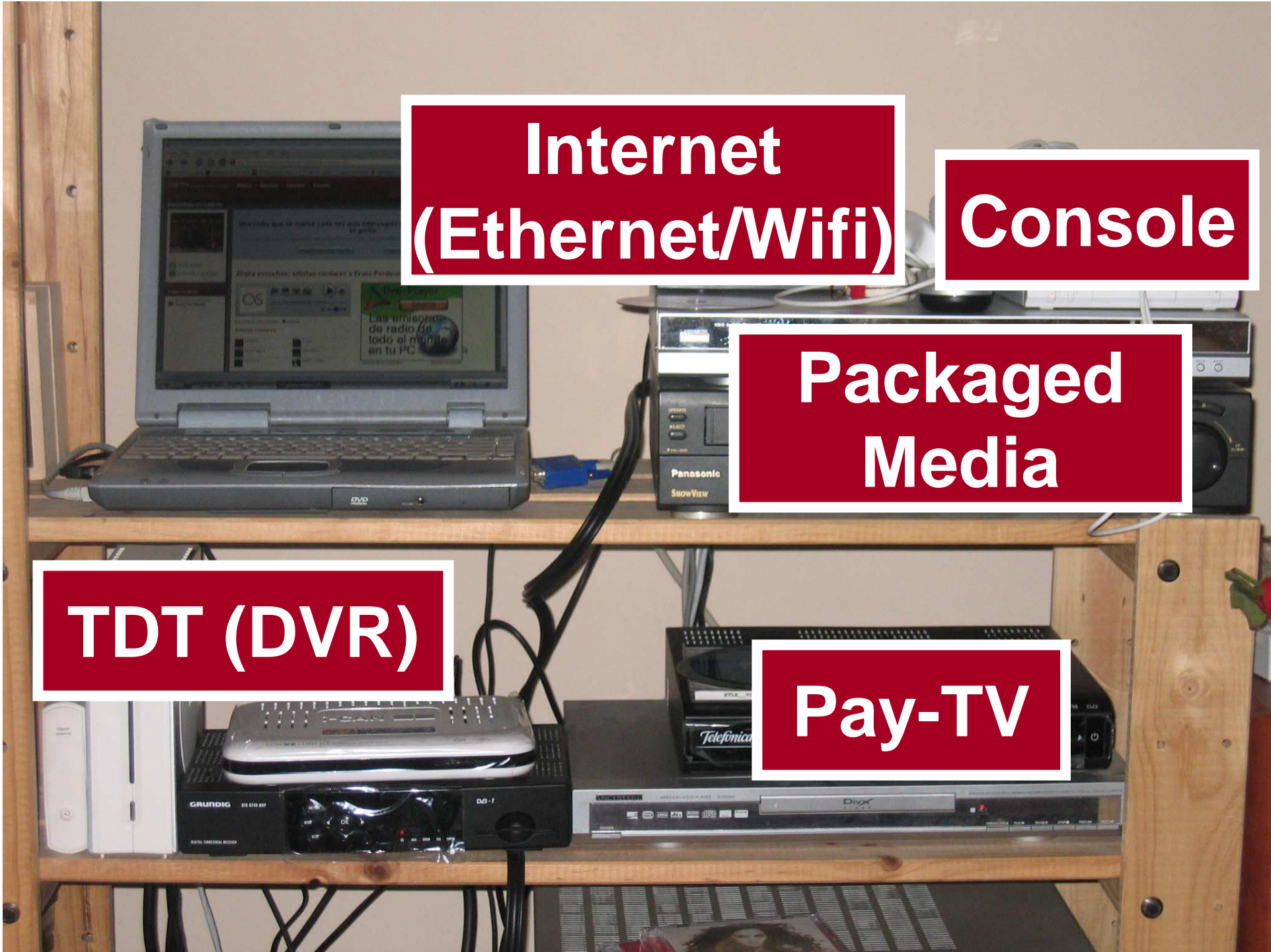
**Internet
(Ethernet/Wifi)**

Console

**Packaged
Media**

TDT (DVR)

Pay-TV



CE devices



TiVo continues expansion, adds YouTube to “television services” lineup

by Daniel Langendorf
March 12th, 2008 | Posted in Net TV | 1 Comment

It seems a bit late, but the important thing is that TiVo keeps improving its “television services” offering. This time, TiVo is adding YouTube to its ever-expanding lineup.


TiVo’s partnership with YouTube will deliver Web video directly to user’s televisions. The catch is to get YouTube content you must own the latest TiVo HD and TiVo Series3 models.

“TiVo’s strategy is to bridge the gap between Web video and television and make as much content available as possible for our subscribers,” said Tara Maitra, vice president and general manager for content services at TiVo ([New York Times](#)).



CE devices

■ YouTube in the living room



HP pipes YouTube into MediaSmart
Video services integrated into multimedia hardware lineup

Written by Shaun Nichols in California
vnet.com, 08 May 2008

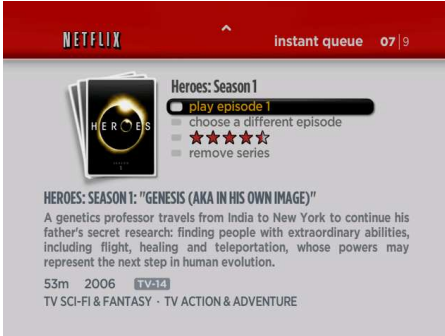
HP is to include access to YouTube in its MediaSmart home servers

Review: Roku Netflix Set Top Box Is Just Shy of Totally Amazing

By Danny Dumas May 19, 2008 | 11:01:00 PM Categories: [First Looks](#), [Home Entertainment](#), [Innovations](#), [Internet](#), [Reviews](#)



■ Netflix



NETFLIX instant queue 07/9

Heroes: Season 1
play episode 1
choose a different episode
★★★★★
remove series

HEROES: SEASON 1: "GENESIS (AKA IN HIS OWN IMAGE)"
A genetics professor travels from India to New York to continue his father's secret research: finding people with extraordinary abilities, including flight, healing and teleportation, whose powers may represent the next step in human evolution.

53m 2006 TV-14
TV SCI-FI & FANTASY · TV ACTION & ADVENTURE

**Internet
(Ethernet/Wifi)**

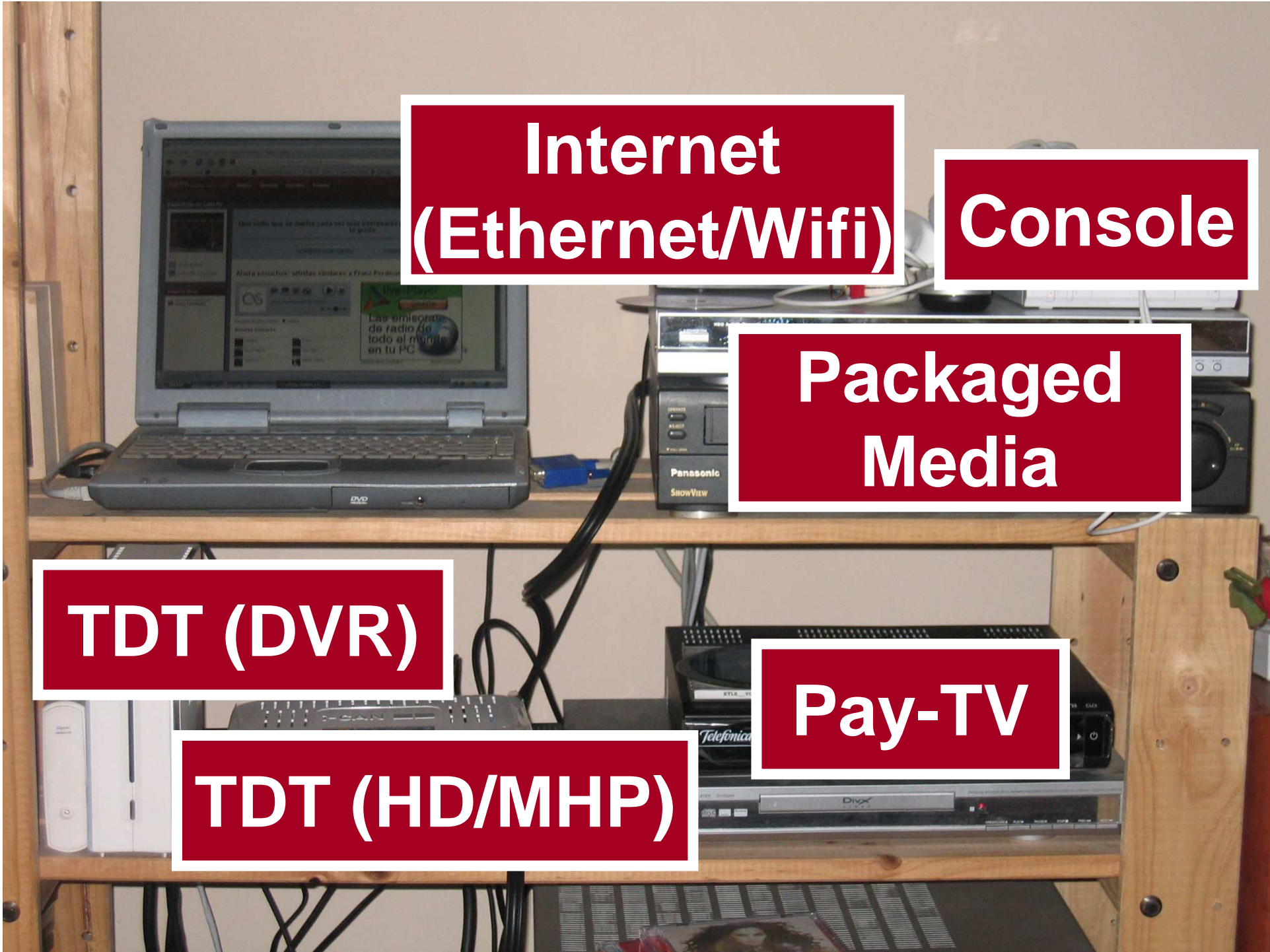
Console

**Packaged
Media**

TDT (DVR)

Pay-TV

TDT (HD/MHP)



Free-to-air broadcasters

- Fragmented receivers base
 - Zappers STBs / Zapper IDTVs / MHP DTT STBs
- ~~■ MHP licensing fees without guarantee~~
- Interactivity on linear TV is difficult
- Bandwidth scarcity (DTT at least)
- Etc.

Via Licensing removed MHP fees for FTA broadcasters (13/06/08)



Teletext



Games Betting



Information



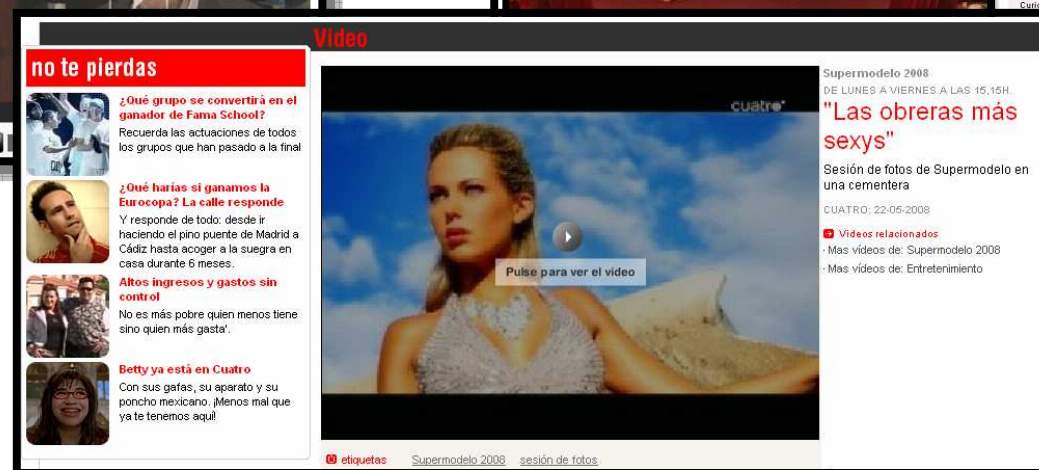
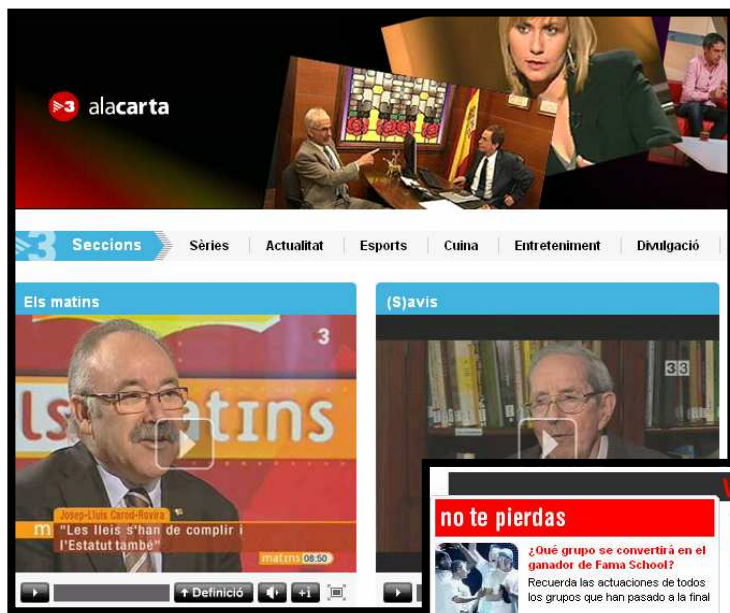
Interactive Ads



Efforts towards Desktop PC / Web



- They forgot about the TV screen!
- Internet is not only Web!



Good example :: BBC TV iPlayer

- **BBC TV iPlayer! It is on TV! :-)**
 - But no standard based solution :-)
 - Not all broadcasters have BBC budget



Wii™



a) Is it a TV?

OR

b) Is it a display?

**The answer after the
ad-break!**

SAMSUNG







Model Number: DMX-NV1

BRAVIA® Internet Video Link

Stream, browse and watch internet video and much more on your compatible BRAVIA® HDTV with the BRAVIA® Internet Video Link. It's like extra channels for your new HDTV.

In stock. Estimated ship date: 05/27/2008.



PANASONIC BRINGS PHOTOS, VIDEOS TO CONSUMERS' LIVING ROOMS WITH GOOGLE AND YOUTUBE

Panasonic VIERA® Internet-Connected HDTV's with VIERA CAST™ Feature Offer Seamless and Easy Access From The Living Room to Google's Picasa Web Albums™ and Millions of Originally Created Videos from YouTube™

SAMSUNG

IDTV advantage?

**To be the initial
contact point for content**

SAMSUNG

Key take-aways



- Interactive TV is about giving the viewer more control of TV experience
 - It is not just about drawing texts and graphics
- There will be a fight to be the contact point for content
 - Broadcasters need to embrace interactivity to have a chance
- It is not the future. It is happening now
 - All recent CE devices are Internet capable
 - That includes MHP receivers



My foretell

- Standards will succeed
 - On advanced video distribution
 - On client software
 - It is simply better for business
- Walled gardens won't last
 - Just as Internet is not just AOL!
- The right content will find me
 - I am too lazy to search
 - Keep it simple!





**Moltes gràcies per
la vostra atenció!**

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