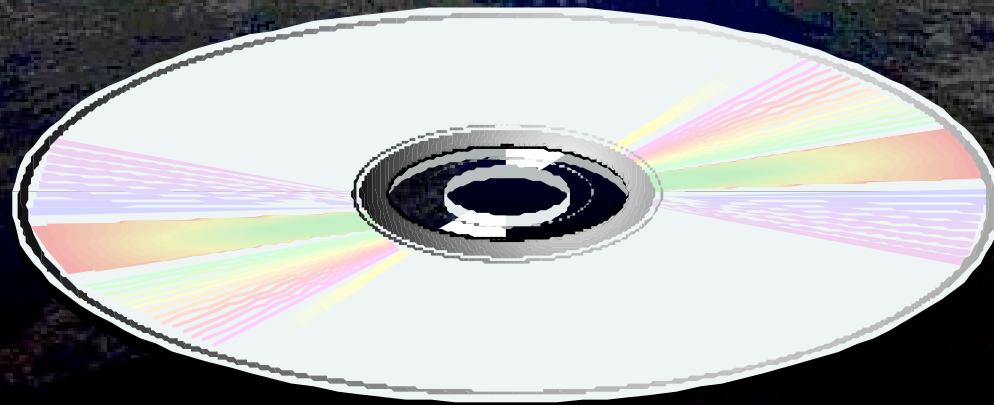


BBC *Interactive* Horizons

Gary Hayes

Senior Development Producer

BBC Interactive TV



“A journey into the known”

BBC *Interactive* Horizons

What have we heard so far...?

- Digitally sophisticated & digitally daunted
- Interactive means it is unfinished
- Interactive television is MHEG
- Technology not content matters (at the moment!)
- Everyone will be online, everyone is networking
- Think about my mum

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What is Interactive TV?

- It is the biggest thing to happen to TV for 50 years
- At last the viewer really influences what broadcasters output - real time audience profiling
- Self publishing and niche channels - 2000 channels means 'Streatham Tesco Cam' competes with BBC2
- Viewers become collaborator and creator - consumers become producers. Viewer experience is critical
- This is 1946? It's Alexandra Palace, all over again, but technology is the 'fascination' - for a while

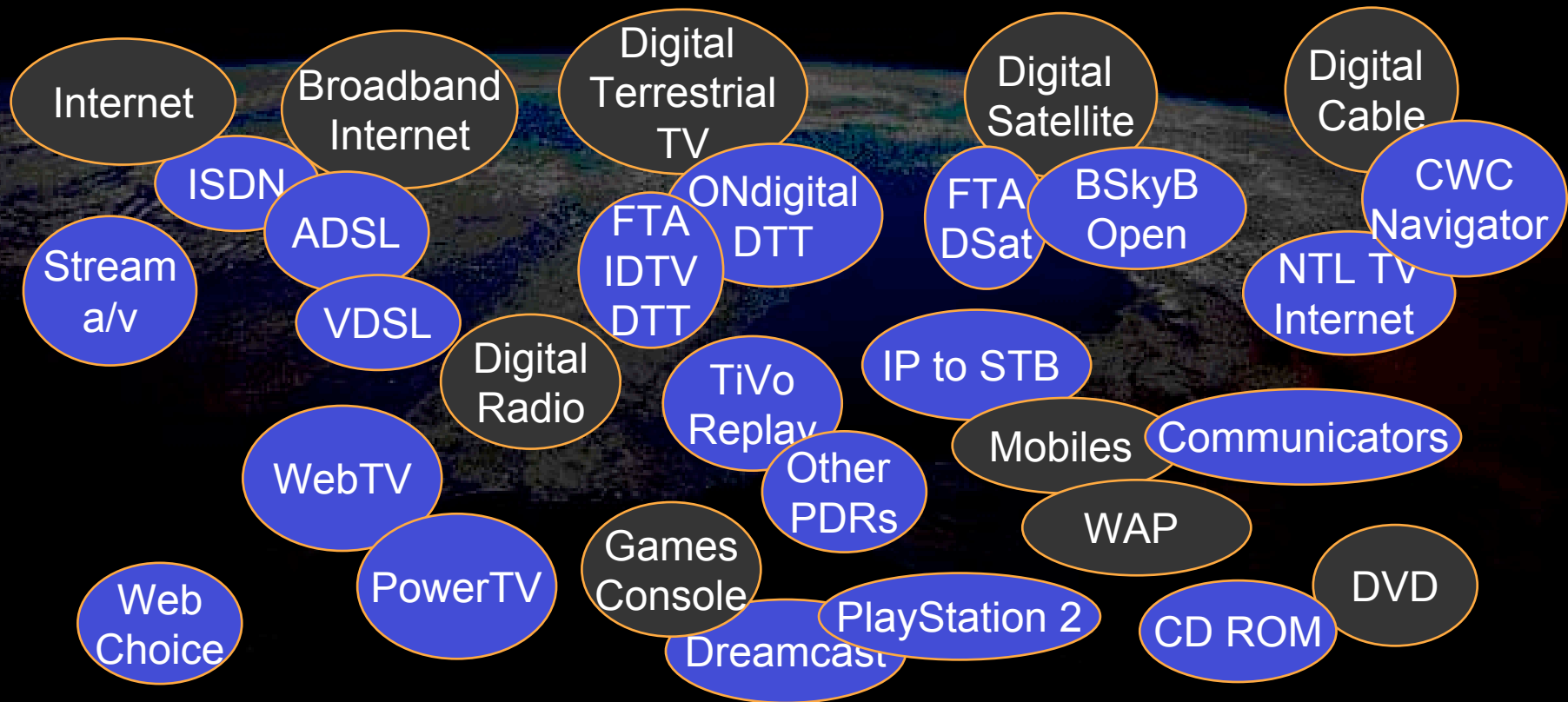
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WAY-AHEAD-OF-ITS-TIME-TV

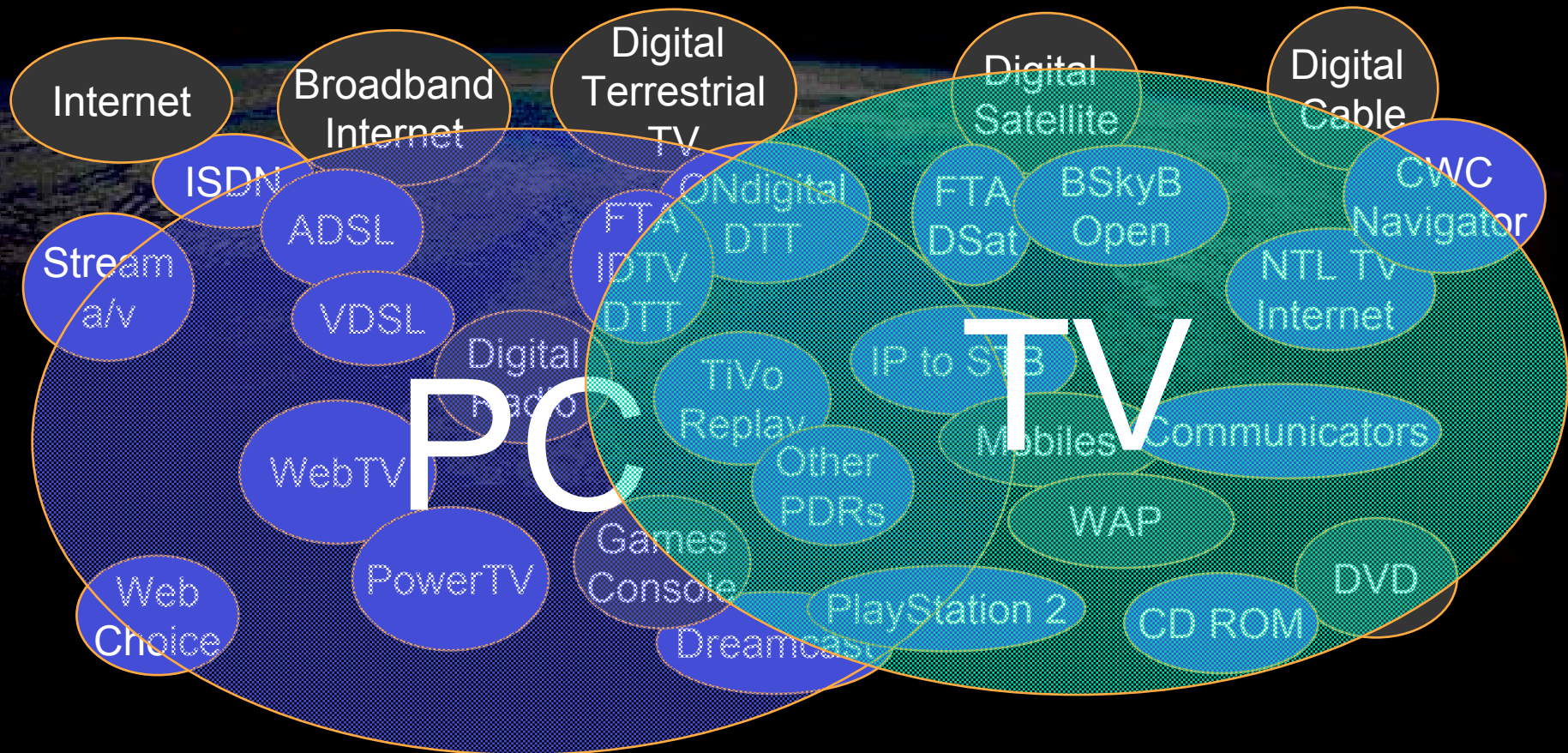
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Right, how will you deliver your show?



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Now, what screen will the view it on?



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Phew! At the end of the day..?

**CONTENT
IS WHAT
MATTERS**



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OK, examples please. What is iTV?

- It is screens of stats alongside Sports shows
- It is pages of News & Information & Weather
- It is endless catalogues of things to buy
- It is so called fun things to do alongside programmes
- It **WILL BE** a journey, a sense of achievement
- It **WILL BE** compelling, addictive & participative
- It **WILL BE** a tool for life
- It **WILL BE** ... resonant - audiences communicate

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What does the future hold - more predictions

- 900 million world wide mobile users by 2004 (Forester), one quarter of the planet - WAP, G3, Bluetooth next generation
- 95% of all content viewed in USA in 5 years time will be from off-line storage devices (Price Waterhouse)
- More than 7 million in UK viewing TV and web not on a TV or PC in 3 years - Dreamcast (sold 1 mill units in 6 weeks in USA) & PlayStation 2 set to sell even quicker
- As the main driver of Digital Interactivity, eCommerce, settles - viewers THEN demand good content

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What does the future hold for a BBC audience?

- More choice - content on demand, storage and broadband
- Regionalisation - more bandwidth leads to localised delivery
- Personalisation - targeted & segmented programming
- Interactivity - STB becomes games console, viewers publish
- Mobility - Wap and beyond, the audience views on the move
- Domestic network - the home becomes the control centre

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Evolving 'BBC broadcast' possibilities!

Simple 'early' enhanced TV models

- Text & graphics & retro games available with video
- Dynamic data synchronised with vision
- Multiple audio streams with the vision
- Multiple vision streams - parallel activity & alternative views
- Return path voting, email, forums, transaction - demo?

Adding storage & removable media devices

- Access to background-stored, book marked items
- Multiple routes through a programme - non linear
- Download of high quality games & interactive packages
- Personalised programming - virtual channels, segmentation

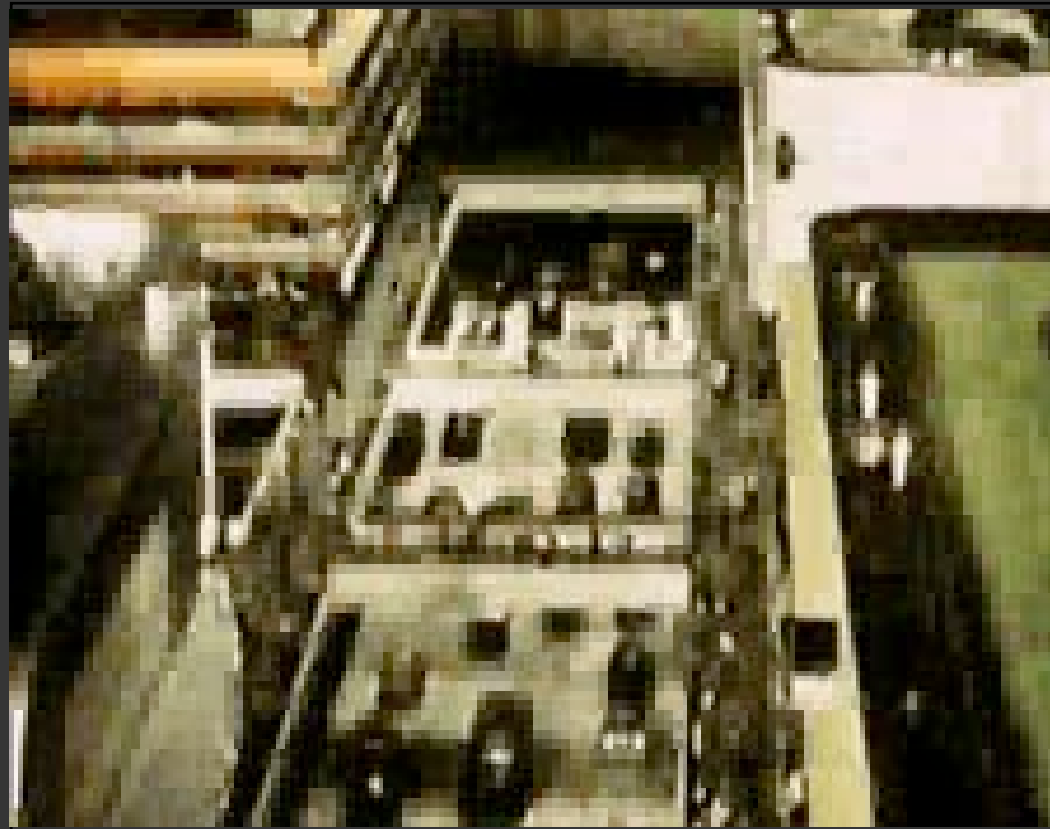
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Evolving BBC return path possibilities!

Interactive viewing (return path) - evolution

- Simple voting live (queued) back to broadcaster
- Shopping & questionnaire based feedback
- Appearing in real time, as a show proxy e.g: quiz
- Deciding (democratically) direction of programme
- Contributing content live to programme
- Viewer usage profiles influence 'push & pulled'
 - Personalised trails
 - Targeted ads
 - News & programmes

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WAY-AHEAD-OF-ITS-TIME-TV

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OK, what will your show be viewed on & when?

Yr

05

TV Display

PC Screen

PDA

Set Top Box

Converged device

04

4th PDR 600 hrs converged home network

Mobile control of home net - far

Console TV/Games/web

3rd PDR 400 hrs home network

03

Mobile network - close

VDSL Net fast TV/web

iTV digital 2nd

TV /web digital 2nd gen

Mobile broad TV

2nd PVR 100 hrs personal

IP Sat/cable to PC

02

Mobile Docking

TV mail digital

ADSL Net TV/web

01

Mobile Web

TV loops digital

PStation2 Games/web/dvd

00

Mobile mail

Digi Radio

1st PVR TiVo etc

WebTV

Dreamcast

Dcable TV/web

99

Linear TV digital

eTV digital 1st

PC Web

OnMove / Audio - TV Broad - Storage/On Demand - Interactive

BBC Broadcast

Gary Hayes 22/02/2000

Interactive TV