Challenges of Enhanced TV

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Challenges of Enhanced TV

Content

- BBC and iTV so far

- Editorial & business challenges

- Technical challenges

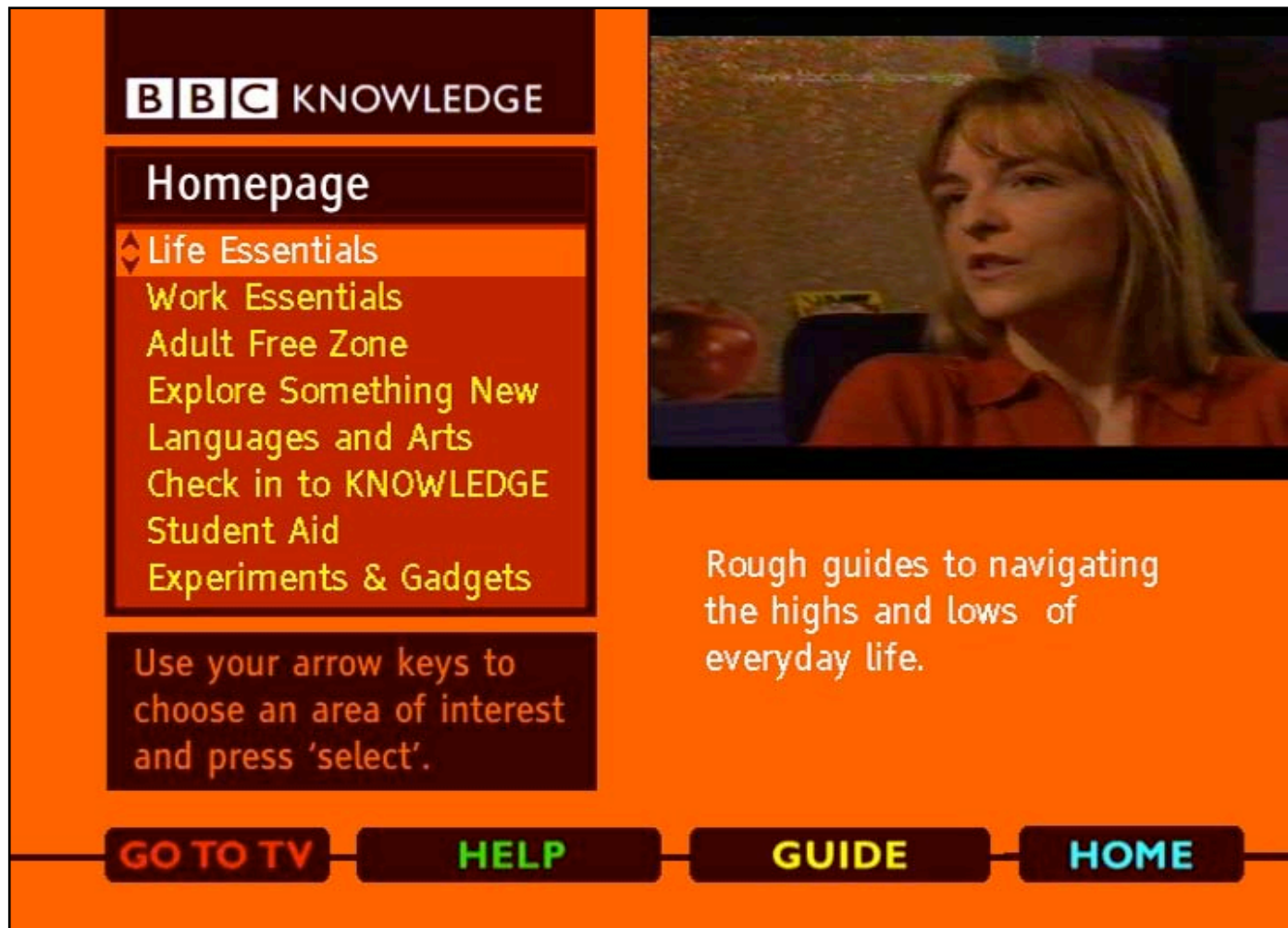- Case Study - Top of the Pops, early concept to service

Challenges of Enhanced TV

BBC and iTV so far

- Since Nov '99 BBC iTV has produced over 5800 hours of eTV and 86 000 hours of 24/7 services across 3 iDTV platforms

- As at Apr 02 **175 discrete services** (eTV and 24/7) have been delivered to five TV platforms - Dsat, Dcable, DTT, Broadband TV and Web to TV

- Over 100 people develop and gate keep BBC iTV

- First sync and return path services Q3 2001

- In 2001, the BBC demonstrated iTV's mass appeal
  - 4.2 million viewers used *Wimbledon Interactive (1+ mins)*
  - 1.9 million users accessed *Walking with Beasts Interactive* (1+ mins)
  - 1 million access BBCi text weekly;
  - £470k was donated to *Children in Need* via Dsat
  - 0.2 million used TOTP Christmas special one off show (3+ mins) 20% of the audience who could use iTOTP
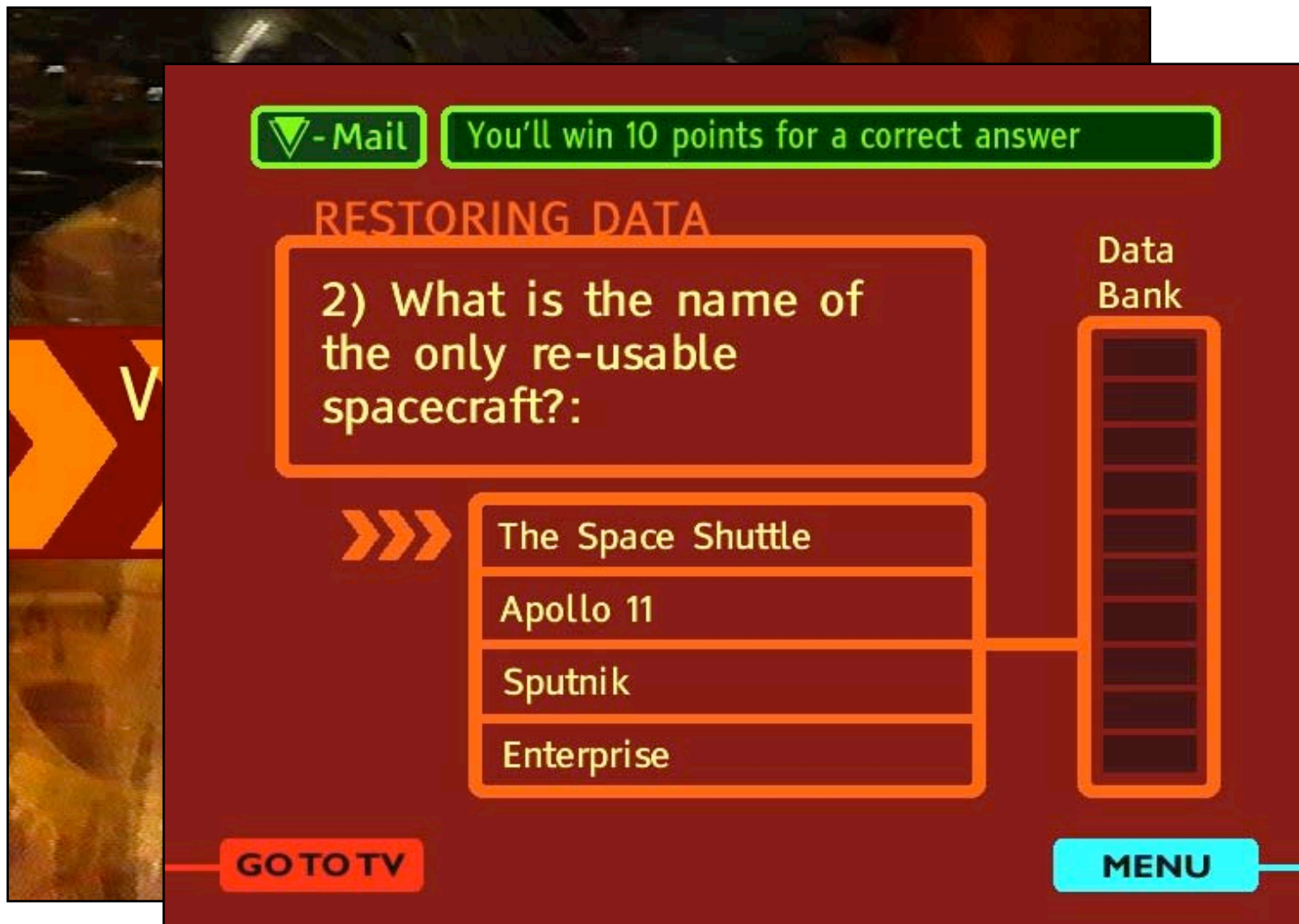
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BBC Knowledge - (1999)

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BBC Knowledge - Voyager (1999)

▽-Mail   You'll win 10 points for a correct answer

RESTORING DATA

2) What is the name of the only re-usable spacecraft?:

Data Bank

>>> The Space Shuttle

Apollo 11

Sputnik

Enterprise

GO TO TV   MENU

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Business challenges

• Market fragmentation leads to potentially high costs per user

• Administrative organisation - terminal/device, screen (pc/tv), genre or delivery pipe

• Integration of engineers, artists and management

• A multitude of gateway deals to strike

• Rights vary in complexity from platform to platform

• Relationships with 3rd party suppliers - harder to manage in early days?

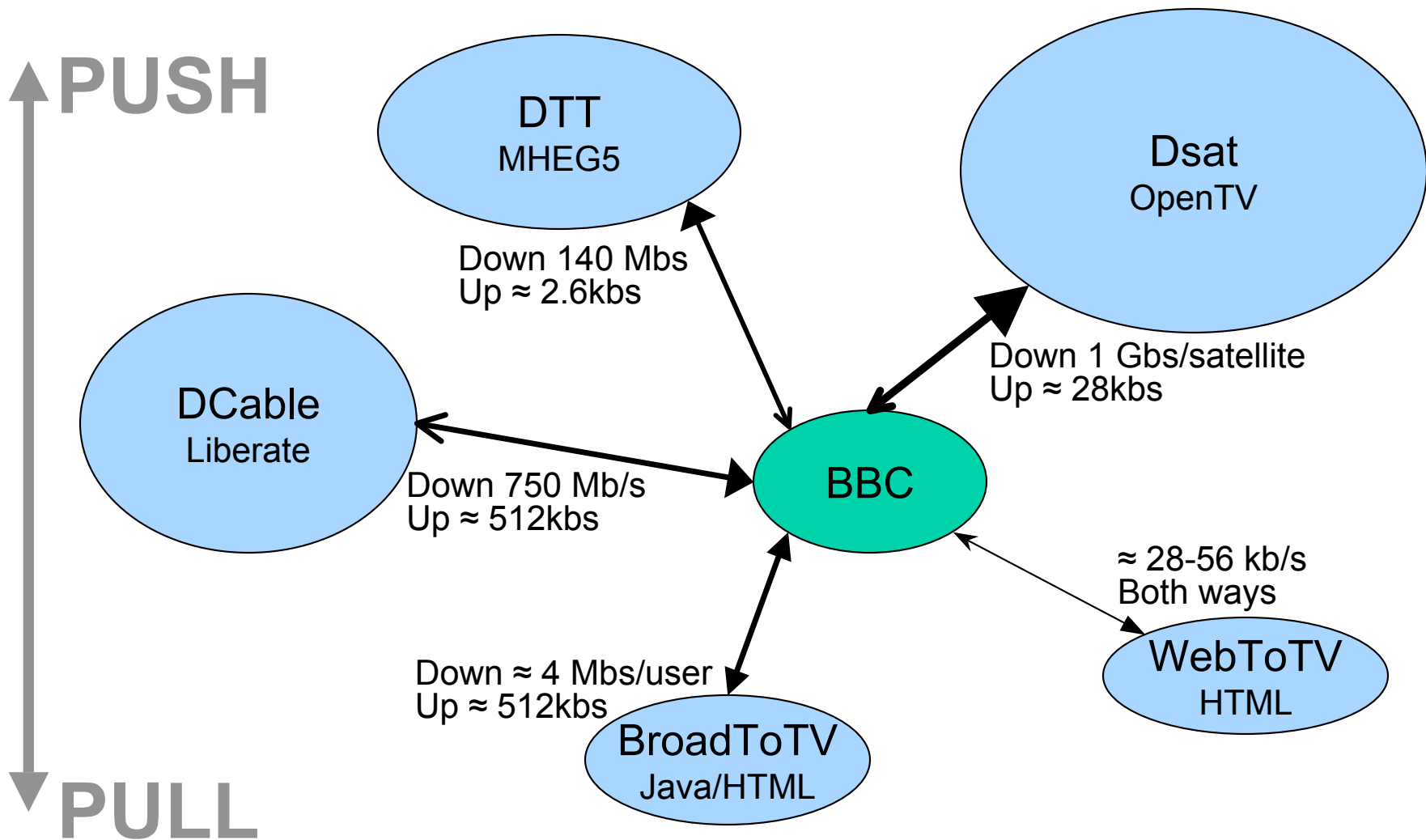• Finding outside companies that can offer something 'really useful'

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Editorial challenges

•User experiences - quality, baby steps, simplicity, suggestive, clarity of proposition & navigation

•Managing expectations

•Original and bespoke versus re-use of templates

•Where are the best ideas - in-house or outside?

•Traditional broadcasters rarely understand interactive TV and its commissioning criteria

•Where do iTV producers come from? Web or TV production

•Education. Linear TV combined with software engineering

•The add-on (as early web publishing) vs integrated return path or synchronised eTV

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Technical challenges 1 - iTV platform diversity

PUSH

DTT
MHEG5

Dsat
OpenTV

Down 140 Mbs
Up ≈ 2.6kbs

Down 1 Gbs/satellite
Up ≈ 28kbs

DCable
Liberate

BBC

Down 750 Mb/s
Up ≈ 512kbs

≈ 28-56 kb/s
Both ways

Down ≈ 4 Mbs/user
Up ≈ 512kbs

WebToTV
HTML

BroadToTV
Java/HTML

PULL

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Technical challenges 1 - iTV platform diversity

- All platforms have legacy problems

- Each platform has different capabilities

- Because of different capacities/capabilities we develop different services on each while providing similar experiences

- We have to author the client application for the number of iTV platforms used by UK license fee payers

- We have to develop different propositions because of application lifecycles

- Will 2nd and 3rd generation iTV STBs stretch us too far?

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Technical challenges 2 - iTV production

• Expertise in the technical implementation areas of iTV is hard to find - we nurture in-house

• Content is created at different points in the production chain

• Good multi-platform (iTV and web) CPMSs don't exist yet

• Automated reversioning is in principle not always possible

• New functionality requirements means infrastructure bolt-ons or seemless integration?

• Cross platform tools are nearly here - where will these eventually live?

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Case Study - Top of the Pops

From early concepts to live service

- **1 - 1998 prototype**

- **2 - final 2001 Christmas special plus real usage stats**
  - Linear TOTP's watched by 4.2 million (1min+) Sky Households
  - Linear TOTP's watching BBC1 **via their DSTB** was 2.2 million (1min+)
  - 0.2 million viewers interacted with the service - which means 20% (1min+) reach **via their DSTB's.** In fact **20%** were also (3+min reach)
  - *1+ reach, 150K used the Karaoke stream, 70k live vs video and 30K Starbar.*
  - *3+ reach, 130K used Karoke, 40K Live vs Video and 20K Starbar*