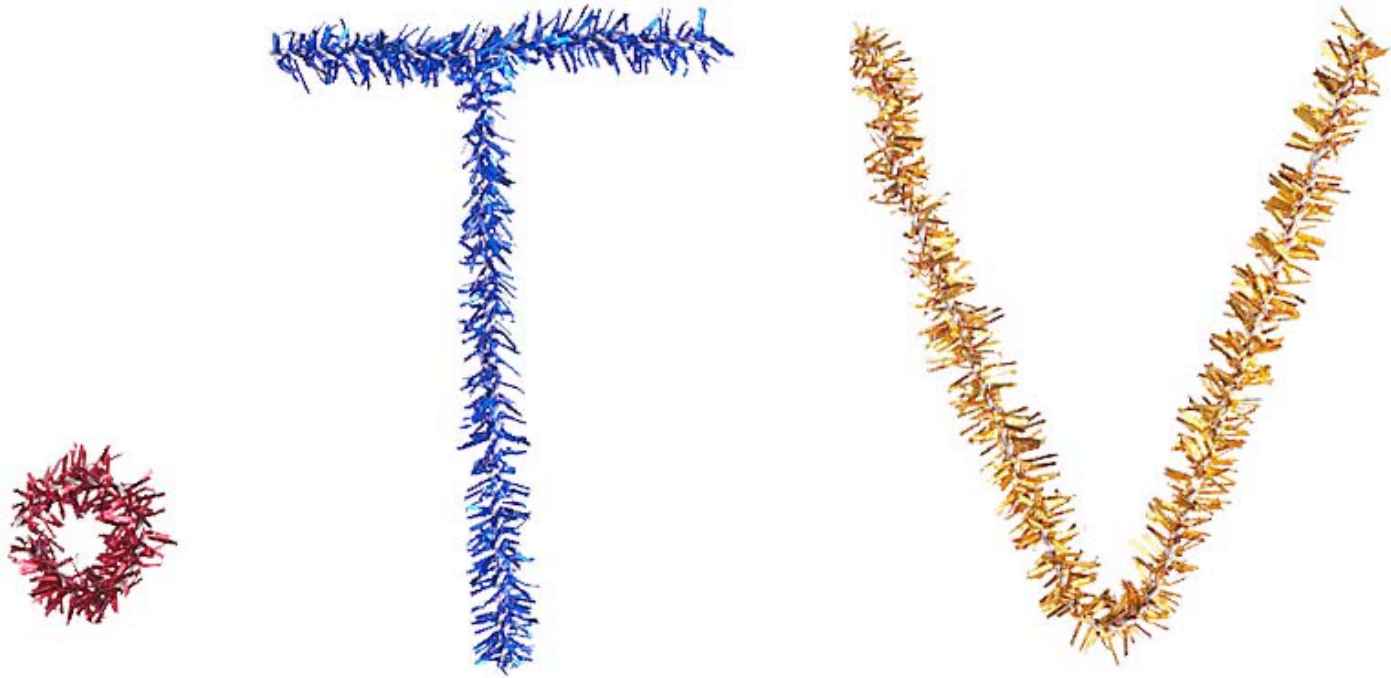


Interactive and IP...



“a past and a future”



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HELLO

GARY HAYES

“One of many children playing with crude, caveman-like tools of interactive communication at the beginning of the 21st century.”



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MY TALK

“ Those who cannot remember the past
are condemned to repeat it.”

George Santayana (1863 - 1952)

MY TALK

BBC iTV Basic History

2007-2010 BBC begins to distribute all services via broadband IPTV like pipes

2005-2007 Transition from broadcast to on-demand, PVR to IPTV

2004 - BBC post DSL trials moves into broadband distribution. 13 million + 8 mill

2003 - Broadcast apps begin to emulate on-demand using MS. 10 million

2003 - Return path provides communication services for the audience. 10 million

2002 - Synchronisation creates audience focused services. 8 million

2001- Multistream services begin. Guarantee the success of BBC iTV. 5 million

1997-2000 Foundational services pave the way. Digital Text. 2 mill

1998-2000 After soft platform launches developing pilots alongside Production

1996-1998 Early prototypes and also developing the platform - eg: MHEG

1994-1996 The Pioneering Days. Prototypes pre DTV awareness

ROUND THE BEND

THE PIONEERING DAYS 94-96

All new ideas pass through three stages.

First, they are ridiculed.

Second, they are violently opposed.

Third, they are accepted as being self-evident

Schopenhauer (miss quote)



RIDICULED

BUILDING PROTOTYPES



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CAREFUL WHAT YOU WISH FOR

MAKING 1st PILOTS WITH PRODUCTION 1998-2000

“The best way to predict the future
is to invent it.”

Alan Kay



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WHICH ONES PINK?

The Technology Acceptance Model (TAM, Davis, 1993) has helped to understand the importance of designing for usability. Thus, the concepts of ‘usefulness’, ‘ease of use’ and ‘satisfaction’ are addressed. Where goals are unclear, usefulness seems less important, but ease of use and satisfaction gain much greater prominence. Designers face a fundamental difficulty in resolving the switching between goal-based and goal-less interaction, thus simplicity and transparency of operation are essential. i-TV is not intended for just PC ‘savvy’ users but the general public, who must be able to see what is available, and how to access it, and so develop a usable mental model. The complexity of interactivity is further compounded by the restriction to a remote control, and the much poorer resolution.

Satisfaction, or the aesthetic design elements, becomes crucial as the design will influence enjoyment. Furthermore, maintaining engagement by users of i-TV is vital. Interactivity can create interruptions to the narrative ‘flow’ (Green, 1998), but this is an essential component of storytelling that has made TV so successful. To address this, work studying the role of pace and interactivity for games (e.g. Neal, 1990; Malone, 1982), drama and individual engagement (Jagodzinski, Turley & Rogers, 1999), and of course fun are being used to help design.

Guy Winter (Behavioral scientist BBC R&D) & Jo Hooper (Lead designer iTV BBC 1998-2001)



WHAT! WE CAN'T DO THAT!

GETTING REAL 24 / 7 - 1997-2001



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ChChChChCHANGES

THE BIG MULTISTREAMS 2000-2004



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ChChChChCHANGES

THE BIG MULTISTREAMS 2000-2004



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DIFFERENT PATHS

INNOVATION TENSION

1 Maturity - Doing something we know about more often

2 Growing up - doing something we know about better

3 Nurturing & playing with the new born - Doing something somewhat different

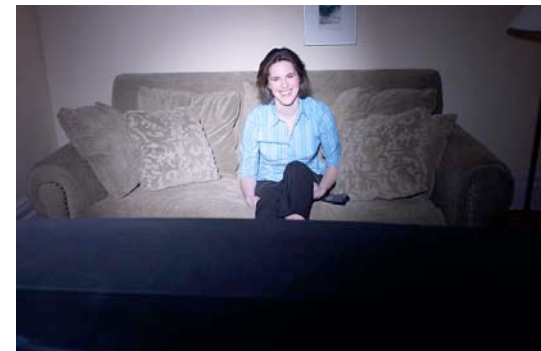
4 Giving birth - Doing something altogether different



MAKING IT UP AS WE GO ALONG

THE BIG SYNCH PLAYALONGS 2002-

“One small step in tech, one giant leap for editorial”

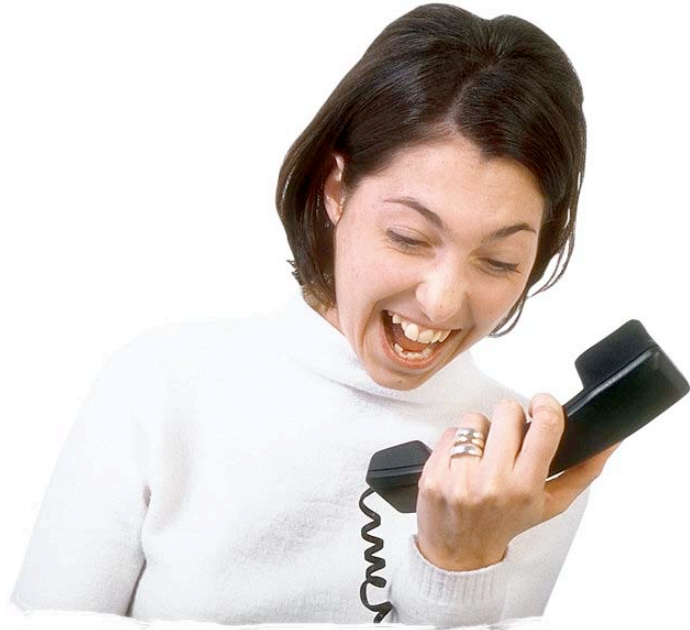


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MIXING THINGS UP

THE BIG PARTICIPATION 2002 -



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HOW DID IT GO?

METRICS - MEASURING SUCCESS



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The Good, The Bad & The Indifferent

% of available audience, BBC iTV 2001 onwards

35-60%

Wimbledon
Olympics 60%
World Cup
Commonwealth Games
6 Nations
Chelsea Flower Show
Test the Nation 1

0-19%

Great Britons
Antiques Roadshow
Pyramids
Saturday Show
Abyss
Last Night Proms
Diners 6%

20-34%

Fame Academy
Winter Olympics
FA Cup
Golf
Test the Nation 2

LET THE GAMES BEGIN



IN 2003 -

the BBC broadcast over 80
programme-related iTV services
reaching 8.5 million viewers

Between June and November 2003,
over 3000 hours of extra video within
iTV services

Viewer response rates averaged 17%
or 1 in 5 viewers watching a
programme with interactivity available
pressed red.

Every TV genre supported by the BBC
- even interactive Shakespeare with
Richard II in October

LET THE GAMES BEGIN

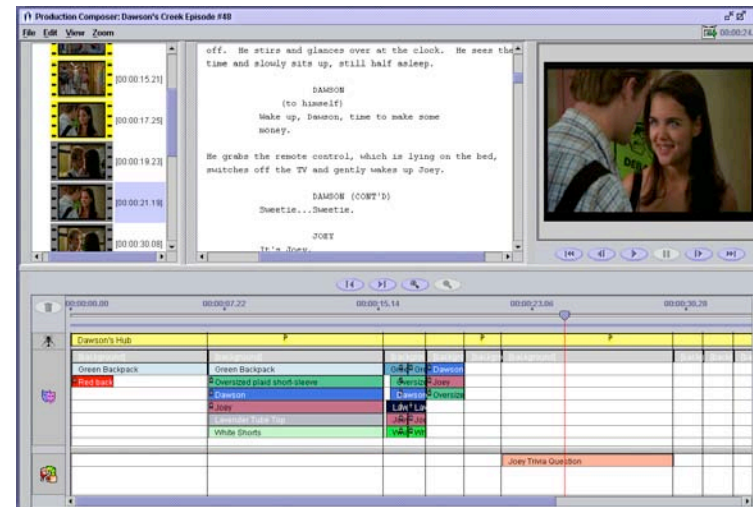
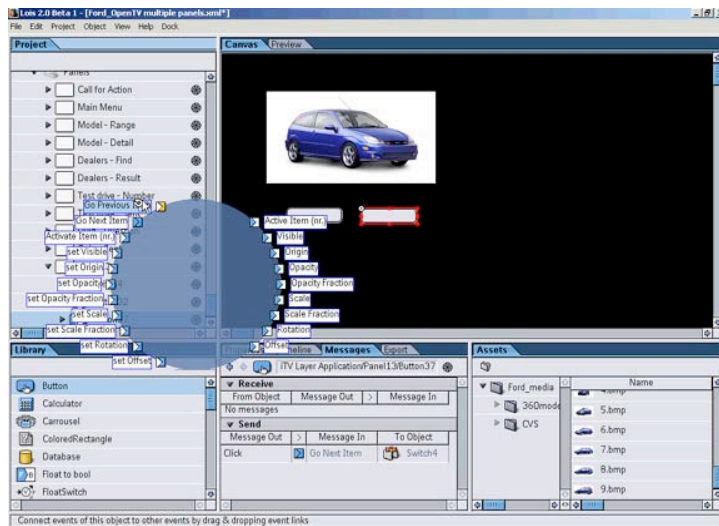
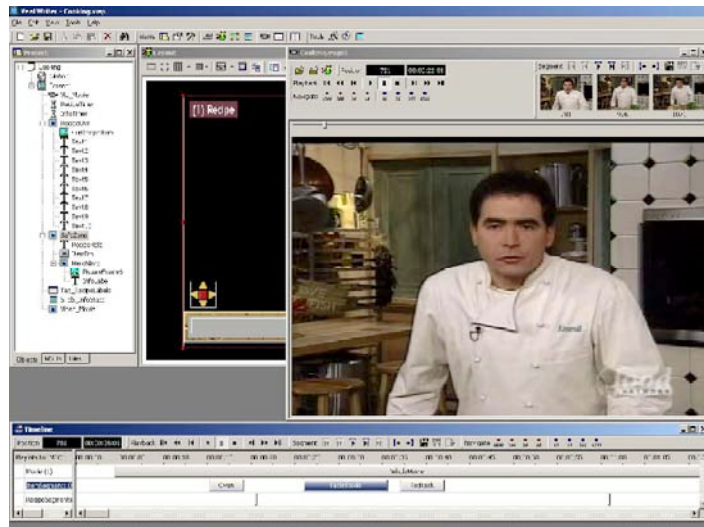
PARALLEL VIDEO QUESTS 2002 -
ARCADE GAMES
AND EVERYONE ELSE



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PANACEA OF TOOLS?



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MOVING FORWARD

PRODUCTION TOOLS FOR CROSS PLATFORM

PLAN B - not making everything interactive



C r e a t i o n

Storyboarding

AssetMng

Injest

A u t h o r i n g

Application

I n t e g r a t i o n

Sync

Play-out

ReturnPath

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MOVING FORWARD

DEMANDING ON-DEMAND 2003 -

XCreatures of Innovation

The BBC predicts broadband to 15 and 20 million homes by 2016

The BBC expects that by 2016, seven in ten homes will be able to schedule their viewing and listening at a time that suits them best – PVR & broadband



WHAT HAVE WE LEARNED?

SOME LESSONS FROM BROADCAST iTV

Pre launch build service prototypes everyone can see and buy into

Inspire people with possibilities they can see

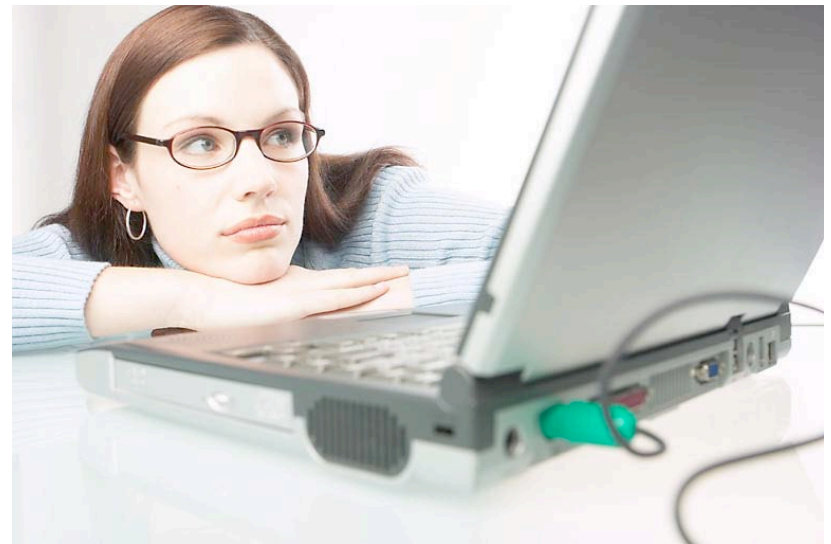
Don't silo too early

It is hard work being first!

Progress is slower and always more expensive than imagined

Make sure Production are bought in

Audiences will be...audiences



WHAT HAVE WE LEARNED?

SOME CURRENT VOD WORK



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OFF WE GO AGAIN

“The future, according to some scientists, will be exactly like the past, only far more expensive.”

John Sladek

VOICE - TV - DATA
down one pipe the great triple play



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OFF WE GO AGAIN

Telcos will deploy VOD services to 19 million homes by 2007 - InStat/MDR

Speeds at moment of 4Mbps down 0.5Mbps back up to 10Mbps on fiber

The US home broadband audience will double from about 55 million individuals in 2004 to about 108 million by 2009

IPTV SERVICES

- Broadcast TV
- Premium Channels
- Movie Channels
- Pay-Per-View
- Video on Demand
- Virtual PVR (Personal Video Recorder)
- Advanced Interactive Services & gaming (video & gambling)
- Ad-Insertion (directed advertising)



THE FUTURE IS...IN THE FUTURE

Where next?

Democratization of interactive production

Creative democratization - films, music, stories

Life sharing experiences

BUT:

Standards for IPTV browsers & VOD implementation

Interface standards

Commerciality balanced with edu & innovation

