BBC Interactive Horizons

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“A journey into the known”
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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
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

BBC Broadcast  Gary Hayes 22/02/2000  Interactive TV
BBC Interactive Horizons
Right, how will you deliver your show?
BBC *Interactive* Horizons
Now, what screen will the view it on?

BBC Broadcast
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Interactive TV
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Phew! At the end of the day..?

CONTENT IS WHAT MATTERS
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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Interactive TV
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
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
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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**OK, what will your show be viewed on & when?**

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<thead>
<tr>
<th>Yr</th>
<th>TV Display</th>
<th>PC Screen</th>
<th>PDA</th>
<th>Set Top Box</th>
<th>Converged device</th>
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<td>04</td>
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<td>Console TV/Games/web</td>
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<td>Mobile network - close</td>
<td>VDSL Net fast TV/web</td>
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<td>ADSL Net TV/web</td>
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<td>PStation2 Games/web/dvd</td>
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<td>eTV digital 1st</td>
<td>PC Web</td>
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**OnMove / Audio / TV Broad / Storage/On Demand / Interactive**

**BBC Broadcast**

Gary Hayes 22/02/2000