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
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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)

Rough guides to navigating the highs and lows of everyday life.
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BBC Knowledge - Voyager (1999)

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

- The Space Shuttle
- Apollo 11
- Sputnik
- Enterprise
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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**
  - **TTT**
    - MHEG5
    - Down 140 Mbs
    - Up ≈ 2.6kbs
  - **Dsat**
    - OpenTV
    - Down 1 Gbs/satellite
    - Up ≈ 28kbs
  - DCable
    - Liberate
    - Down 750 Mb/s
    - Up ≈ 512kbs
  - **BBC**
    - Down ≈ 4 Mbs/user
    - Up ≈ 512kbs
  - **BroadToTV**
    - Java/HTML
  - **WebToTV**
    - HTML
    - ≈ 28-56 kb/s
    - Both ways

- **PULL**

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BBC New Media  Gary Hayes, Senior Development Manager  OpenTVForumParis June 2002
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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 seamless 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