

Immersive TV Shaping tomorrow's TV

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Salzburger Medientag November 5-6, 2007

The Problem

Television by 2010

Main milestone of the TV industry

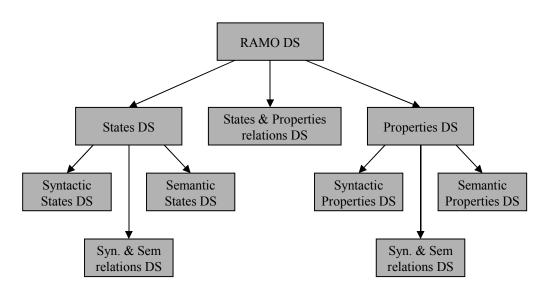
				Our market focus	
					1
	1930 - 1980	1980 - 1995	1995 – 2005	2005	2010
Period	Analogue Public TV	Analogue Commercial TV	Digital Multi-channel TV	Digital Personal TV	Digital Egocasting TV
Mission Statement	Inform Cultivate Entertain	Maximise audience	Maximise thematic coverage	Help viewer find and interact with content	Help viewer participate
Key Activities	Production				
		Programming			
			Packaging		
				EPG & Interactivity	
					User Immersion
At stake	Frequencies control	Programs filling Broadcast rights	Thematic offers & marketing		Viewer creativity Cost optimisation

Source: Idate 2005

An Immersive Concept

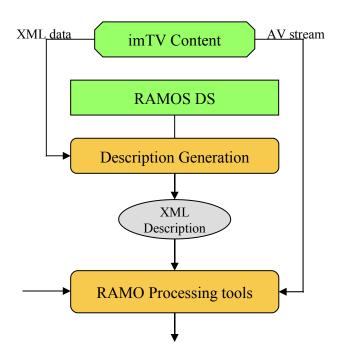
RAMO Concept: Reactive and Adaptive Multimedia Objects

RAMO XML Description Scheme



Syntactic: Physical and logical structure Semantic: meanings and events

RAMO XML processing chain



An imTV Solution

A) TV « actors » needs

Producer Thematic Production

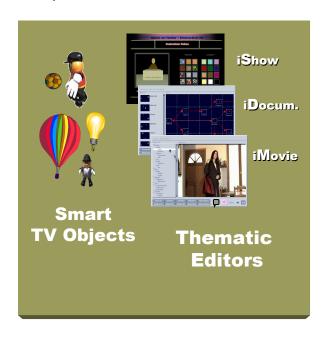


Broadcaster Multi-Diffusion



Viewer
Personal Experience

B) Our current « immersive TV » solution







imTV Products (1)

Content Creation



Thematic TV Production (for quiz shows)

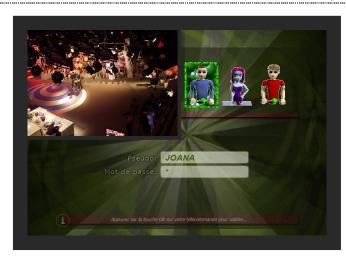




Multi-Diffusion



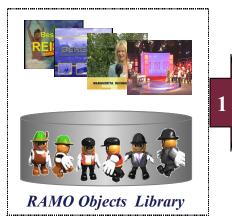
Viewer Immersion (ex: she/he plays virtually as an avatar)



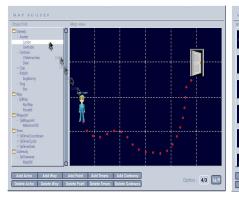


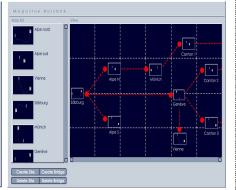
imTV Products (2)

Content Creation



Thematic TV Production (for documentaries)





Multi-Diffusion



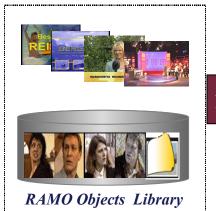
Viewer Immersion (ex: she/he walks through the documentary)





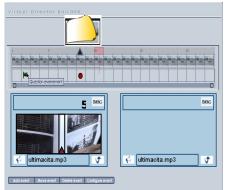
imTV Products (3)

Content Creation



Thematic TV Production (for movie / series)





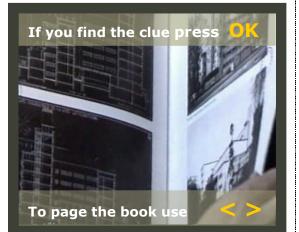
Multi-Diffusion



Viewer Immersion (ex: she/he is looking to resolve a crime)



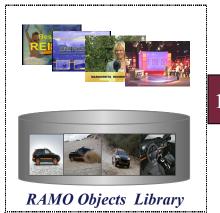




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imTV Products (4)

Content Creation



Thematic TV Production (for advertising)





Multi-Diffusion



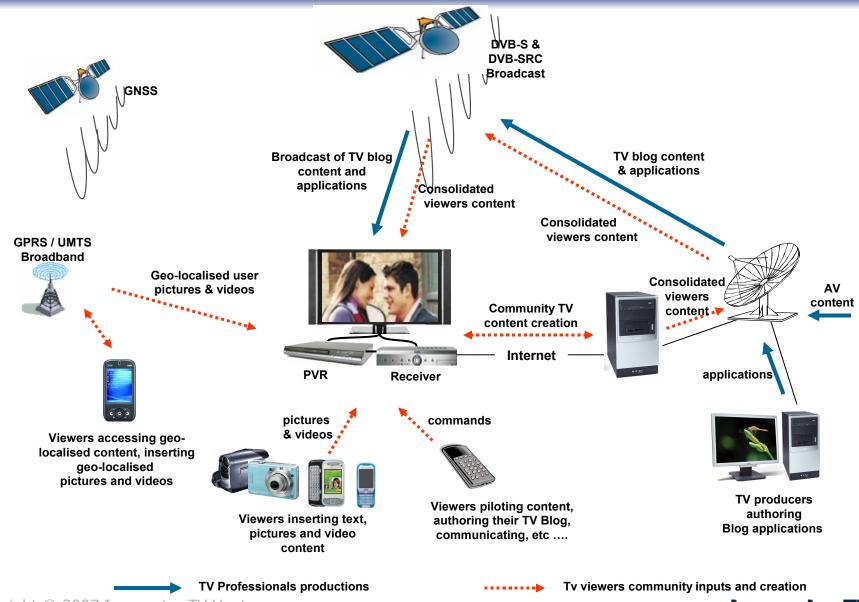
Viewer Immersion (ex: she/he gets to personalise the car)





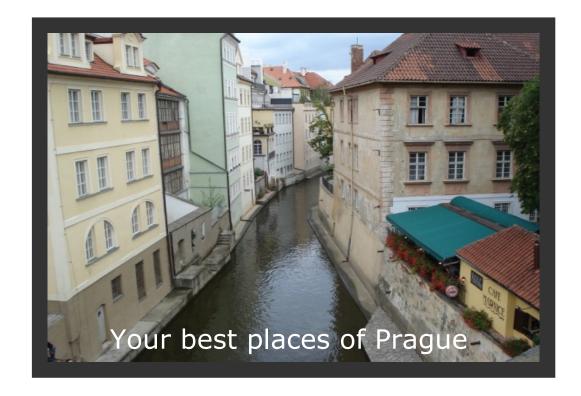
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Planned Evolution (1) - im Blog TV



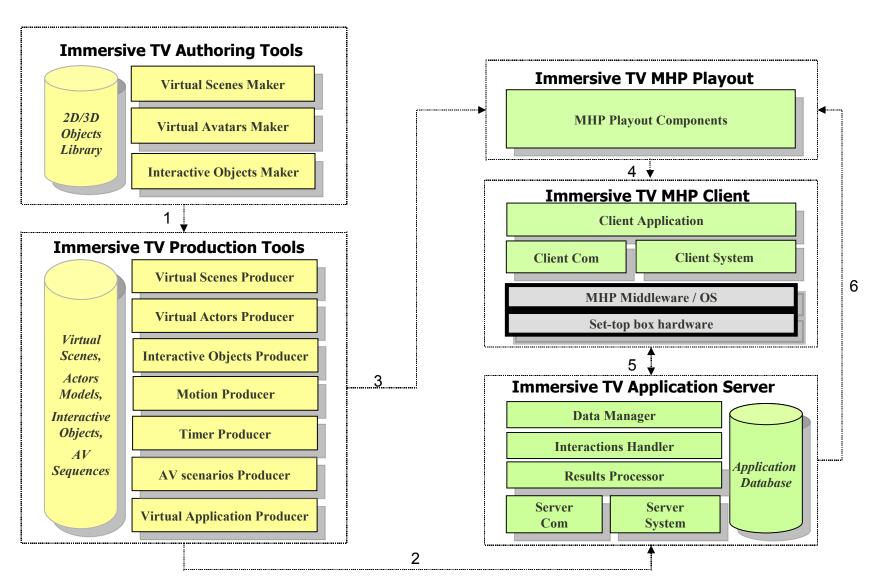
Planned Evolution (2) - im Blog TV







imTV System Architecture



Added Value

Current market solutions provide:

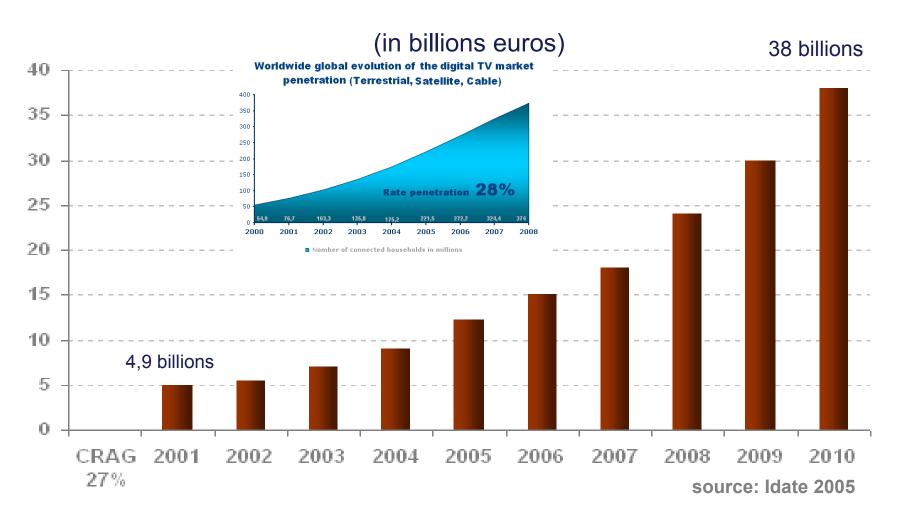
- for Viewers: Interactivity but not immersion
- for Producers: Generic tools but no thematic tools
- for Broadcasters: Single diffusion systems

Our added value is:

- for Viewers: user immersion and empowerment
- for Producers: adapted thematic editors
- for Broadcasters: medium independent diffusion
- for the TV industry: a full end-to-end solution

Opportunity

ITV services editing revenues worldwide



Many thanks



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