waptv

The desire to communicate

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Welcome

Tobin Ireland

Group Sales Director – Sky Interactive

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The Agenda

- Welcome Tobin Ireland
- Digital Services in an Internet World Ian Valentine
- Technology Overview (waptv) Patrick Sansom
- Service Demonstrations Ian Valentine
- Platform Launch Points and Styles John Withnell
- Coffee
- The waptv developers' programme Gary Smith
- Interactive Advertising Miriam Douglas
- Q&A

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lies deep in the human heart

Digital Services in an Internet World

Ian Valentine

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A Blast from the Past

- *"The Internet is a Tidal wave. It will wash over nearly all industries drowning those who don't learn to swim in its waves"* -
  Bill Gates

- *"One third of consumers interviewed said they expected to do most of their shopping in the future via the Telephone, Internet or television."*
  (Bossard Consultants research, 1997)

- *"According to the CBI, the Internet technology available in 10 years (2007) will be sufficient and widespread enough to outstrip the high street in terms of sales"*
  Internet Business Report - 1997

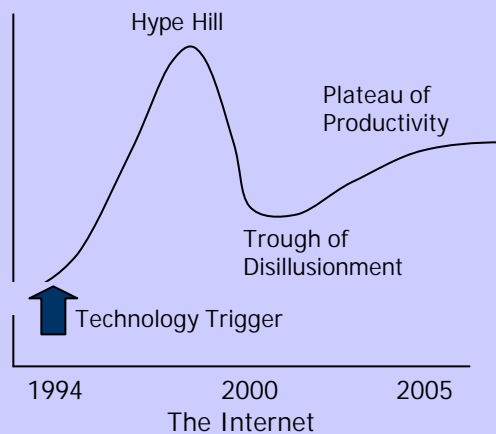Open....

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A Blast from the Past

- *"By the year 2000 a third of the most attractive households will be ready to buy online"* - (McKinsey)

- *"Consumers are clearly looking for a way to divide shopping for staples distinct from browsing for fresh/novelty/impulse/luxury purchases"* (Financial Times Management report)

- *"There will be a new wave of growth around the middle of the next decade responding to new user-friendly easy access low cost technology. It will enable the 15-20% hard core of "reluctant shoppers" who dislike going to the store to become near dedicated electronic shoppers instead"* (CSC Kalchas research)

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Technology Adoption Profile

Hype Hill

Plateau of Productivity

Trough of Disillusionment
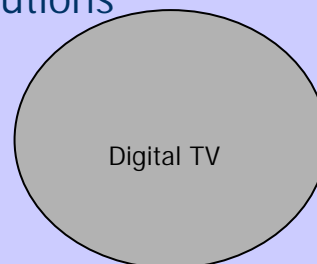
Technology Trigger
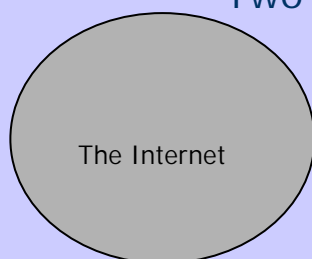
1994   2000   2005

The Internet

- When a Technology Trigger occurs, its effects are hard to predict.
- Fax machines did not replace the post office!
- The Internet did not create a "new economy"
- Now's the time to see benefits

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Two Revolutions

The Internet

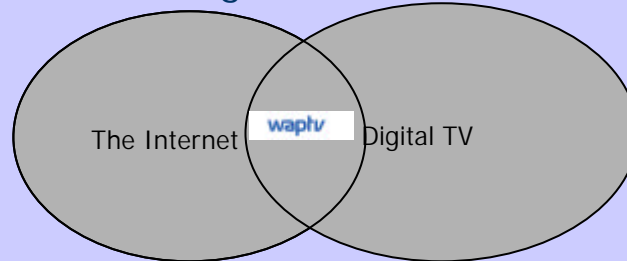Digital TV

- The Network
- The "Content"
- Technologies
- Skills
- Infrastructure

- The Platform
- The Subscribers
- Digital Broadcasting
- Skills

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Combining the Two Revolutions

The Internet   waptv   Digital TV

- waptv - Not a new technology trigger
- waptv – Not Internet on the TV
- waptv – An innovative way to combine two revolutions, delivering new value for both
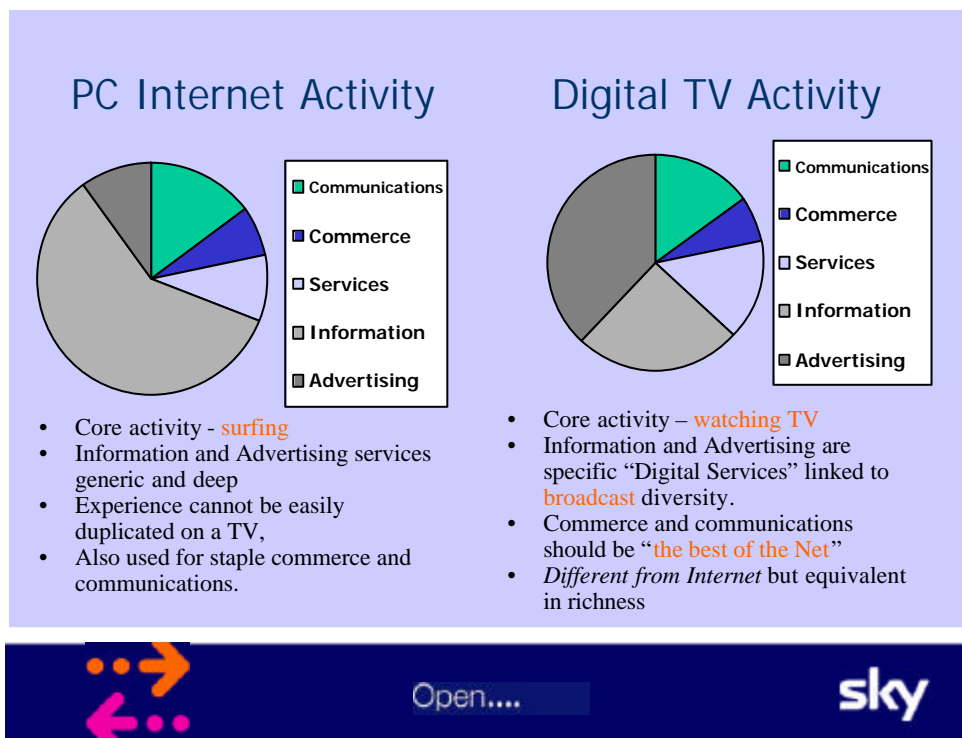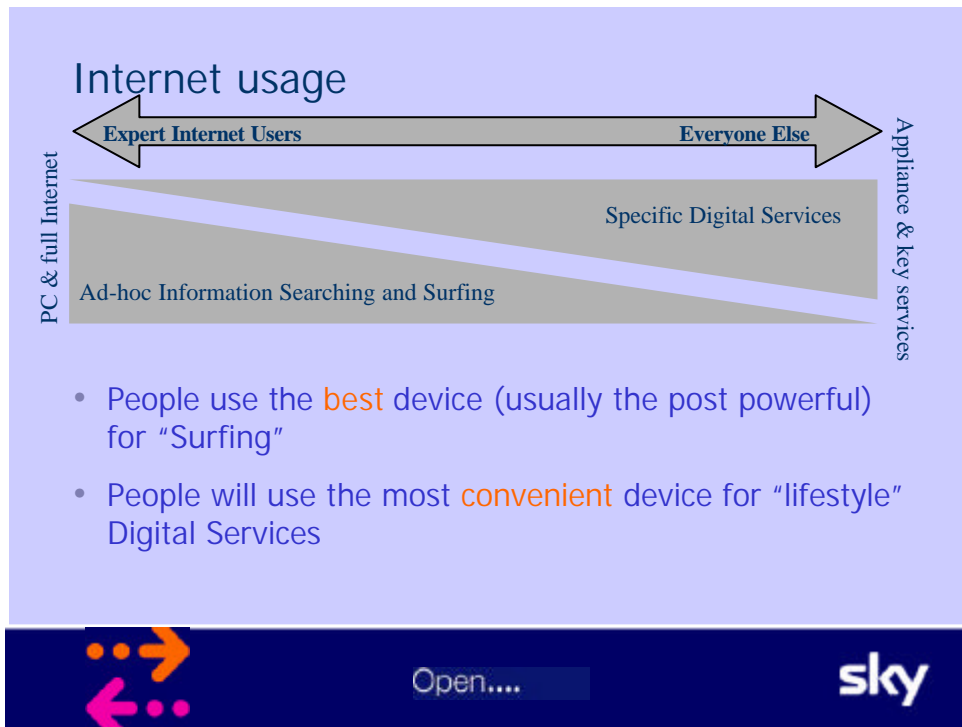- Sky – "Digital Services for everyone"

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This week's FT

"Digital TV reaches almost as many UK homes as the internet . ITC's annual report notes more than 30% have access to digital, against 33% of homes with web access"

(FT p3, 26 March 2001).

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Internet usage

Expert Internet Users → Everyone Else

PC & full Internet

Appliance & key services

Specific Digital Services

Ad-hoc Information Searching and Surfing

- People use the best device (usually the post powerful) for "Surfing"

- People will use the most convenient device for "lifestyle" Digital Services

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PC Internet Activity

- Communications
- Commerce
- Services
- Information
- Advertising

- Core activity - surfing
- Information and Advertising services generic and deep
- Experience cannot be easily duplicated on a TV,
- Also used for staple commerce and communications.

Digital TV Activity

- Communications
- Commerce
- Services
- Information
- Advertising

- Core activity – watching TV
- Information and Advertising are specific "Digital Services" linked to broadcast diversity.
- Commerce and communications should be "the best of the Net"
- *Different from Internet* but equivalent in richness

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Eventual Device Comparison – c. 2002

	PC based Internet	Mobile Phones (GSM/WAP)	Digital TV (Inc. SkyDigital)	Multi-Service Appliance	Simple Appliance
Coverage	50% UK homes	High penetration but low usage	Most Homes	Fragmented, as sold and promoted	Fragmented, as sold and promoted
Full Internet Browsing	Yes – Full experience	No, unless connected to full device	No, but TV broadcasts enhance experience	Yes, but limited experience	No, limited services only, e.g. email phones
Key "Lifestyle" services	Yes – Full Choice	Some	Yes – Best of the Net	Some as supported	Some as supported
Target Audience	PC owning experienced users	Mobile experts	*Anyone* at Home	*Anyone* at Home	Those without other devices
Comments	Not always convenient. Most expensive option	Expensive air time, hard to use, limited by devices and bandwidth	Key issue is *usability*	Has no TV or Voice related services, unless co-marketed (e.g. OnNet)	Limited Market

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Sky - Digital Services in an Internet World

- Digital Services based on Internet Technologies

- Low consumer cost
  - No new device
  - No Subscription

- Good consumer experience
  - Fast
  - Easy -"*Use the arrow keys to highlight your choice and press select*"
  - Reliable
  - Convenient

- Easy to develop
  - Standard mark-up language
  - Existing WML sites "just work"
  - Lever existing Internet Investments

- Large device population (> 5million and growing)

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Browser Overview

From the spark of nature

A look at the SkyDigital platform and the
WML browser

Patrick Sansom

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The SkyDigital development platform

Channels   Open

| EPG | "SDK" Applications e.g. Sports, News, Text | WML Browser | Custom App #1 | Custom App #2 | Custom App #n |

OpenAuthor

OpenTV SDK

OpenTV OS & virtual machine

Base Hardware (Pace, Panasonic etc)
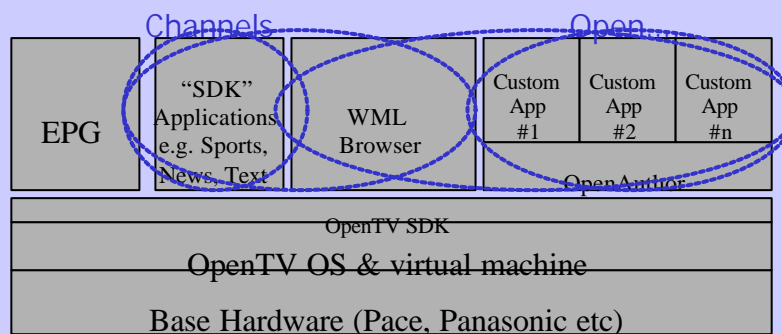
- Offers RAD environment for custom applications
- Offers SDK for "crafted" applications
- Offers Browser for Internet applications – hence today....

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HTML vs WML

A Typical Web *Page*

**A Typical WML *Deck*
Organised as *Cards***

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Key WML features relevant to STB use

- Navigation control between cards provides high "Interactivity"

- Specific concept of "options menu"

- Specific control of History movement "Back"

- Specific mapping of device buttons to actions

- Efficient communications due to compression and compilation.

- Service development with "standard" tools and web infrastructure

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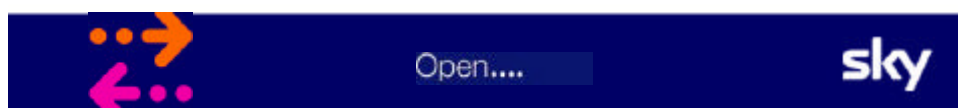
The browser in action

- Always visible "options" menu
- Full layout control
- Field validation with hint text and tab order
- Action accelerators
- Multi-card decks
- Domain branding
- Integration with the video
- Online & Offline content
- Service specific charging

SkyDigital's new WML browser

- New Browser makes Internet Content as easy to use as "teletext"
- Can be used with "Channels" or within Open....
- Separation of configuration (layout and style) and content (wml)
- Closely integrated with platform functionality
  - Application control over: menu orders, colour buttons, history etc.
  - User toggle to full video
  - Quarter screen or full screen browser
  - Special layout control enhancements
  - Broadcast resource "cache"
  - Jpeg/Mpeg image support
  - Platform security for dial-in network
- Communications bandwidth for each user 28kb/s (guaranteed)
- *Easy to develop services*
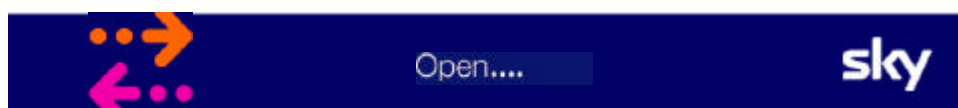
Site structure
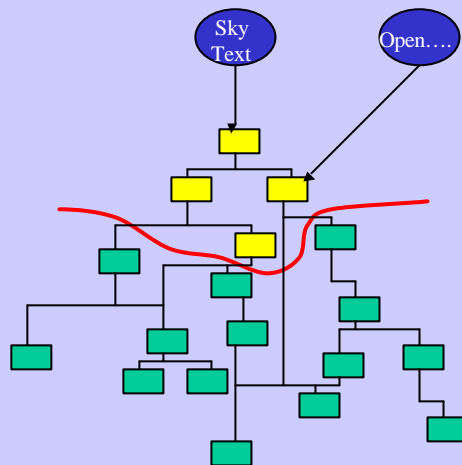
On-air content
-Requires broadcast bandwidth
-WML Text
-XML Config
-JPEG/ MPEG images
-BMPs
+ Video…..

On-line content
-Unlimited extent
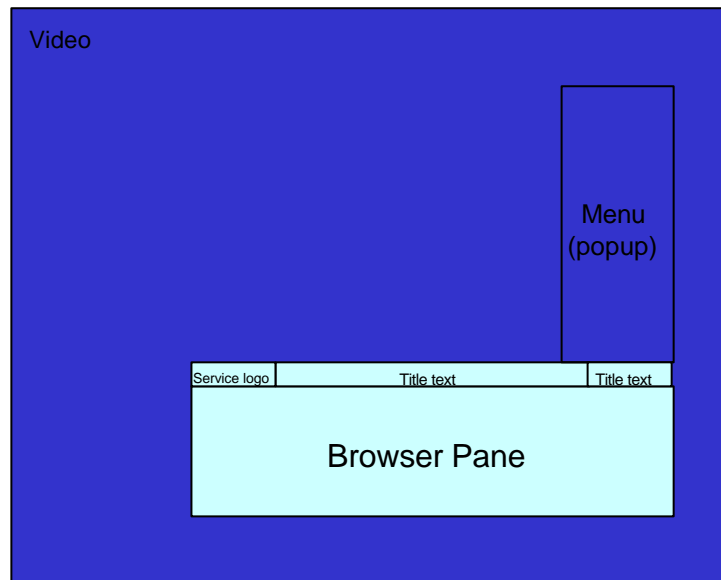-WML Text
-JPEG/ MPEG images
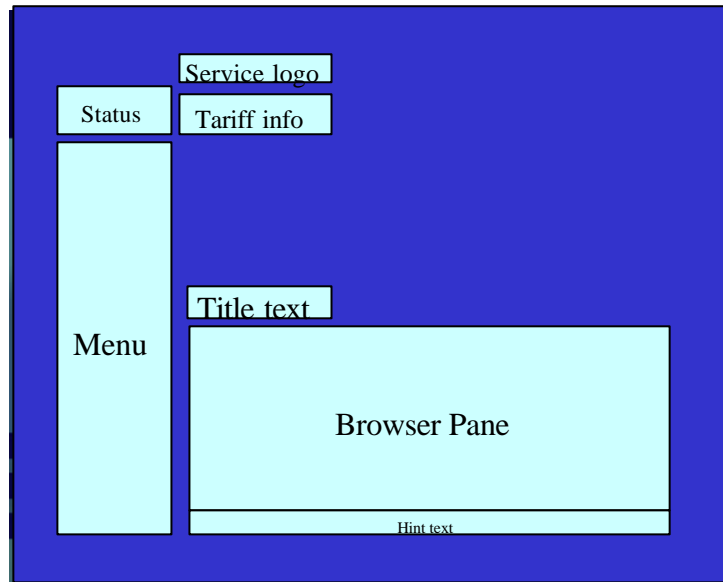
Browser template: **Quarter browser with single browser panes**
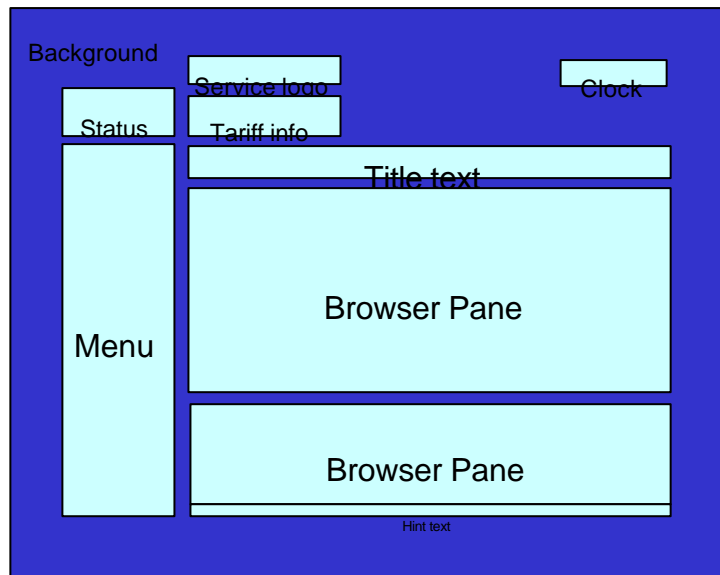
Browser template: **Full screen browser with multiple browser panes**

Browser template: **Popup browser with full screen video**

Development Roadmap

- V1 (Today)   SkyText
- V2 (May)   Alternative browser styles
                  (e.g. Open....)
- V3 (July)   Complex distribution of broadcast
                  resources
                  Service specific styles
                  Additional markup features
- V4 (Sept)   Dynamic broadcast updates

Using WML for Interactive Digital TV

- Conclusion
  - The STB is more like a mobile phone than a PC

  - WML is ideally suited for Interactive Services
    - Ease of use for the general population
    - Defines content, not configuration

  - Great experience for normal viewer
    - Faster than HTML on PC or TV
    - Better than WML on mobile phone

  - Again, Sky is innovating and adopting "best of breed"

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Demonstration of the browser in Action

Sky.com, Email, Betting, Third Party sites,
The Developers' Program

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Platform Launch Points and Styles

John Withnell

Head of Service Creation

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Potential Entry Points

- Open Top Level Menu
- SkyText Menu
- Banner Advertisement
- Interactive Advertisement
- Teleshopping Window
- Programme Enhancement
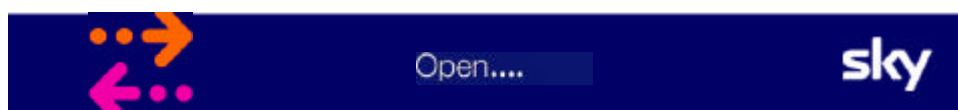- Channel Enhancement
- Electronic Programme Guide

Open.... **sky**
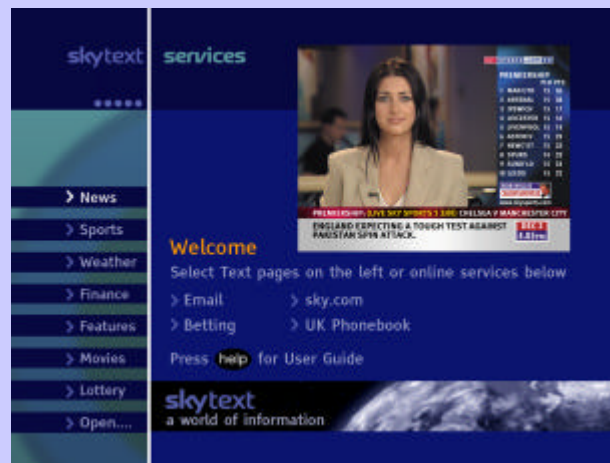
Open Top Level Menu

Open Top Level Menu

Retail Service

Skytext Menu

Banner Advertisement

Interactive Advert

Interactive Advert

Teleshopping Window

Programme Enhancement

Programme Enhancement
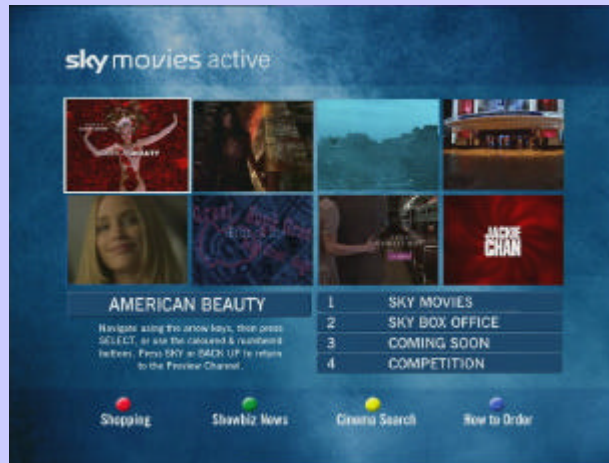
Channel Enhancement

Channel Enhancement
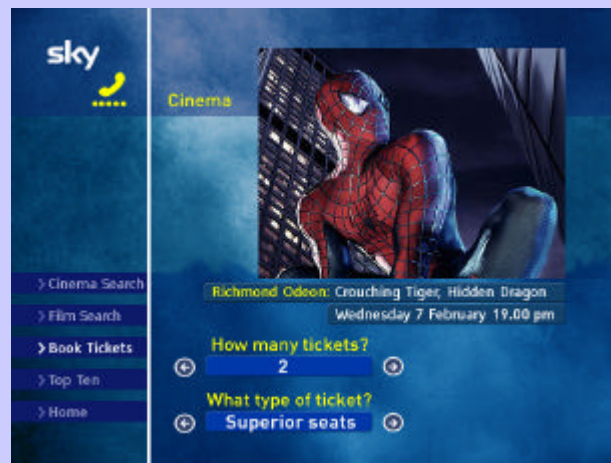
Electronic Programme Guide

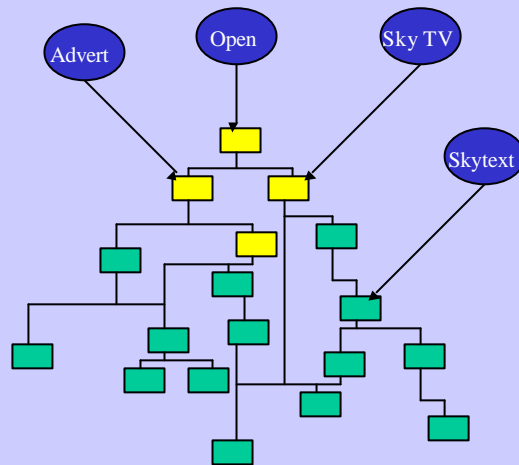## Electronic Programme Guide

Multiple Entry Points

Design for Interactive TV
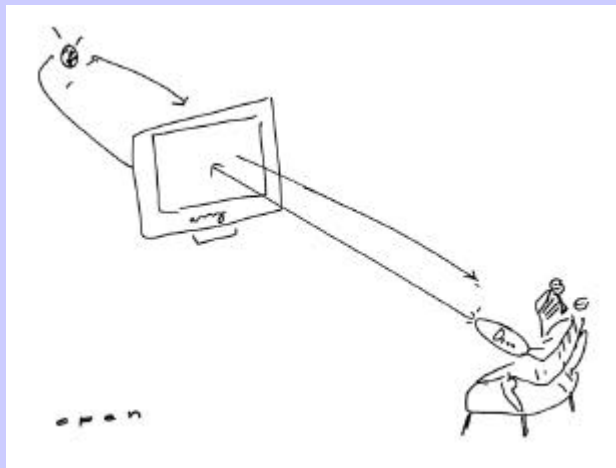
Service Design Principles

- Keep it simple

- Refresh content regularly

- Get the viewer to interact

- Use clear intuitive design

- Offer easy to understand deals

- Play to the power of the medium

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Design Objective

Take the best qualities of TV and combine them
with intuitive interactivity to create a service that
is fun, reliable and above all successful

Consider:

- Overall look and feel
- Brand and audience
- Intuitive interface design
- Dynamism and richness of television

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Navigation

The user should be given clues about navigation in the form of on screen instruction & graphic aids

The navigation must be:

- Simple
- Intuitive
- Consistent
- Easy to map
- Clearly signposted

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Remote & Keypad

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Design for Television
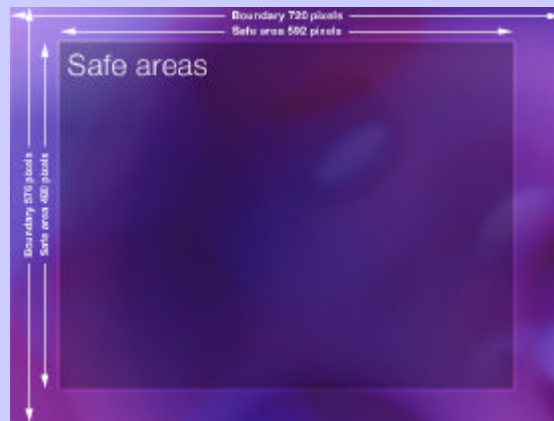
Consider:

- Safe Areas
- PAL Safe Colours
- Interlace Flicker
- Font Size

Interactive TV **Not** Internet on TV

Overview of the waptv Developers' Programme

Gary Smith

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The waptv Developers' programme

1. Purpose of the programme
2. Categories of membership
3. Content development process
4. Services available to members
5. Service launch points
6. Costs
7. How to join

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Purpose of the developers' programme

- To promote awareness of the technology

- To create a wide community of developers and skills
  - Cost effective development
  - Not limited by capacity of any one organisation

- Simple route for CPs to develop content ready for launch

- Technical forum for CPs
  - FAQs
  - Technical specs
  - Style guides
  - Technical support database
  - Technical support facilities

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Membership categories

Associate membership
- Potential content providers
- Software developers
- E-commerce application/ framework providers
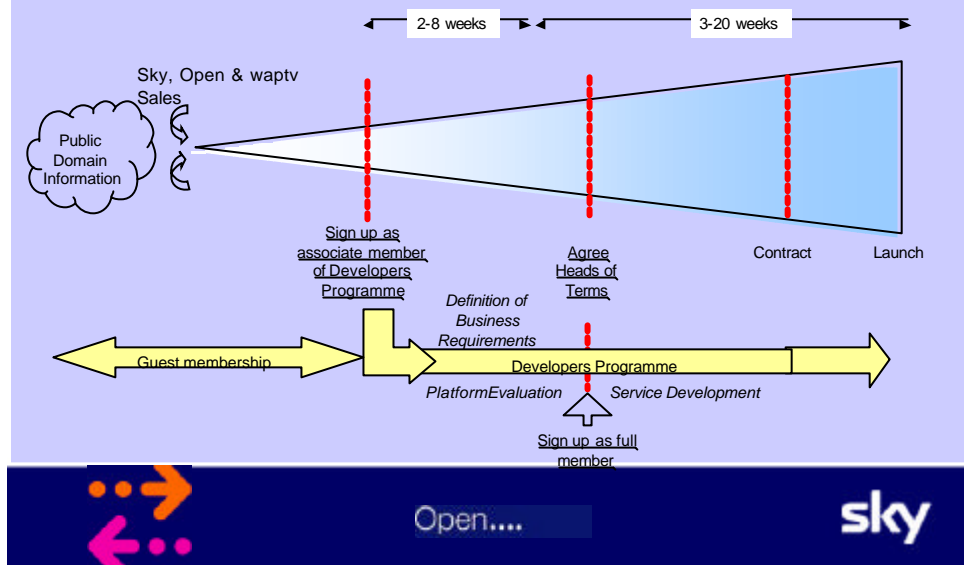- System integrators
- Consultants

Full Membership
- Content providers committed to launching a service

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Procedure to bring CPs on to the Platform

| 2-8 weeks | 3-20 weeks |

Sky, Open & waptv Sales

Public Domain Information

Sign up as associate member of Developers Programme

Agree Heads of Terms

Contract

Launch

Definition of Business Requirements

Guest membership

Developers Programme

PlatformEvaluation   *Service Development*

Sign up as full member

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Services available to Associate members

- Single USL listing
  - Mapped to up to 5 standard viewing cards

- Access to web facilities
  - Technical specifications, style guides
  - FAQs
  - Technical support database

- Technical support by e-mail

- Optional services (provided at extra cost)
  - Technical support by telephone
  - On-site technical consultancy
  - Sky STB installation (commercial subscription)

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Additional services for Full members

Pre-requisite for membership
- Service definition workshop

Pre-requisite for launch
- Service quality audit
  - Application quality for the TV
  - User error messages
  - Usability
  - Application responsiveness
- Service load assessment
  - Forecast loads
  - Scalability of service
  - Behaviour under load
- Support arrangements review
  - Customer support
  - Technical support
  - Service level agreement

- Other included services
  - Telephone support
  - 2 days on-site consultancy

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Costs and T&Cs

- Costs
  - Associate membership £5,000 ex-VAT, annually renewable.
  - Full membership t.b.c.

- T&Cs
  - Simple, standard letter of agreement with waptv
  - Covers development programme only

- Separate contract required for actual service

Developers Programme Is For Technical Evaluation And Does Not Guarantee Access To The Platform

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How to join

1. Contact waptv and register interest
   mirage.islam@bskyb.com
   garyj.smith@bskyb.com
   ian.valentine@bskyb.com

2. Sign letter of agreement

3. Pay membership fee

4. Arrange Sky box installation

5. Agree USL with waptv

6. Register viewing cards against USL

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Interactive Advertising
WML - Bridging the Gap

Miriam Douglas

Product Manager

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Interactive Advertising Background

- Interactive Advertising launched on 28 March 2000

- Total number of campaigns to date is 24

- Available on 13 channels

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What Products do we currently offer?

- Interactive advertising "jump to" application
  - retailer or advertiser

- Dedicated Advertising Locations ("DALs")

- Interactive Posters – launch April

- Direct Response Banners

- User behaviour tracking

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What does WML mean to IA?

- WML will compliment our interactive advertising portfolio
  - Adds ability to link into existing WML backend systems
  - Allows for authoring of services using industry standard protocol

- WML bridge the gap between
  - Sky digital IA propositions and
  - Advertisers own website and systems

- WML will facilitate cost effective Enhanced Interactive Advertising ("EIA") on TV

- WML will enable companies to re-purpose web design and associated content for WML

- WML will open up new markets for interactive advertising - DRTV

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How does WML effect retail services?

- Current functionality still available

NEW

- Direct jump to service for retailers with presence on channel

  - Keep within TV

  - Faster access

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How does WML effect advertiser services?

GOLD • DALs continue with multiple audio and video streams – rich broadcast content

bronze • IA Posters and Banners stay the same

NEW

silver • EIA using WML

- Stay within TV
- Ideal for channel associated audio/video or single audio/video services
- On-line response for DRTV – using Sky Interactive backend infrastructure
- Re-use of advertiser web content and infrastructure
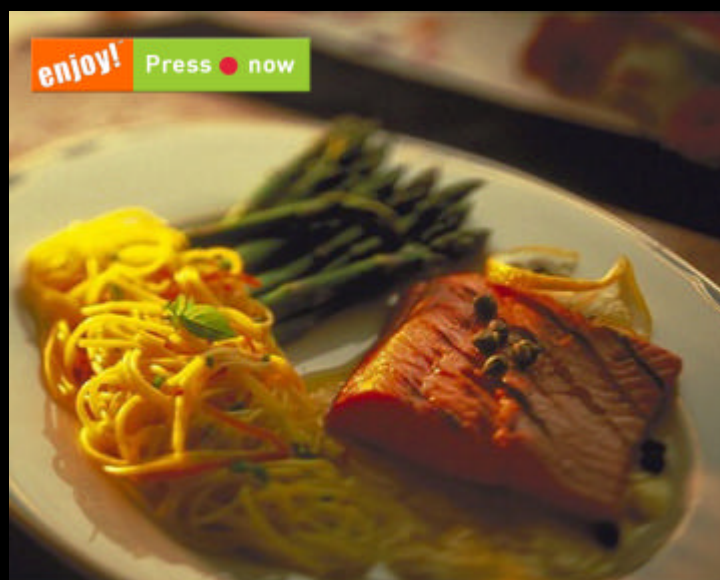- Consumer names and addresses as offered with established Open applications

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Imperial Cancer Research Fund   Press ● now

Imperial Cancer Research Fund

£2 a month Appeal

Digital viewers
please touch the ● red button to give

Summary of IA Product Portfolio

GOLD

- DALs using multiple audio/video streams, complex animation and visual rich creative
- EIA for infomercials with media rich content

silver

- EIA with content from WLM based internet sites
- EIA with simple direct response mechanism

bronze

- Interactive Posters with full screen Mpeg and simple response mechanism
- Direct Response Banners provide for simple response mechanism

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Questions?

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Questions?

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