

## Welcome to *Click-through TV*



Bill Goodland  
Head of Content Production



## Aims of the day

- A practical guide to banner advertising on CW digital
  - Booking space
  - Creating effective banners & sites
  - Getting results
  - What to do next



## What you'll get

- All the facts on
  - Production
    - Contacts @ CW, agencies & RealMedia
    - On & offline resources
  - The commercial opportunities
  - The RealMedia solution
  - Pantene: a case study for Proctor & Gamble by Grey Interactive
- Where you go from here



## Cable & Wireless digital

- Launched July 1st 1999
  - Over 120,000 customers
  - National roll out
- What is it?
  - 140 TV channels
    - 48 channels of movies
    - 5 radio stations
    - Electronic programme guide
  - Free interactive services
  - Free phone line & 100 minutes of calls

**Entry price  
£9.98 / month!**



## More than just TV

- Free TV Email
- Free TV Internet
- Free Games
- Free Customer Services



## TV Email

Every customer chooses a free address

[the\\_smith\\_family@cwctv.net](mailto:the_smith_family@cwctv.net)

[jim.brown@cwctv.net](mailto:jim.brown@cwctv.net)

[fishface@cwctv.net](mailto:fishface@cwctv.net)



## TV Games

- Single & multi player games
- Cash prizes
- Play along with TV gameshows



## TV Internet

- A growing walled garden
  - 40 sites
  - 10 categories
    - eg News, Sport, Money, Travel
- Internet standards
  - Navigator browser
  - HTTP, HTML, Javascript, SSL



## TV Internet sites

- Designed & hosted by partners
- Support from Cable & Wireless on design, development and operations



## Next steps

- We've only just started
- Increasingly dynamic content
- More partners
- A more effective platform for advertisers & partners





## Click-through TV



Developing TV Internet sites

Tania Hurst  
Lead Producer  
Cable & Wireless



## Overview

- What is a TV Internet site?
- What we ask you to do, and how to do it.
- The developers' web site



## What is a TV Internet site?

- A permanent site accessible from the TV Internet portal
- Channel producer works with you to define content, and aid implementation of CWC design/technical guidelines.



## CWC digital platform

- Based on open Internet standards
  - Liberate DTV Navigator, a browser in a set-top box
  - HTML 3.2, Frames, JavaScript 1.1, SSL 2/3
  - TCP/IP architecture



What does this mean for site owners & developers?





## A flexible solution

- You can use existing web architecture
  - back-end servers, databases, cgi-scripts, and e-commerce technology
- No limits to the size of the site/service
  - all content is hosted on CWC content partners' servers
- Don't have to maintain two services
  - content updated in one is automatically updated in the other

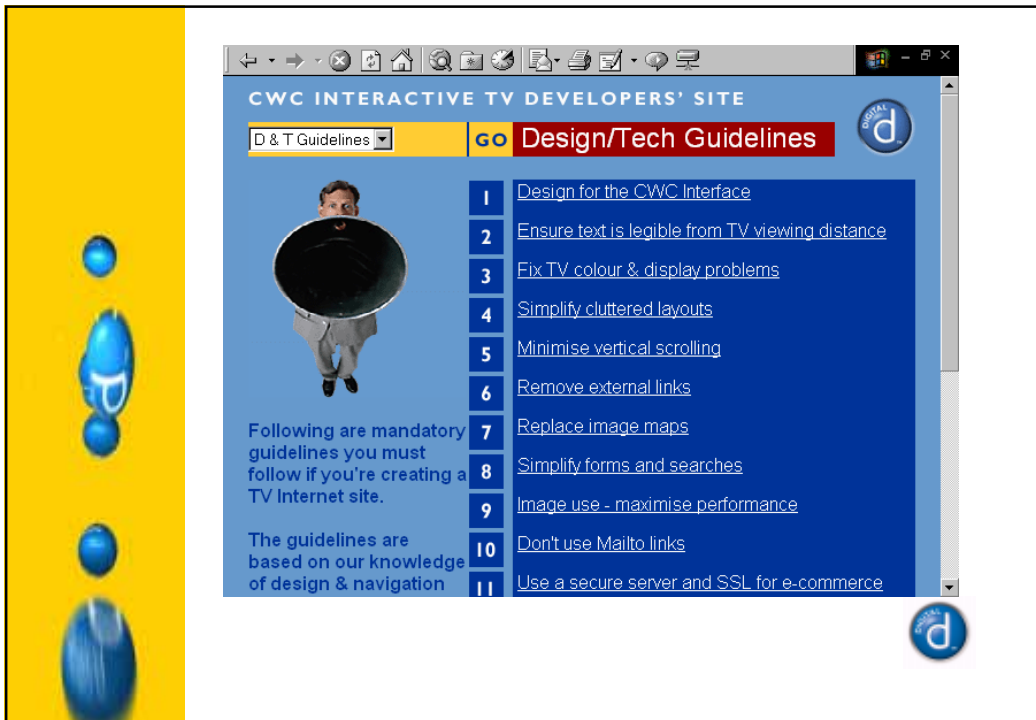


## How to do it . . .

- Design a new interface so that it works:
  - on TV, navigating with a remote control
  - with our architecture
- By using
  - CWC Design & Technical Guidelines
  - DTV Navigator emulator software, 'Emmy'
- Find them on the developers' website  
[www.digitalcabletv.co.uk](http://www.digitalcabletv.co.uk)







**CWC INTERACTIVE TV DEVELOPERS' SITE**

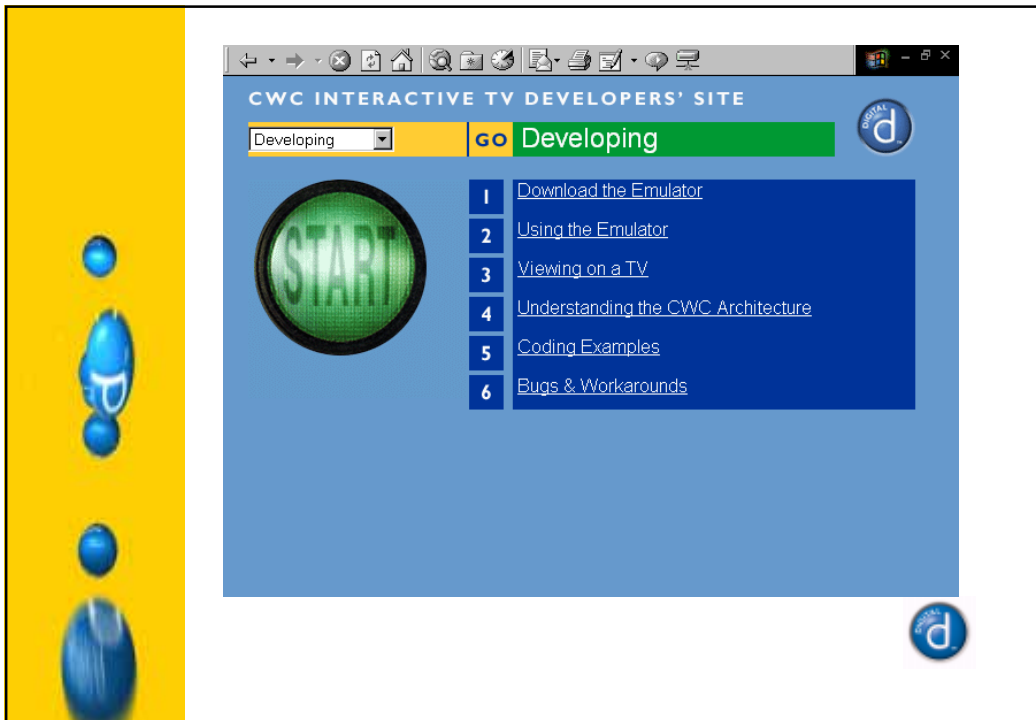
D & T Guidelines **GO Design/Tech Guidelines**

- 1 Ensure text is legible from TV viewing distance**
- 2
- 3 People sit much further from TV screens than they do from a PC. Most web sites have designs, layouts and text for viewing on a PC – the result is often too small and unreadable for viewing on a TV.
- 4
- 5 DTV Navigator compensates somewhat for this by automatically enlarging html font sizes to at least 18 point.
- 6
- 7 When text has been created as a graphic, however, it will not be enlarged, and may not be readable on the TV.
- 8
  - enlarge graphical text to at least 18 point (preferably 20 point)
  - use html text (which will be automatically scaled by DTV Navigator)  
[View an example of live text through DTV Navigator](#)
  - use sans serif fonts in graphics (as they cause less display problems on TV)
  - use shadow to enhance graphic text

**CWC INTERACTIVE TV DEVELOPERS' SITE**

D & T Guidelines **GO Design/Tech Guidelines**

- 1 Simplify cluttered layouts**
- 2
- 3 Users sit from a greater distance to see the screen and use a remote control to navigate a yellow bounding box around links on the screen. If there are too many things on screen at once, or too many links, it can be very confusing.
- 4
- 5 Added to this, DTV Navigator makes automatic adjustments to your html page: ensuring it fits within a set width (with no horizontal scrolling), and enlarging live html text. If you have a cluttered layout these automatic adjustments may aggravate the problems of clarity & navigation.
- 6
- 7
- 8
  - Reduce the number of elements on the screen – enhance clear comprehension
  - Remove non-essential links & options – make main navigation options clear and ordered
  - Put important content at the top of the screen, it is the first place the eye looks at and this also ensures it's visible without scrolling



**CWC INTERACTIVE TV DEVELOPERS' SITE**

Developing  Developing

- Using the Emulator
1. Basic Use of the CWC Interface
- Use F5, F6, F7, F8 on your keyboard to activate the coloured Fast-text Buttons.
  - Pressing F5 and Exit takes you back to the page where you can type in a new URL.
  - Pressing F5 and Live will take you to menu screens which are a mirror of the live service.
  - Pressing F6 will provide a drop-down list of the categorised TV Internet portal pages.
  - Ctrl-F – enables you to see the Emmy window at full-screen on your PC.
  - Home and End (on computer keyboard) are equivalent to back & forward on a remote.
  - Holding down Ctrl-Return on your keyboard brings up the on-screen keyboard.

**CWC INTERACTIVE TV DEVELOPERS' SITE**

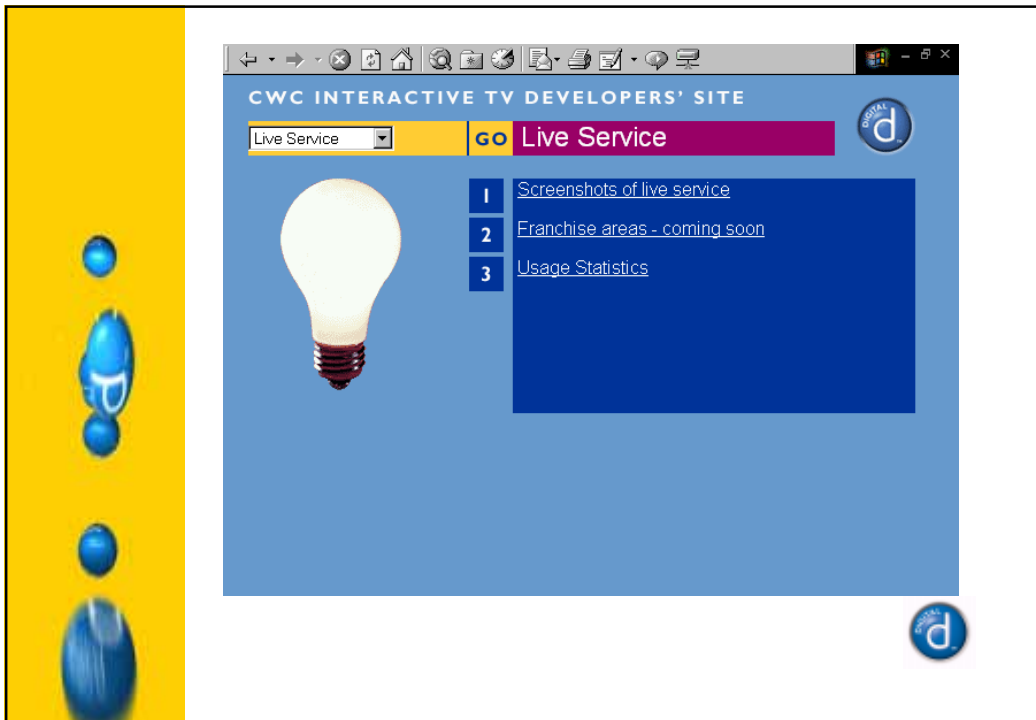
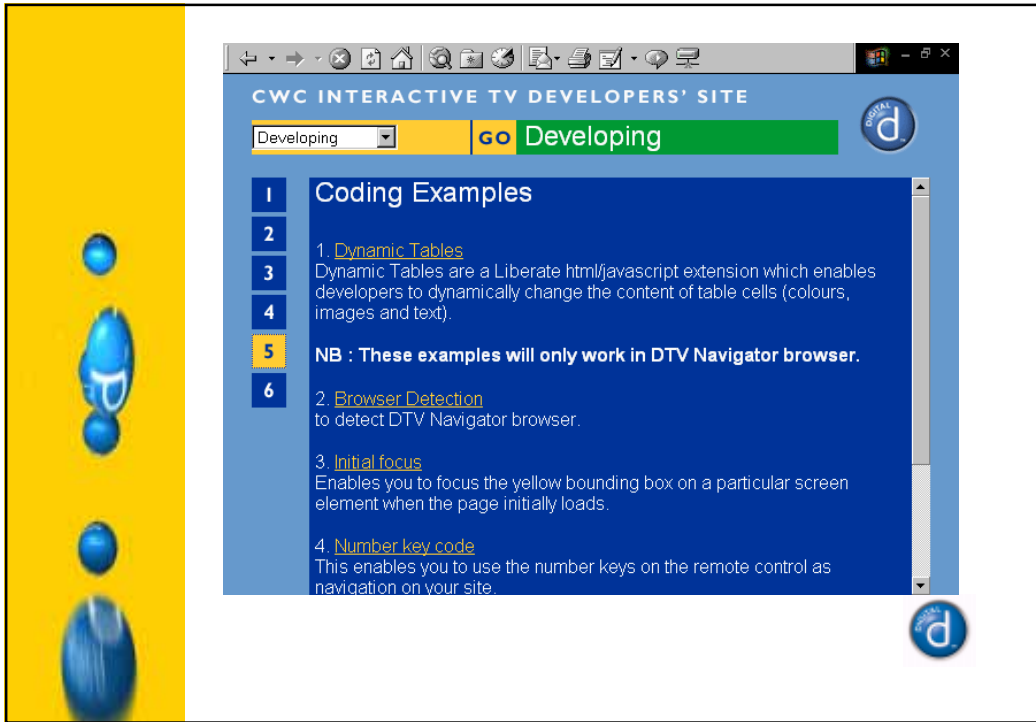
Developing  Developing

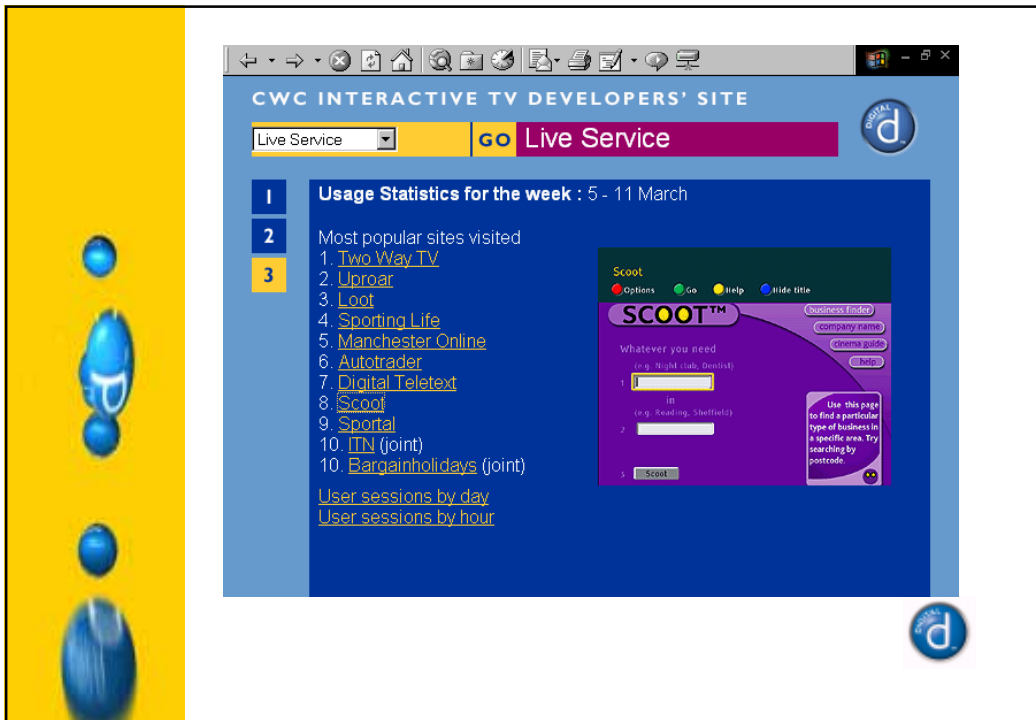
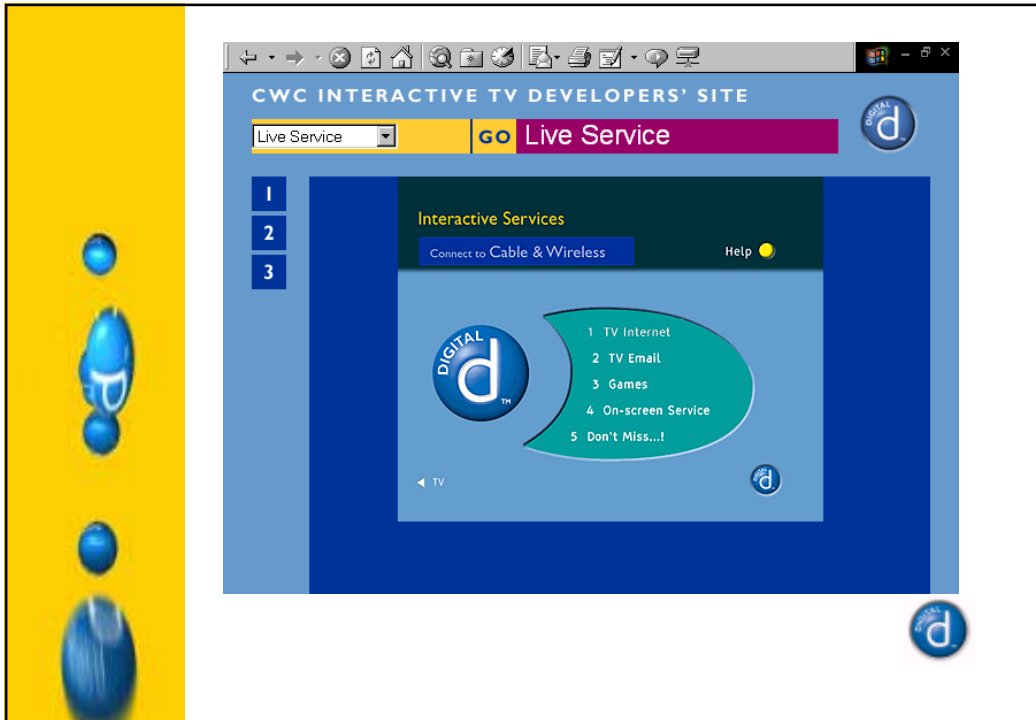
2. Use of Liberate Tools and Commands
- There are a number of different tools available through the Emulator main application interface as well as commands to type into the Console window.
- Main application window
- Show Cache
  - Flush Cache
  - Show Documents
  - Network Trace
  - Fullscreen Ctrl+F
- Console window
- ```

EMMY114
Auto
Windows Nav Emulator Debug Cons
NCI DTU Navigator R1.1.4F1x1j
DTU SSL server: 193.82.139.246
DTU translation server: 193.82
No web carousels found.
Waiting for MPEG data feed to b
MPEG data feed not active, con
dtu> JavaScript debugtext: Cust
stbbuild=false
dtu> type command in here

```

Caching Debugging









[www.digitalcabletv.co.uk](http://www.digitalcabletv.co.uk)

- Your first port of call when developing interactive content
  - CWC Design & Technical Guidelines for TV Internet sites
  - Download emulator software and guidelines on use
  - Information on the Live service
  - Advertising guidelines and templates



# Click-through TV



## Commercial Opportunities

Lee Fenton  
Manager, Digital Services, Consumer Media  
Cable & Wireless



## Overview

- Subscriber numbers
- Roll out
- Customers
- Usage
- Advertising opportunities
- Future view
- Summary



## Numbers - Customers

- Current DTV base of 124,849
  - 61,213 of which are new customers
- DTV Interactive base of 83,650
  - Manchester, Macclesfield, Bolton, Bury, Rochdale, Cheshire, Oldham, Tameside, Stockport, Staffordshire, Wirrel, Watford.



## Numbers - Rollout

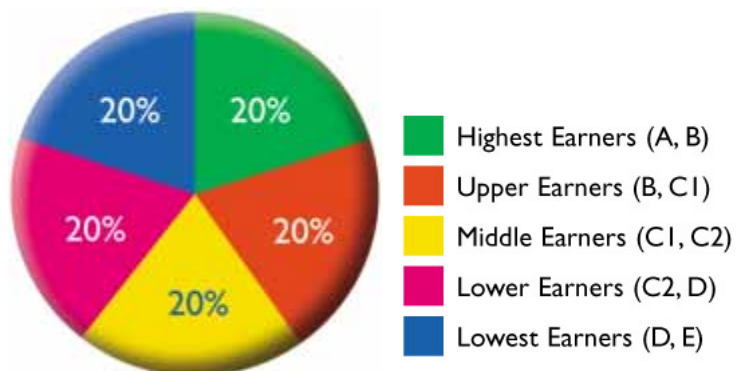
- Coverage in March 2001: 4,000,000
- Customers in March 2001: 560,000
- April live interactive areas:
  - Leeds, Ashford, Dover, Folkstone, Peterborough, Brighton, Ealing, Harrow, Harrogate, York, Bromley, Surrey
- May/June live interactive areas:
  - Bexley, Dartford, Hammersmith & Fulham, Lambeth, Waltham Forest



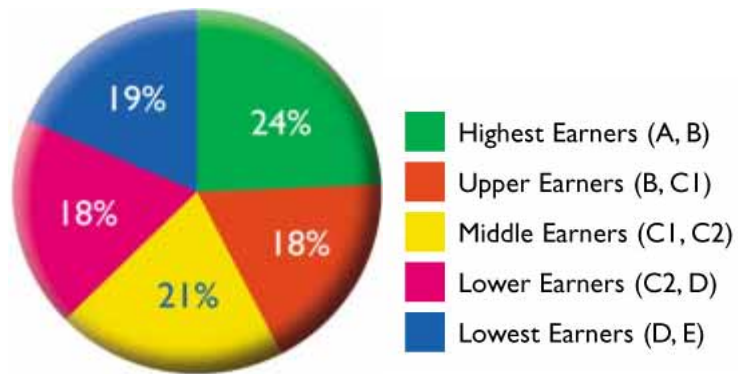
## Who are CWC Digital Customers?



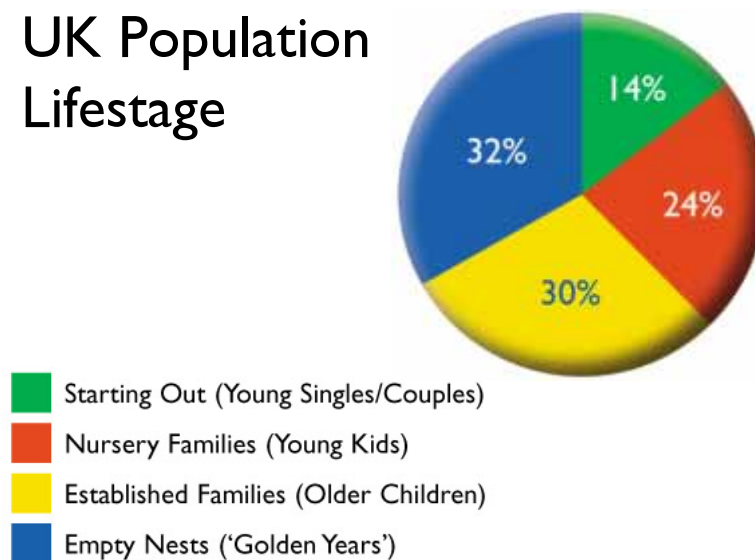
## UK Population Social Groups



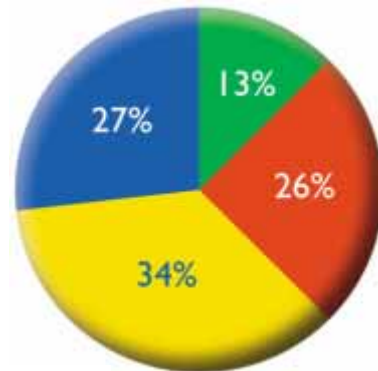
## CWC DTV Customers Social Groups



## UK Population Lifestage



## CWC DTV Customers Lifestage



- Starting Out (Young Singles/Couples)
- Nursery Families (Young Kids)
- Established Families (Older Children)
- Empty Nests ('Golden Years')



What are customers doing?



## Numbers - Usage

- 23,000 households access 'interactive' each day
- 12-18th March 2000
  - 350,731 user sessions for the week
  - 24.2 million page impressions\*
  - Most active 18:00-18:59hrs

\* not ABC audited figures



## Numbers - Usage

- Email
  - as of 17th March 51,500 customers had provisioned their email accounts
- Keyboards
  - by the end of February 7.8% of customers had keyboards



## Advertising Opportunities

- Drive traffic to sites
  - build your communities of interest
  - drive e-commerce revenues
- Drive ad revenue for content partners
  - microsite opportunities for advertisers
- Drive ad revenue for the platform
  - portal inventory including email
- Drive e-commerce revenues for the advertiser



## Next Steps

- Trial participation
  - banners and microsites
- Commercial launch of banners
  - participate
- Emerging trends
  - develop CWC relationship
  - broadcast triggers
  - research and launch 2nd half 2000





## Summary

- Growing customer base
- Outstanding customer proposition
- Attractive customer segments
- Huge appetite to interact
- Build a more involved relationship
- Learn
- Earn

