

Evolving Technology, where will your audience be?

Jonathan B C Marshall

what

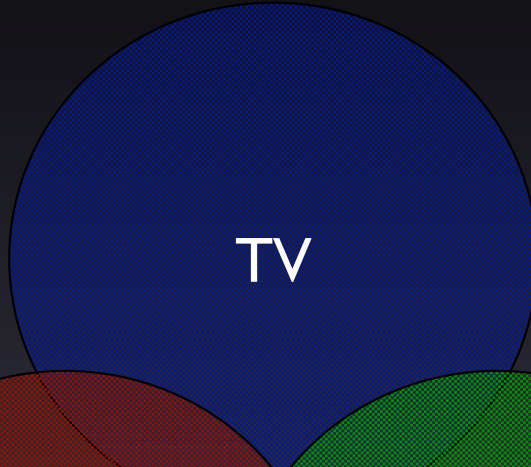
- evolution of interactive technologies
- Focus on the different audiences for each of these technologies
- Decide which devices your audiences will need

technologies

- TV - Television, Home cinema
- PC - Computers, Games consoles
- Mobile - Phones, iPod, PSP

DVB-T/S/C

IPTV



TV

DVB-H

PC

Mobile
Devices

Streaming

3G

Download

802.11

DVB-H

- Digital Video Broadcast - Handheld
- Based on but more efficient than DVB-T
- Australia has one of the first trial services
- Prototype devices available now
- Chipsets will start to appear in phones, PDAs laptops and portable games consoles



IPTV

- Internet Protocol TV
- Simply using the internet for delivery
- Used on PCs by Google Video
- STB are now available for TVs
- Thousands of channels are available

◆ All Channels

Born and Bred

BBC ONE

20:00 - 21:00

Today

extra info

24hrs

add to My Channels

OK set reminder



NOW 19:01

select this now

All Channels	19:00	19:30	20:00	
001 BBC ONE	Sahara with Michael Palin		Born and Br.	Pg
002 BBC TWO	Map Man	World's Most.	Full on Food	
003 ITV1	Emmerdale	Coronation .	The Bill	
004 Channel 4	Channel 4 News		How Clean I.	
005 Five	five .	Whale Shark: Journe.	Man Eaters: .	
006 C1	VOD C1 Main Menu	Father Ted: Series 2		

Download

- Systems use peer to peer technologies
- Very efficient way to distribute large files
- Content is not available immediately
- Content is stored on hard drive and can be shared with other devices e.g. iPod

Home

Guide

Search

Your downloads

Player

TV

Radio

HDTV

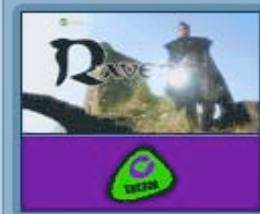
Browse: and and

PREVIOUS DAY Yesterday, 3 October 2005 NEXT DAY



TV

Programme	Broadcast	Series	User Rating	Genre	Channel
Lobby Lives	11:00am	<input type="button" value="ALL"/>	★★★★☆	Documentaries	BBC1 NI
Love and Loss: My African Journey	10:35pm		★★★★☆	Documentaries	BBC1 NI
Map Man	8:00pm	<input type="button" value="ALL"/>	☆☆☆☆☆	Documentaries	BBC 2
Meet the Ancestors	11:30am	<input type="button" value="ALL"/>	☆☆☆☆☆	Documentaries	BBC 2
Newsround	5:25pm	<input type="button" value="ALL"/>	☆☆☆☆☆	Children	BBC 1
Raven	4:30pm	<input type="button" value="ALL"/>	★★★★★	Children	CBBC
Ready Steady Cook	4:30pm	<input type="button" value="ALL"/>	☆☆☆☆☆	Lifestyle	BBC 2



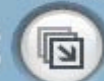
Raven

CBBC 4:30pm Monday, 03 October, 2005

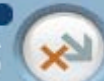
Six new warriors join the quest, facing a journey where they must defeat the menace of the Fire Demon, cross the treacherous Stepping Stones and evade the merciless Eyeless Demons.

file size: 290Mb | Subtitles Available

BOOK SERIES
DOWNLOAD



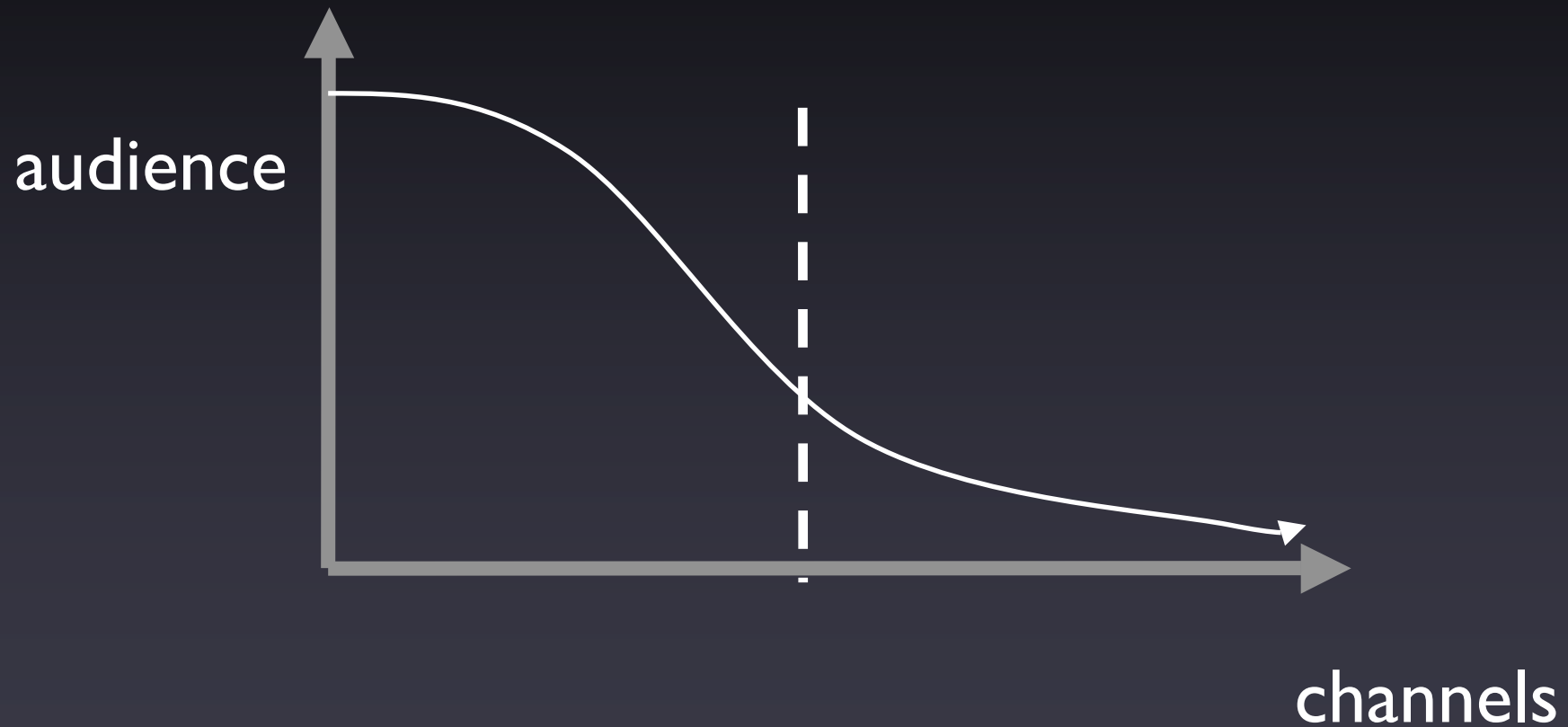
CANCEL
DOWNLOAD



BBC iMP



Multicast or Unicast?



is broadcast dead?

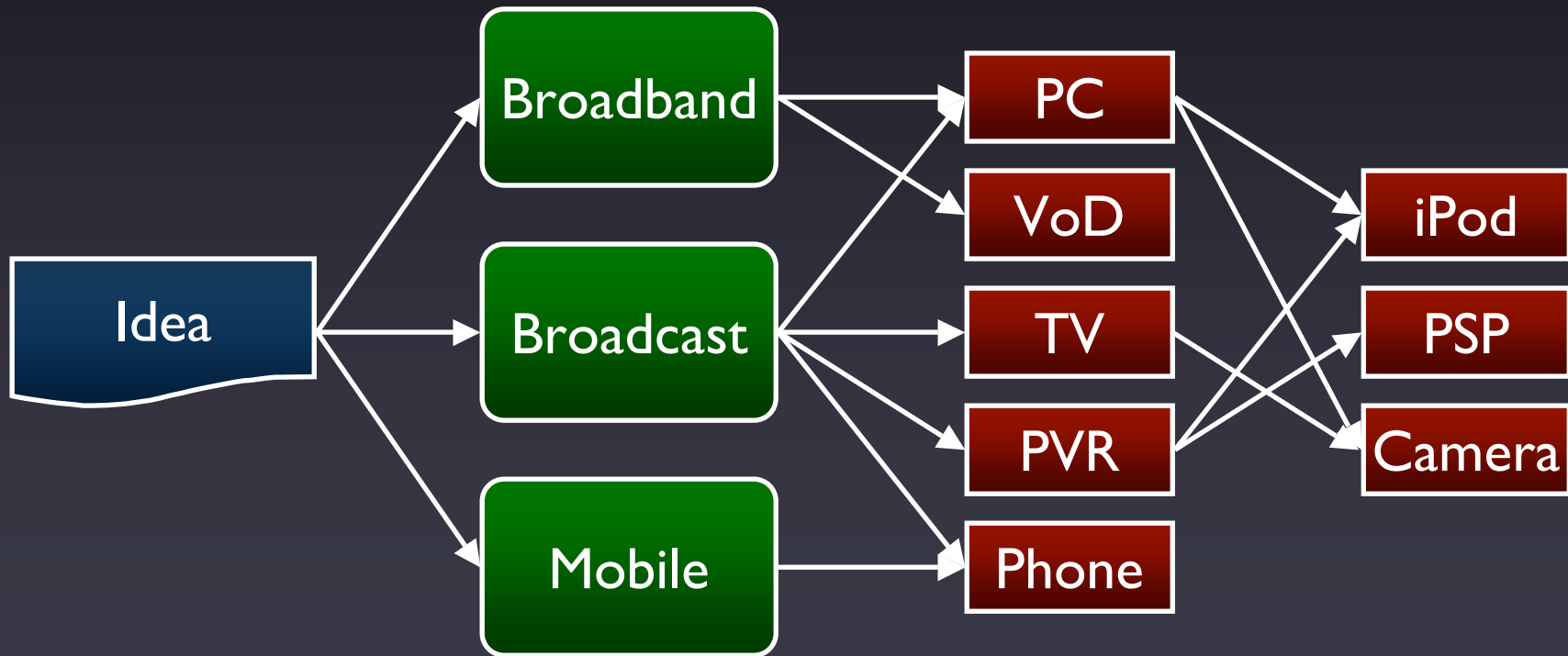
Broadcast	Multicast	Unicast
Live events	Mass market content	Niche content VoD
Free to view	Subscription	Pay per view

platforms

Producer

Network

Viewer



future

- Future devices will support broadcast PVR and broadband functionality
- Increase in number of broadcasters
- Tools to find content will improve
- Mobile screens will increase in size and resolution

idea

- Identify your entry points
- Think about different user journeys
- Identify cross media opportunities
- Capture these on a story board

audience

- identify your audience - more than one?
- be very specific
- Think about their journey through your storyboard

Location and time

- fixed or mobile
- shared or personal
- think about how long the audience will engage with you idea

platforms

- Choose platform based on the audience and their likely location
- Think how user journey will transcend across platforms
- Do not use a platform for the sake of it

summary

- Create your storyboard
- Think of how audience will interact
- Think of where your audience is
- then think of platforms

Questions

Jonathan Marshall

lamp@jonbcmarshall.co.uk