

Developing and Deploying Widgets

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- A brief history of iTV
 - What are TV widgets?
 - What viewers should say
 - Viewer demand for widgets
 - Widget examples
 - Monetising widgets
 - Widgets in the architecture

A brief history of iTV



Early 1970s: Teletext

1990s: Videoway from Videotron

1996: Web TV

Late 1990s: BSkyB Red button and MHEG5

What are TV widgets

A TV widget is an application that allows the viewer to consume web content on their TV

A widget does not just put web content on TV... it must do so appropriately.

- ✓ The widget must be formatted for SD and HD TV screens
- ✓ The widget must be navigable with a standard remote control
- ✓ The widget content must be an appropriate subset of the web site functionality
- ✓ Widget must be trivial to develop and deploy
- ✓ Widgets must be part of your TV asset management system

What viewers should say



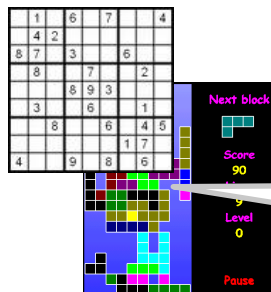
I listen to my online music playlists with eircom TV

I like a bet and now I can back my horses from the comfort of my armchair



I can keep up with all the latest gossip from my friends while watching TV

I always check the arrivals on eircom TV before leaving for the airport in case the flight is delayed



I like playing Sudoku and Tetris on my eircom TV and I'm always at the top of the eircom high score table

I look at photos of my grandchildren on the beach on eircom TV while they are still on holiday



On PCs

55% of connected consumers use widgets on their desktops

62% of consumers use widgets on websites such as Facebook and Google

On TVs

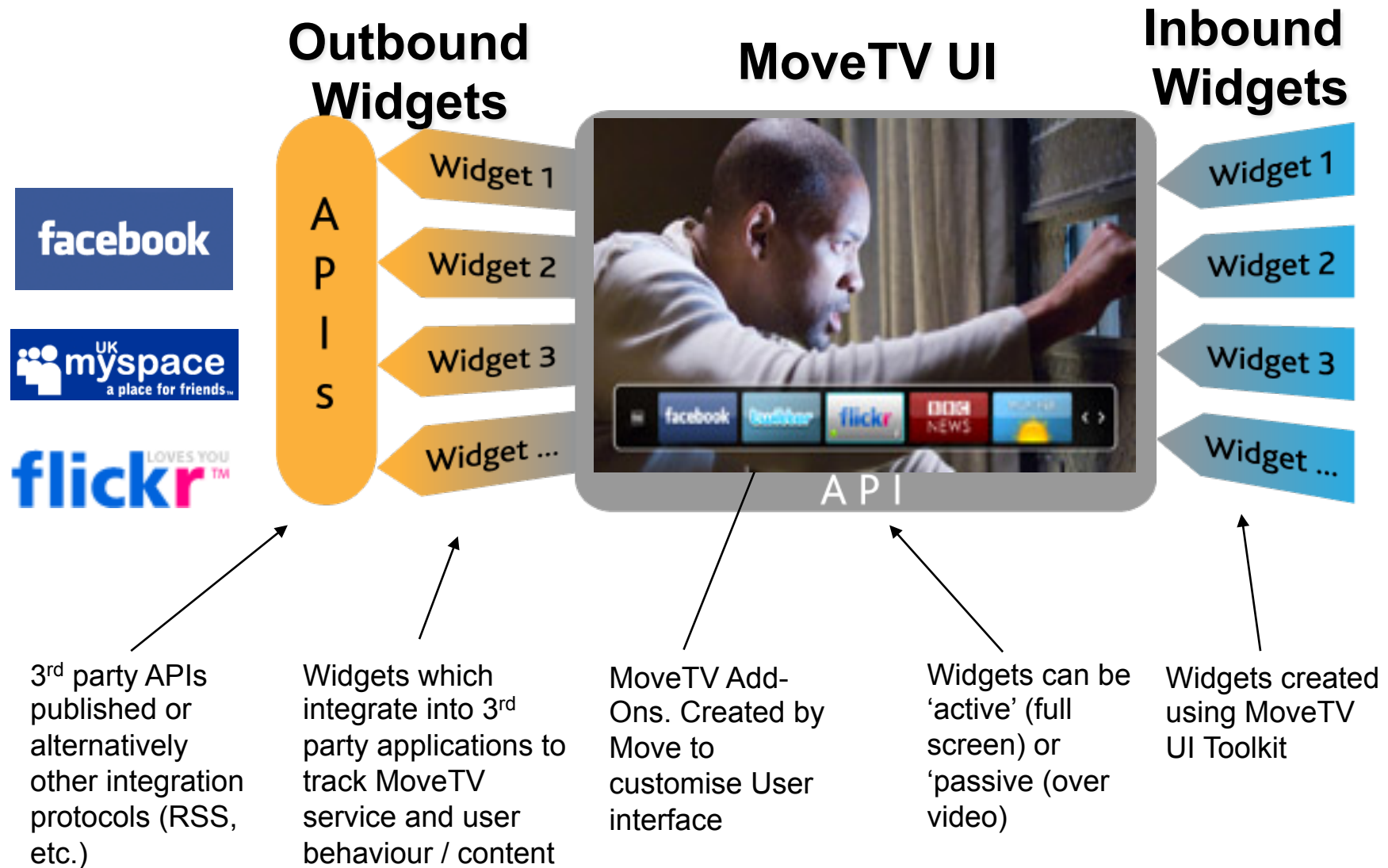
30% US consumers consider the idea of news and information widgets on their TV to be “appealing”

61% consumers say they would like their TV connected to the internet

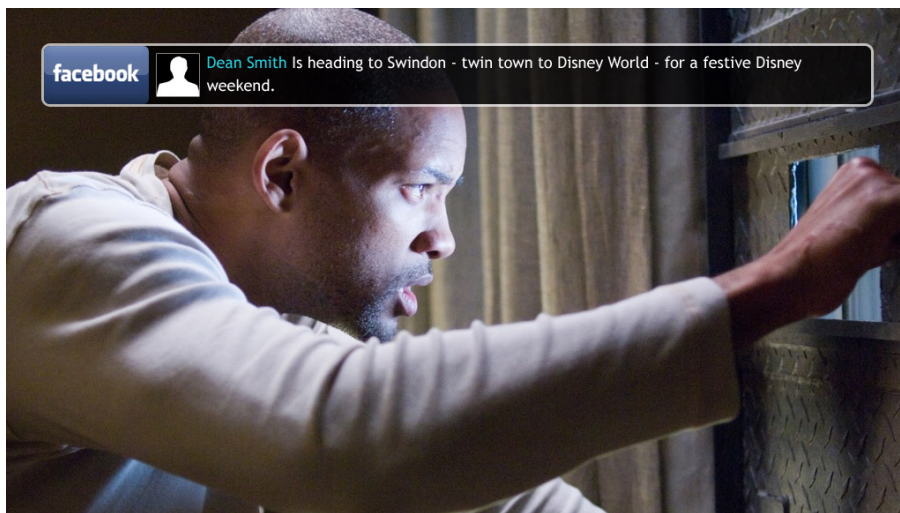
76% of consumers believe a widget toolbar on their primary TV would be valuable

How a Yahoo widget looks



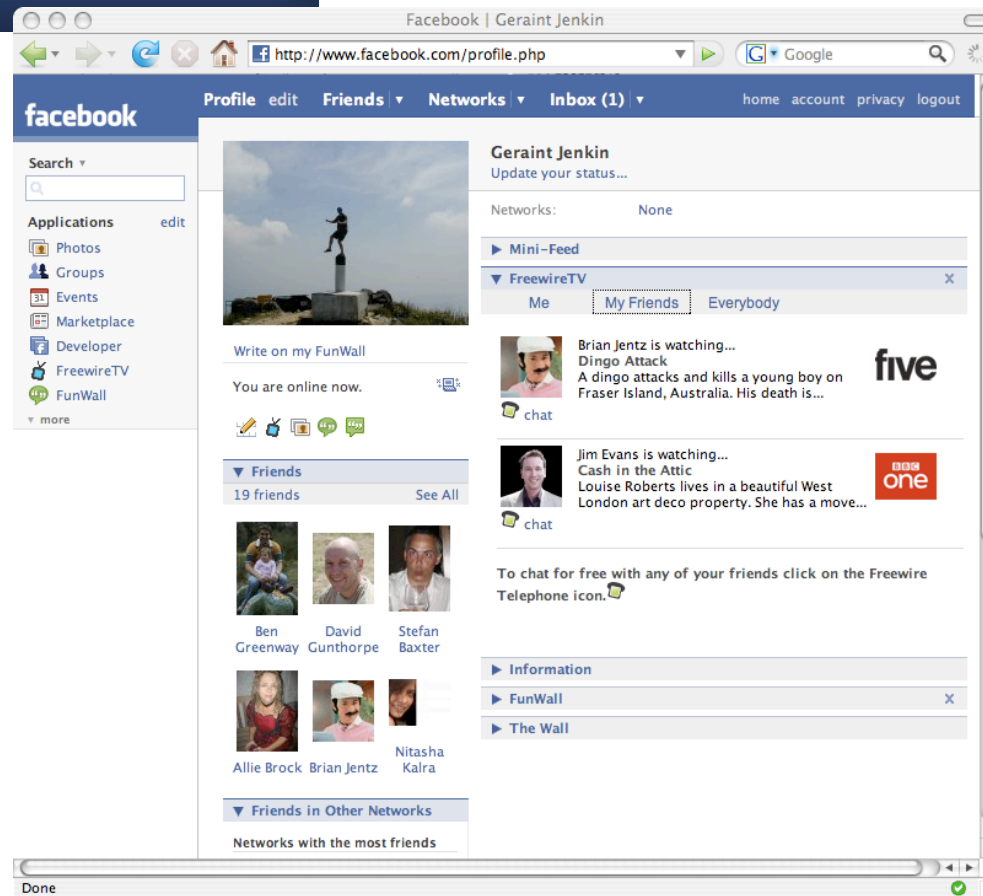


Facebook Inbound Widget



News Feed

Facebook Outbound Widget



Integrated with
MoveTV viewer data

Voice conferencing
integration

10 success factors critical for TV widgets to enter and achieve widespread adoption

1: Create a viable business model

Ernst & Young

Will Widgets Work: Web-enabled TV in search of a killer app (2009)

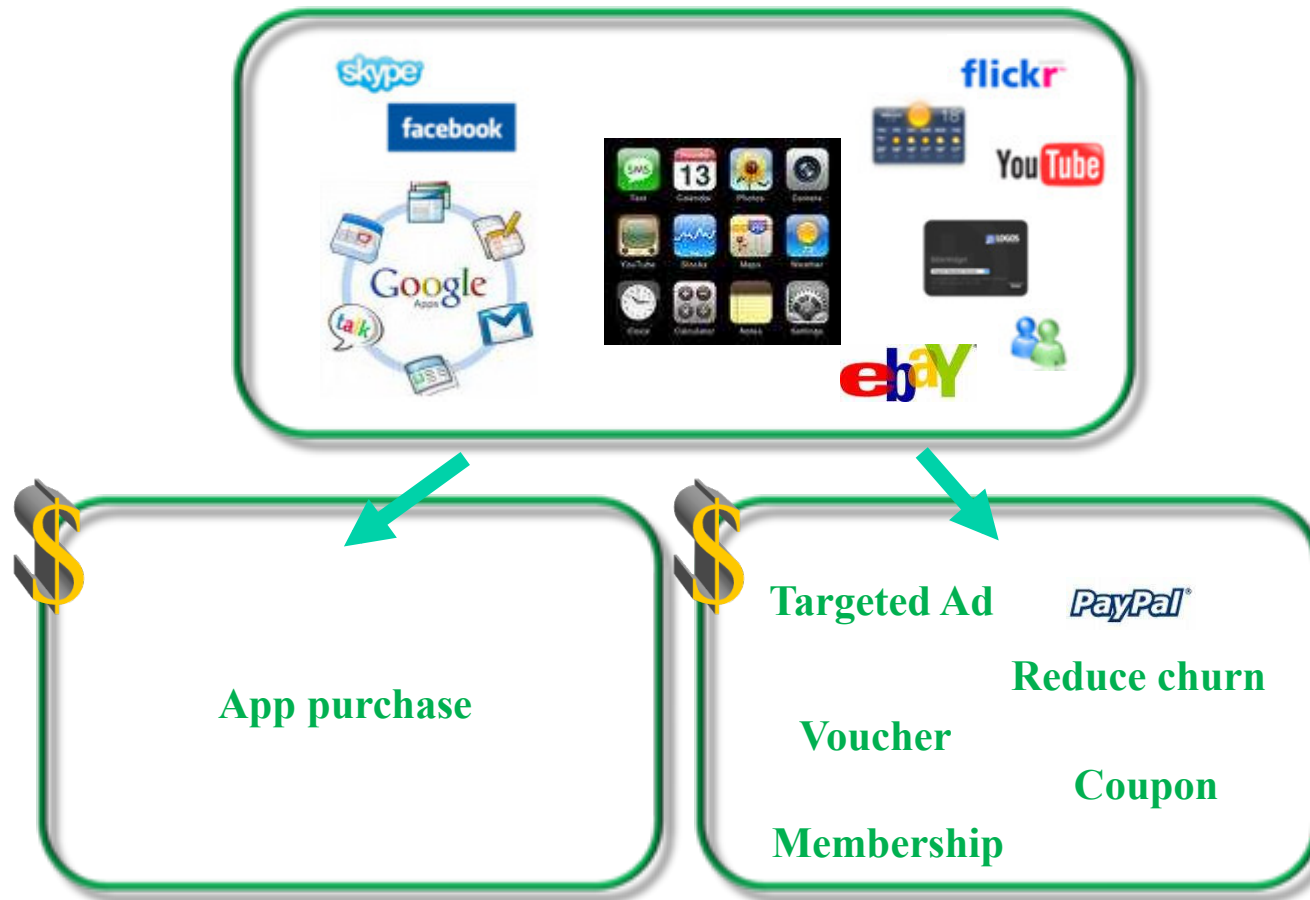
If you want to harness the real value of Widgets, think like a retailer.



Thanks to Andrew Burke at Amino

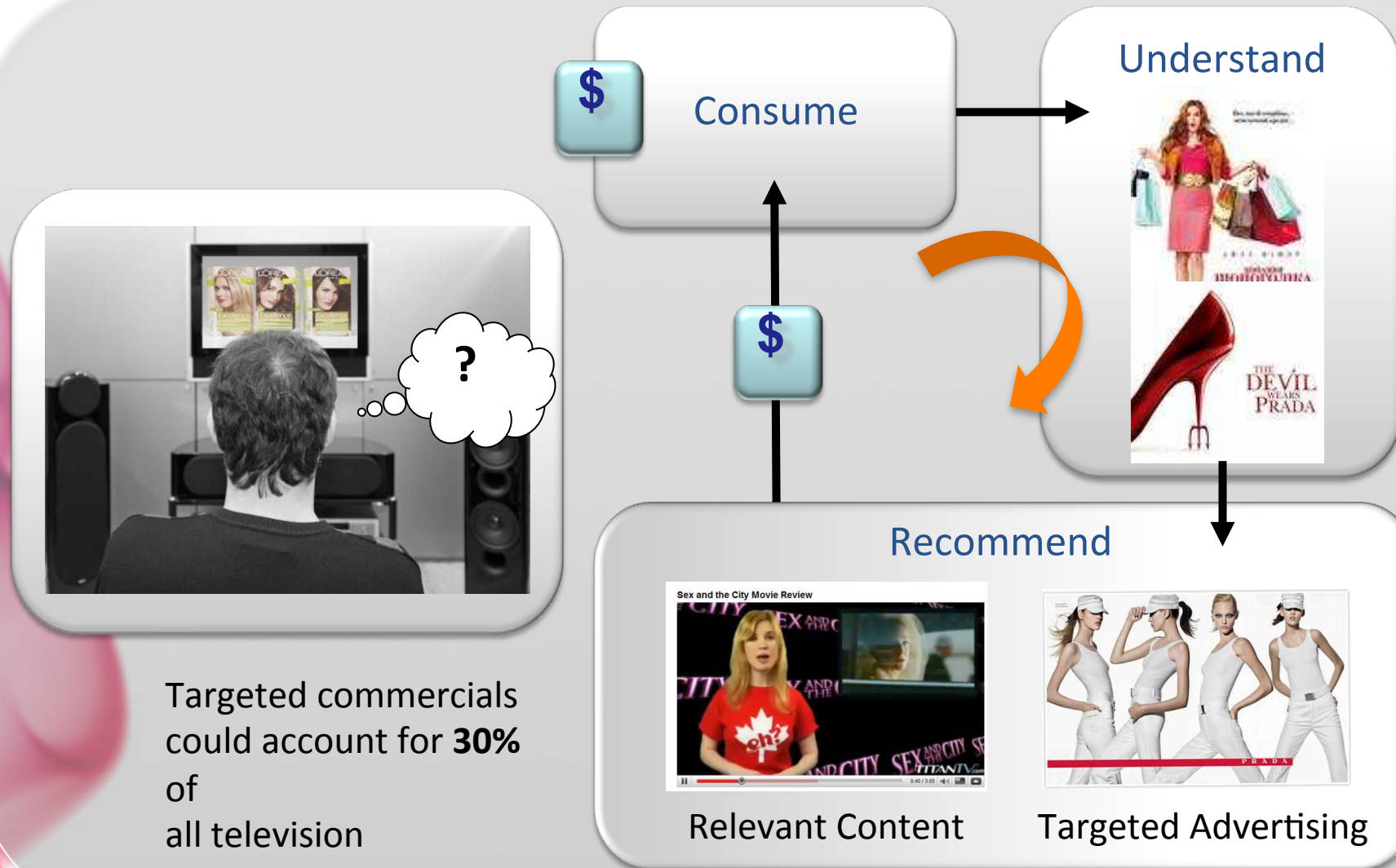
assethouse
profits on demand

How to make money from Widgets



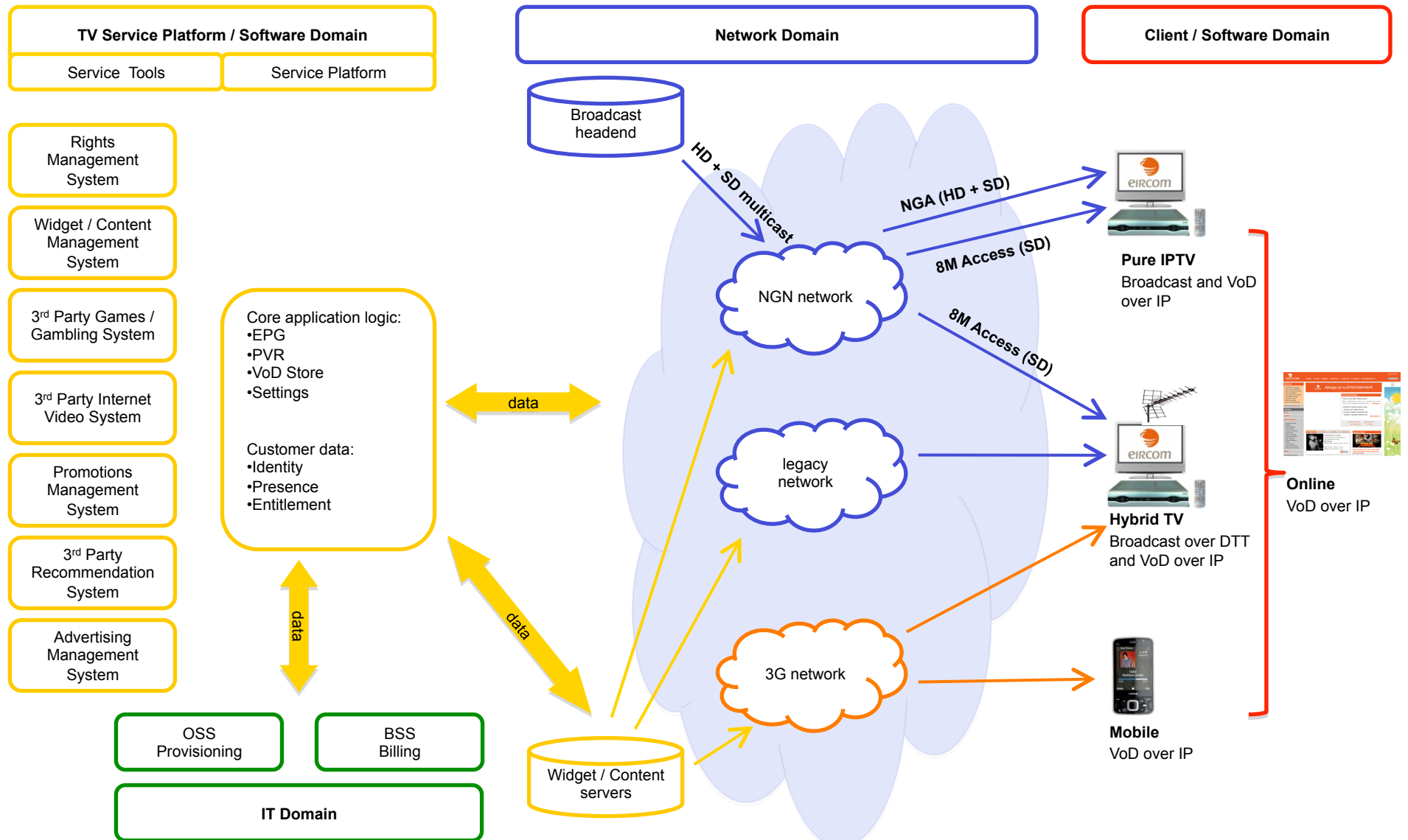
Thanks to Andrew Burke at Amino

Consume, understand, recommend



Source: Generator

Widgets in the architecture



Thank you

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