

## Different players, different goals

- ❑ **Broadcasters**
  - Access to the “right” number of channels to distribute content
- ❑ **Pay TV Operators**
  - Subscription TV with cross-subsidized channels
- ❑ **Manufacturers / Device Makers**
  - Networked devices with continuing revenues
- ❑ **Retailers**
  - Online content stores to all devices in the lineup
- ❑ **Developers**
  - Which player is my client? How can I sell my application to your TV?

*Must all others fail for one to win?*

*Is there a possible scenario to include everyone?*

## Connected TV – Broadband TV - Widget TV – Is this Internet@TV?

The first initiatives that tried to combine Broadcast TV + Internet

Primarily a TV manufacturer strategy. **No standards yet.**

- A **closed approach** to Internet access with a “walled-garden”.
- Viewers have limited access to “widgets” that enable Internet access to specific Internet portals, content repositories (Youtube, Hulu), social networks (Facebook, Orkut) and small applications (weather, news).
- Manufacturers have complete control over available widgets and can strike revenue sharing business models with Web content providers.

Benefits and opportunities for TV manufacturers

- Increasing competitiveness and market demand.
- Possibility of getting a revenue share out of video content distribution.

**Interactivity + Broadband TV is a convergent solution: this means the inclusion of different players in the same scenario**

A convergent (hybrid) approach would enable integration of a Broadband TV solution with Broadcaster-controlled Interactive TV.



➤ Broadband TV and Internet-enabled consumer devices.



➤ Broadcasters



➤ Sponsors and marketing agencies (all segments that use TV media)



➤ Financial and commerce market (t-banking and t-commerce)



➤ Government agencies (t-government)

*A new solution based on Ginga  
already deployed in Brazil*



## Sticker Center as a complete inclusive solution

- This new approach is a solution that harmonizes different scenarios in an advanced model:
  - Broadcaster's control over **broadcaster's stickers**. Increases tenfold the business potential of traditional interactivity.
  - Opens business model for pre-loaded stickers where TV manufacturer gets a revenue sharing with big advertisers / sponsors (retailers, banks, etc.).
  - Includes an open JAVA (and NCL) **application store** concept / model for application downloading through **broadband**.
  - Is prepared for **on-demand video content distribution** via broadband access to content providers or broadcasters portals.
  - Is based on an up-to-date, best of breed, open standard already embraced by global standard organizations such as ITU.



## What are Stickers?

- Stickers are small Ginga applications.
  - They can be sent as a normal Ginga application, over the air, by the broadcaster.
  - They can be downloaded from an Application Store by the user, using the Broadband TV connection or the Interactivity channel in the DTV setop-box.
  - They can be factory loaded in the Digital TV receiver by the manufacturer.

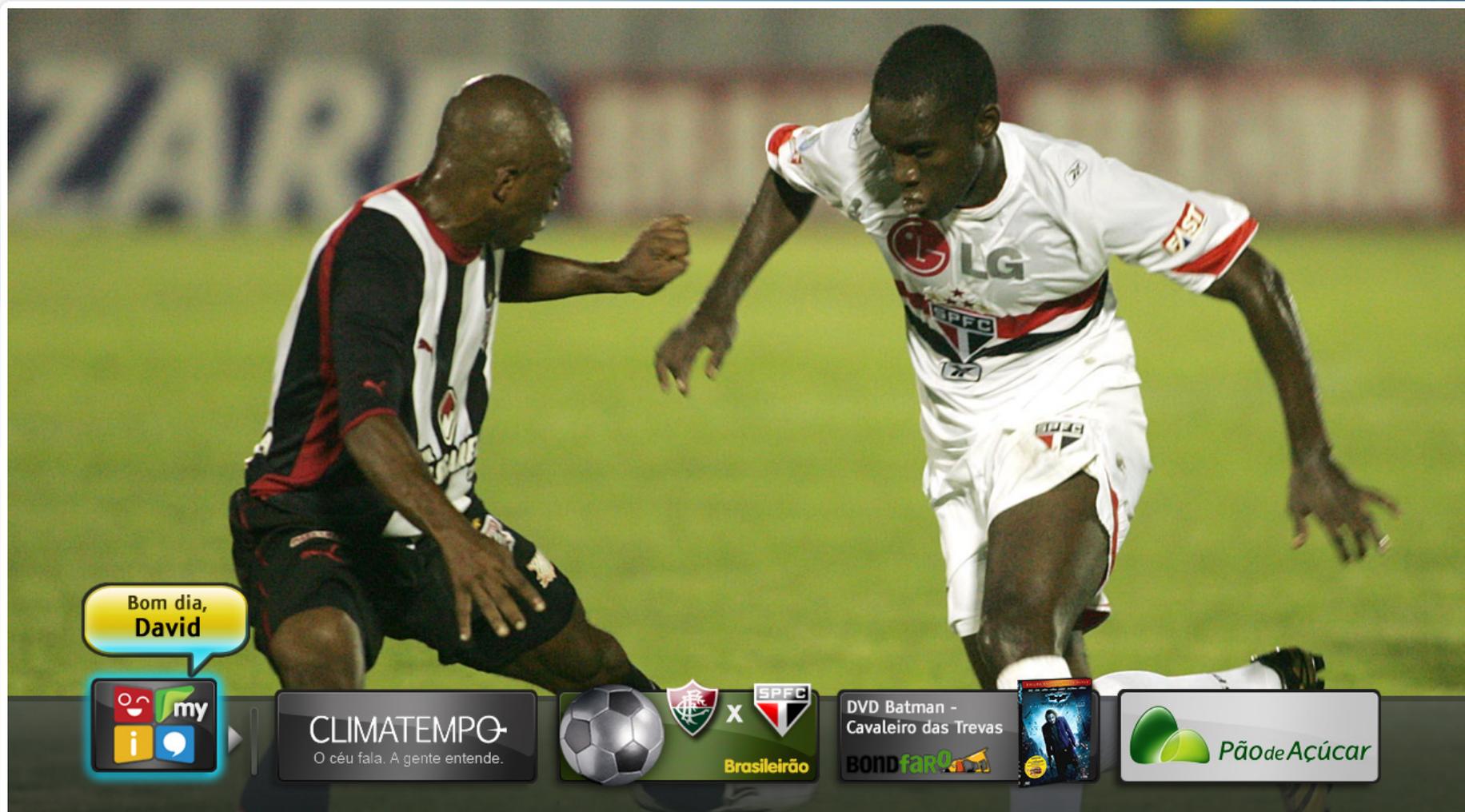


## What about Java Stickers?

- Java Stickers are developed in the same way as Ginga-J applications, using Java DTV and Ginga-J APIs.

*Broadcaster Stickers*  
*Advanced interactivity*  
*for Broadcasters*





**Stickers** represent an advanced model presented by an application bar offered and managed by the Broadcaster. Only **Stickers** sent by the currently tuned broadcaster are presented. When the user changes channel, new **Stickers** for the new Broadcaster are shown.



When accessing a **Broadcaster Sticker** it is shown over the main video, but the broadcaster is controlling all presentation aspects, exactly as in a traditional Ginga application.

***Broadband Stickers***  
***User applications with an Internet  
access model***





**MyStickers** is the area represented by an icon that enables access to applications stored on the receiver's memory and downloaded via **Broadband**. Each user in the receiver can have his exclusive account with differentiated content.



my Bom dia, David

stickercenter

stickershop

orkut

Bloomberg

ingresso.com

FatorACICA

G1

Configurações  
Organize seus stickers aqui.

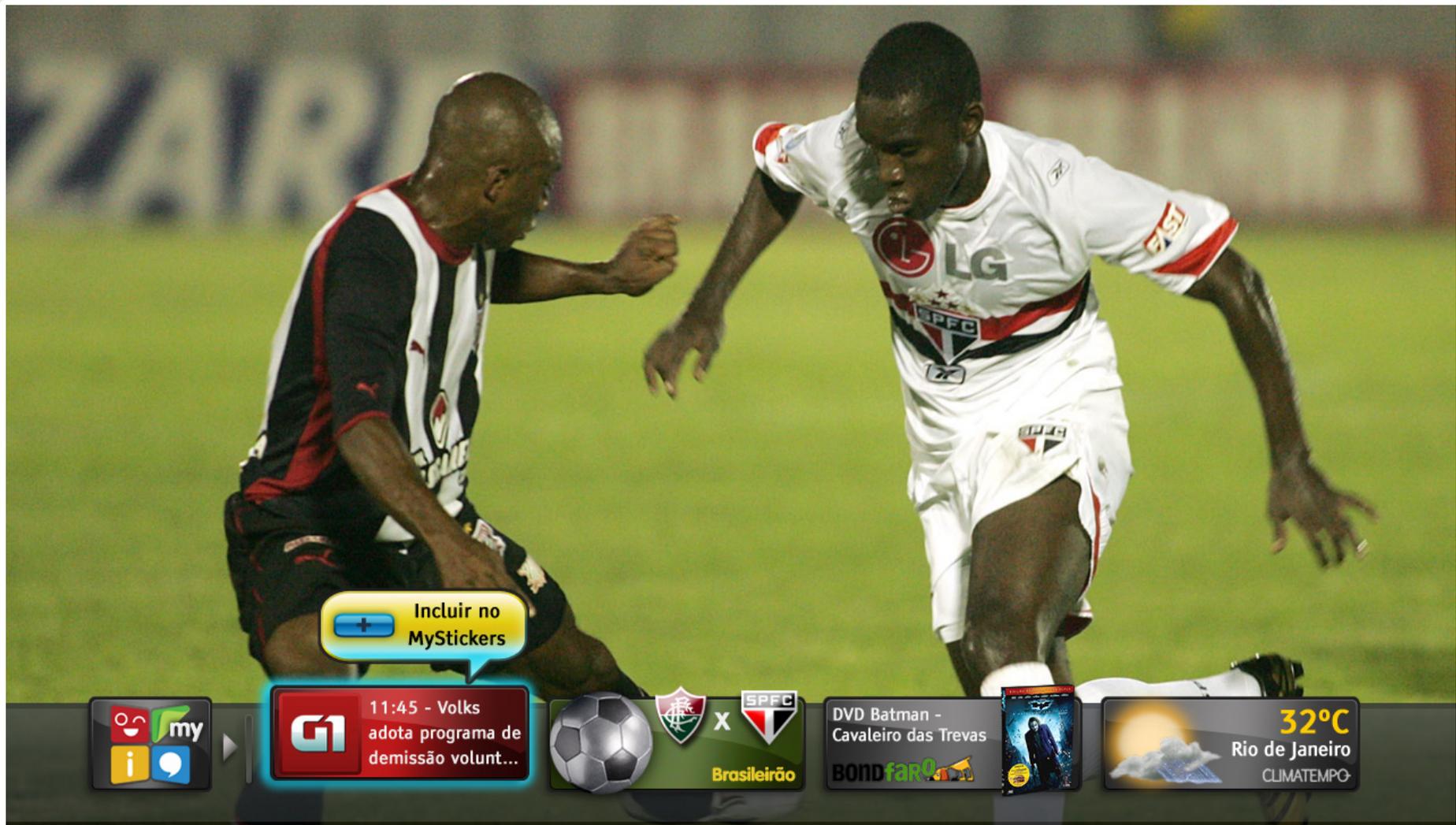
astrotv Emissora A Segunda, 25/02/08 - 21:25h

20:00	20:30	21:00	21:30	22:00	Livre
< O fantásti...	Watch Hubble - Segredos...		O mundo do futuro	>	

Watch Hubble - Segredos do Espaço

stickercenter®

The user area can present factory stored Stickers or receive Stickers sent via **Broadband**. These Stickers can be purchased or downloaded for free from an application store – the **Sticker Shop**.



The tuned Broadcaster can also transmit special **Broadcast Stickers** that can be added by the user to the **MyStickers** area.

*Sticker Shop*  
*Java Application Store +*  
*NCL/Lua Application Store*



**FOOTSTATS**

Olá, David

1 Campeonatos

Flamengo  
está disputando o seguinte campeonato:

Brasileiro Série A 2009

Veja outros campeonatos:

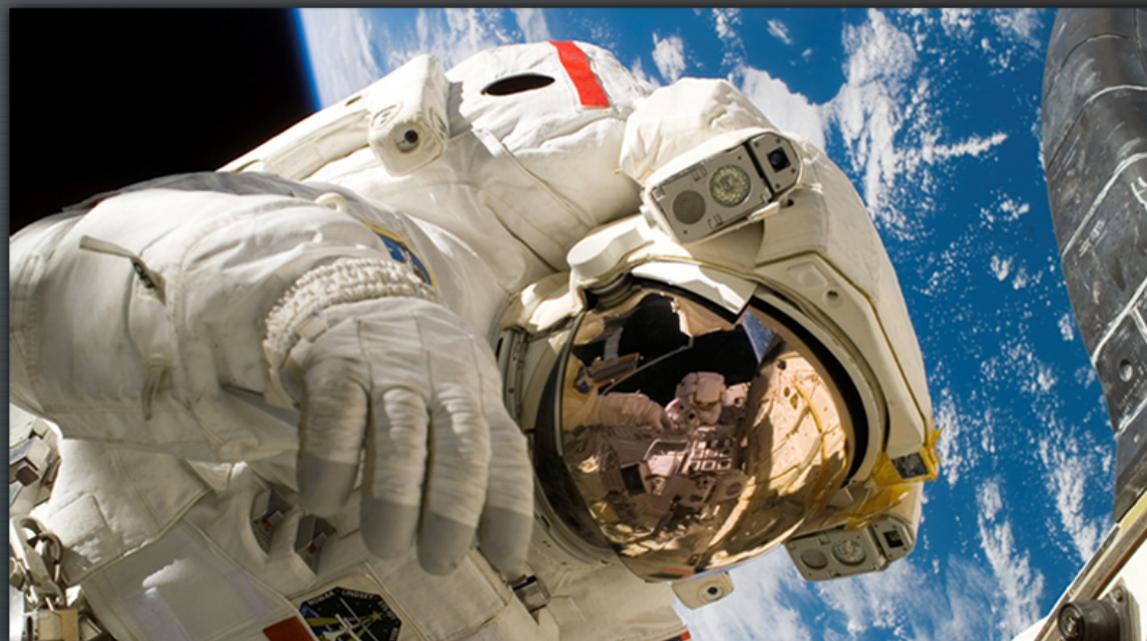
Brasileiro Série B 2009

2 Bola Rolando

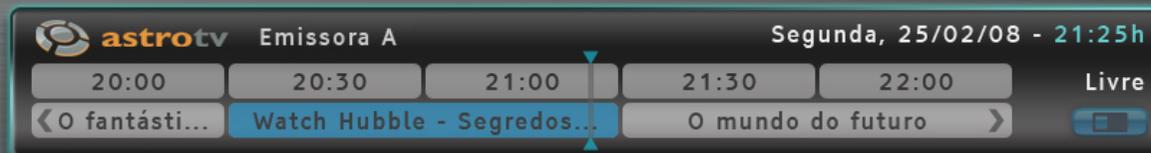
Emissora A Segunda, 25/02/08 - 21:25h

20:00	20:30	21:00	21:30	22:00	Livre
< O fantásti...	Watch Hubble - Segredos...	O mundo do futuro	>		

Watch Hubble - Segredos do Espaço



The user **Stickers** acquired from the **Sticker Shop** can be provided by many different developers, software companies, advertisers, and by any company interested in bringing content and services to the TV. Ginga-J or Ginga-NCL Stickers can be uploaded to the store and purchased directly by the end user.

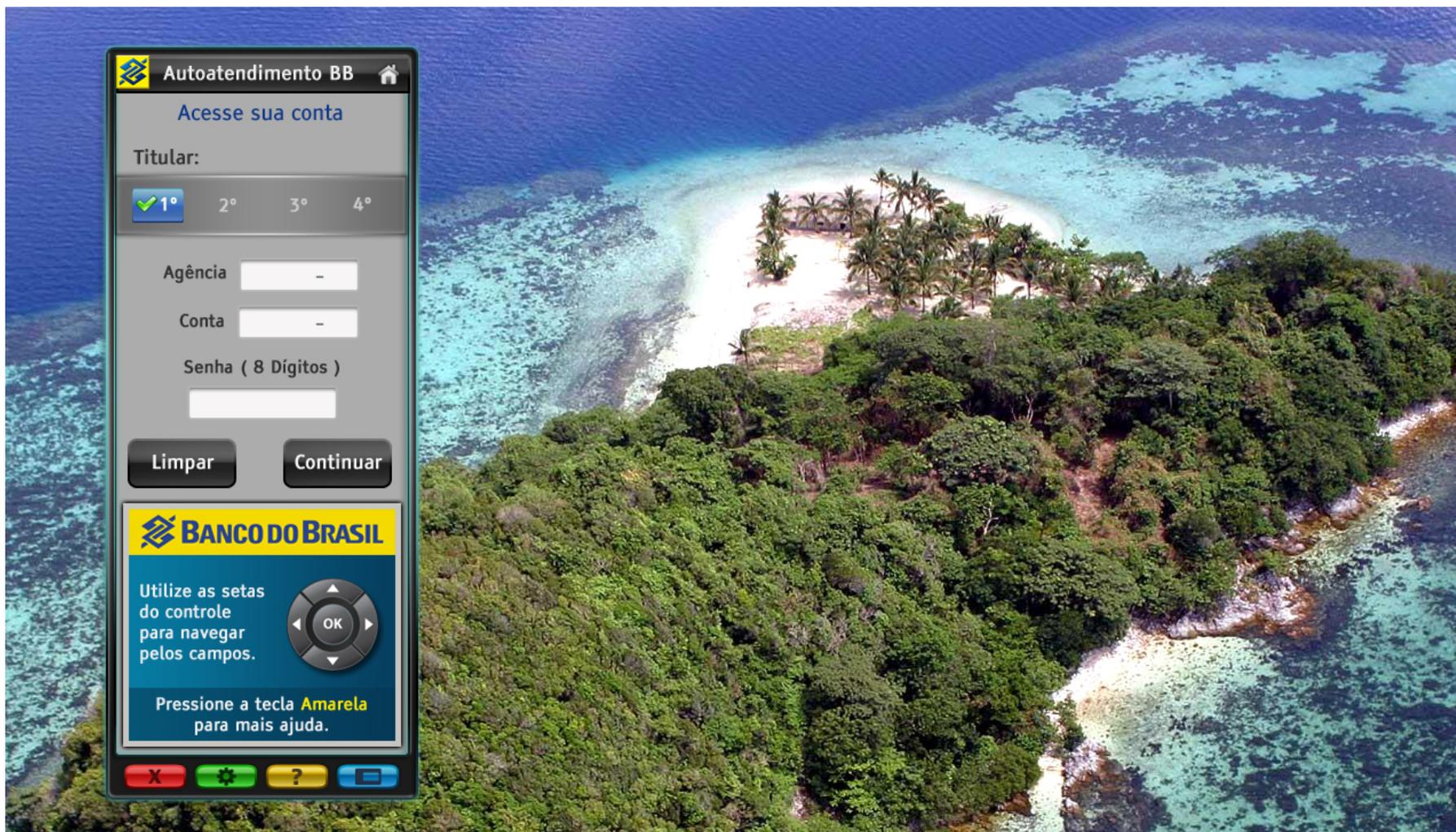


As a typical application store model, the **Sticker Shop** works with a pre-loaded credit system. The credit loading can be done via credit card (in a special site) or using a special code (available in a store card) via the site or directly in the TV.

## Real samples of the Sticker model

All Stickers are standard Ginga applications (Java or NCL/Lua)

Access to a bank account information.



Access to an e-commerce retail chain product info portal.

**Walmart**

Televendas: 3003-6000

1 **Informática**

Ofertas válid. de 20/06 a 28/07/10\*



TV LCD 42" AOC Full HD  
Por: R\$ 598,00  
Cod. 12563



PC SpaceBR AMD Phenom™ X4  
Por: R\$ 999,00  
Cod. 13682



Notebook Sony Vaio Intel Core  
Por: R\$ 3.999,00  
Cod. 13528

2 Eletrônicos

3 Eletrodomésticos

4 Portáteis

EMISSORA A Terça, 27/07/10 - 21:25h

20:00 20:30 21:00 21:30 Livre

◀ O fantásti... **Watch Hubble - Segredos...** O mundo do futuro ▶ 



TV LCD 42" AOC Full HD

De: R\$ 898,00

**Por: R\$ 598,00**

12X de R\$49,83  
Economize: R\$ 300,00

TV LCD 42" AOC FULL HD, CONVERSOR DIGITAL INTEGRADO, 2 HDMI, D42H831, CONTRASTE 25000:1, ENTRADA PARA PC

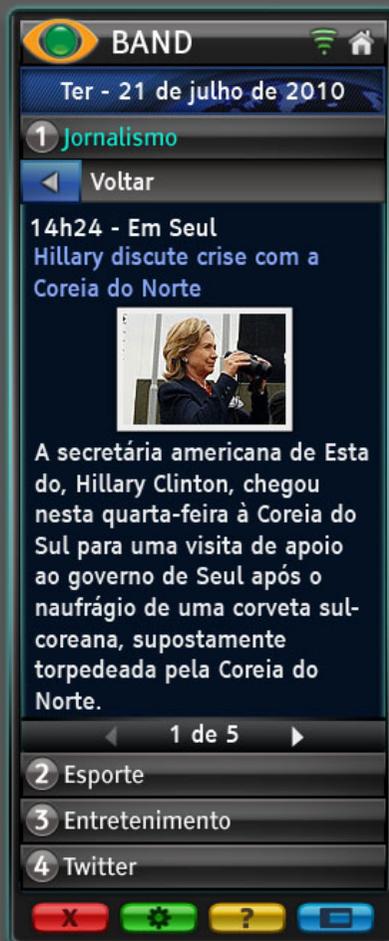
A linha de TV's AOC é produzida com a mais alta tecnologia, como só a líder mundial em monitores poderia oferecer. Os TV's AOC proporcionam uma experiência única de imagem e som. São modelos com características especiais para cada aplicação, como o TV-Monitor. Além disso, todos contam com design sofisticado, excelente custo-benefício e já vêm prontos para a TV Digital.

Altura: 17,10 centímetros  
Largura: 32,20 centímetros  
Profundidade: 44,60 centímetros  
Peso: 4,00 Kilos

Compre agora ligando para **3003-6000**  
e informe o código do produto: **12563**

 1/3 

Access to a News Portal from a Broadcaster.



**BAND** Ter - 21 de julho de 2010

1 **Jornalismo**

Voltar

14h24 - Em Seul  
Hillary discute crise com a Coreia do Norte



A secretária americana de Estado, Hillary Clinton, chegou nesta quarta-feira à Coreia do Sul para uma visita de apoio ao governo de Seul após o naufrágio de uma corveta sul-coreana, supostamente torpedeada pela Coreia do Norte.

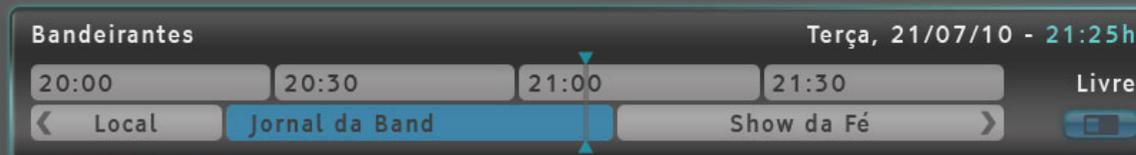
1 de 5

2 Esporte

3 Entretenimento

4 Twitter

X ?



Bandeirantes Terça, 21/07/10 - 21:25h

20:00	20:30	21:00	21:30	Livre
< Local	Jornal da Band	Show da Fé	>	

Jornal da Band



Access to updated news from an Internet Portal. UOL is the biggest Internet provider in Brazil.



**UOL**

14h24 - Esporte

**Julio Cesar mostra respeito à Argentina, mas avisa: "vai dar samba"**

18/06/2010 - Notícias  
Português Saramago recebe...

18/06/2010 - Notícias  
Mãe de Eliza diz que torce ...

14h02 - Esporte  
Dunga escala Brasil com for...

13h45 - Notícias  
Corpo do escritor português...

1 de 7

1 Notícias

2 Esporte

3 Entretenimento

EMISSORA A Segunda, 14/07/10 - 15:05h

14:00 14:30 15:00 15:30 Livre

< O fantásti... **Watch Hubble - Segredos...** O mundo do futuro >

## Julio Cesar mostra respeito à Argentina, mas avisa: 'no final vai dar samba'

18/06/2010 - 10h00  
Alexandre Sinato e Bruno Freitas - Em Johannesburgo (África do Sul)  
Foto - Márcio Silva/UOL

A Argentina vira tema cada vez mais frequente na seleção brasileira. Um dia depois da goleada por 4 a 1 sobre a Coreia do Sul, a equipe de Diego Maradona voltou a rondar a concentração verde e amarela. Julio Cesar foi o porta-voz desta vez. Elogiou o rival histórico, mas no final mostrou confiança no comparativo entre os dois times: "no final vai dar samba".

O goleiro brasileiro respondeu três perguntas relacionadas à Argentina. Evitou se aprofundar em todas. No geral, pregou respeito. No entanto, quando questionado sobre um jornal sul-africano que faz uma enquete se no final vai dar tango ou samba, o camisa número 1 desceu do muro.

"É normal que vocês falem tanto da Argentina aqui, é uma seleção forte. Quando se fala da Argentina todo mundo lembra do Brasil, e vice-versa. Mas tenho certeza que no final

Access to other contents (Science & Health) from the Internet Portal.

The screenshot shows a mobile application interface for UOL. On the left is a navigation menu with categories: 1 Notícias, 2 Esporte, 3 Entretenimento, 4 Outros Conteúdos, and a sub-menu for 'Ciência e Saúde'. The main content area is divided into two sections. The top section is a program schedule for 'EMISSORA A' on 'Segunda, 25/02/08 - 21:25h'. It shows a grid of time slots: 20:00, 20:30, 21:00, 21:30, and 22:00. The 21:00 slot is selected and shows the program 'Watch Hubble - Segredos...'. The 21:30 slot shows 'O mundo do futuro'. The 22:00 slot is marked 'Livre'. The bottom section is a news article titled 'Exposição sobre epidemias terá videogame coletivo com cenários reais e fictícios'. The article is dated '19/06/2010 - 10h09' and is from 'Da Redação'. The text describes a collective video game that simulates various epidemic scenarios, including a bioterrorist attack in New York, a pandemic in Singapore, AIDS in Moscow, and dengue in Rio de Janeiro. An image shows a person playing a board game on a large screen. The article ends with a navigation arrow and the number '1/10'.

**UOL**

14h24 - Seleção  
Julio Cesar mostra respeito à...

14h18 - Literatura



Português Saramago recebe o Nobel de Literatura em 1998

14h02 - Ellis Park  
Dunga escala Brasil com form...

13h45 - Luto  
Corpo do escritor português Jo...

1 Notícias

2 Esporte

3 Entretenimento

4 Outros Conteúdos

X [Settings] ? [TV]

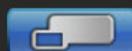
EMISSORA A Segunda, 25/02/08 - 21:25h

20:00	20:30	21:00	21:30	22:00	Livre
< O fantásti...	Watch Hubble - Segredos...	O mundo do futuro	>		[TV]

José Saramago (1922-2010)



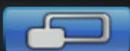
OK para Tela Cheia



Flávio Florido/UOL



The photos shown in the smaller slide run through a slideshow. When a certain picture is selected it is displayed in full screen mode.



OK para Fechar

O escritor português José Saramago recebe o Prêmio Nobel de Literatura de 1998 do rei Carl Gustaf, da Suécia, em Estocolmo (10/12/1998)

Flávio Florido/UOL



Slide-show, full screen mode.



In this sample the smaller windows shows a thumbnail of a video that can be played by the user in half screen or in full screen mode.



Full Screen video playing.

TV Globo Online

1 NOVELAS

Voltar



segunda 24/01/2011

terça 23/01/2011

quarta 22/01/2011

quinta 21/01/2011

sexta 20/01/2011

sábado 19/01/2011

2 ESPORTE

3 JORNALISMO

X ?

EMISSORA A

Segunda, 25/02/08 - 21:25h

20:00 20:30 21:00 21:30 22:00 Livre

O fantásti... Watch Hubble - Segredos... O mundo do futuro

Vídeos:



A grid of 12 video thumbnails arranged in 3 rows and 4 columns. The first row shows a woman in a blue dress, a woman in a dark jacket, a man in a suit, and a woman in a white dress. The second row shows a man in a red shirt, a man in a white shirt, a woman in a dark jacket, and a man in a white shirt. The third row shows a woman in a patterned jacket, a man in a white jacket, and two thumbnails with blue loading circles.

Catch-up TV scenario: Soap Opera from TV Globo.

TV Globo Online

1 NOVELAS

Voltar



segunda 24/01/2011

terça 23/01/2011

quarta 22/01/2011

quinta 21/01/2011

sexta 20/01/2011

sábado 19/01/2011

2 ESPORTE

3 JORNALISMO

X ?

EMISSORA A

Segunda, 25/02/08 - 21:25h

20:00 20:30 21:00 21:30 22:00 Livre

O fantásti... Watch Hubble - Segredos... O mundo do futuro

Vídeos:



Thaís é humilhada pelos amigos, e Eduardo a defende

Catch-up TV scenario: Soap Opera from TV Globo.



Catch-up TV scenario: Full-screen playing.

## *StickerCenter Web Tools*





[Conheça o StickerCenter](#)

[Suporte StickerCenter](#)

English 

Buscar Stickers

Categorias

- Todos (19)
- Jogos (1)
- Notícias (2)
- Compras (2)
- Utilitários (10)
- Diversão (4)

Mais Populares

1. **Natura**  
Utilitários
2. **Google Maps**  
Diversão
3. **Cruzeiro**  
Utilitários
4. **Conversor**  
Utilitários
5. **Twitter**  
Diversão
6. **Climatempo**  
Notícias
7. **G1**  
Notícias
8. **Footstats**  
Diversão
9. **TQSeguros**  
Utilitários
10. **Pão de Açúcar**  
Compras

Sua TV ainda mais divertida!



## ClimaTempo

TQTV  
R\$ 0,50

A previsão do tempo em todo o Brasil.

[Ver Detalhes](#)

1 2 3 4 5

Stickers Mais Recentes

 Climatempo	 Natura	 Cruzeiro	 TQSeguros
 Google Maps	 Twitter	 Conversor	 G1

Acessar Minha Conta

E-Mail

Senha

Publicidade



**CLIMATEMPO**

Saiba como está o tempo em sua cidade!

The **StickerCenter Portal** allows searching and buying Stickers with a pre-paid card or credit card. At the portal the user also fills all data necessary to do transactions.



## StickerCenter - Portal do Desenvolvedor

**CLIMATEMPO**  
Saiba como está o tempo em sua cidade!



### O que é o Portal do Desenvolvedor?

O Portal do Desenvolvedor é um ambiente com recursos para integrar o processo de desenvolvimento e testes de stickers e produtos para o StickerShop.

[+ Saiba mais](#)



### O que são Stickers?

Stickers são os aplicativos que você pode baixar, instalar e usar na sua TV, como se fosse num computador! Cada Sticker que você baixa vira um ícone na tela e você pode arramá-los do jeito que quiser!

[+ Saiba mais](#)

### Acessar Minha Conta

E-Mail

Senha

[Esqueci minha senha](#)

Treinamentos,  
suporte e  
consultoria em  
TV Digital.



The **Developer's Portal** allows developers to send **Stickers** to be certified and made available to TV users in the **StickerShop**. It will also enable the uploading of new versions of the **Stickers**.

## Important Highlights

- Ginga-J and Java DTV application market in Brazil has enormous potential with big players taking part.
- Ginga-J is an Open Standard and can have widespread adoption throughout Latin America and even other ISDB-T countries.
- To the **Broadcasters** Broadband TV option only becomes a solution within a scenario that enables less costly content production (open App Store scenario) and that also enables integration with broadcasted applications.
- To the **Manufacturer an inclusive solution** increases possibility of revenue-sharing model with partners and not clashing with broadcasters.
- To **Software companies and developers**: Real opportunity to offer new creative product ideas to all the players in this new scenario (games, tools, services, t-commerce, t-government, etc.).

## Important Highlights

- To **the Java ME international community**: real opportunity to offer new products like authoring tools, services, training and consulting in Java.
- Experience in Test and Conformance Centers acquired in the ME world will also be highly demanded throughout Latin America as content developers and middleware implementors must certify their applications.
- To **the JCP**: the new aspects of Java development like integration with Dynamic languages is a fantastic potential of strengthening the Java ME adoption and community development. Good ideas may be:
  - Integration with Lua, which is already used in US telco players like Verizon;
  - Integration with HTML5
- Also **inside the JCP**, the evolution of JavaTV (JSR 927) with possible adoption of Java DTV features can be considered.
- **The Java world has an enormous potential with the success of Ginga-J Java applications.** Risk: not enough attention and nurturing of this community and participation on these standards evolution can give grounds to an adoption of only NCL-Lua based implementations and content generation.

- ABNT 15606 (Ginga) Specifications

<http://www.forumsbtvd.org.br/materias.asp?id=112>

- Ginga-J Specification (ABNT 15606 Vol. 4)

<http://www.forumsbtvd.org.br/materias.asp?id=112>

- Java DTV specification (ABNT 15606 Vol. 6)

<http://www.forumsbtvd.org.br/materias.asp?id=200>

<http://www.forumsbtvd.org.br/materias.asp?id=112>

- StickerCenter

[https://www.stickercenter.com.br/StickerWeb/en\\_US/index.html](https://www.stickercenter.com.br/StickerWeb/en_US/index.html)

[https://www.stickercenter.com.br/StickerWeb/en\\_US/faq.html](https://www.stickercenter.com.br/StickerWeb/en_US/faq.html)

- How Brazil is changing DTV

<http://www.robglidden.com/2009/09/the-bric-that-could-how-brazil-is-changing-tv/>



Thank you!

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