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 set-top-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 **Broadcast 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.
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
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.
Access to a News Portal from a Broadcaster.
Access to updated news from an Internet Portal. UOL is the biggest Internet provider in Brazil.

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.

Exposição sobre epidemias terá videogame coletivo com cenários reais e fictícios

19/06/2010 - 10h09
Da Redação

Um videogame coletivo que simula diferentes cenários de epidemia é um dos destaques da exposição Epidemik, de origem francesa, que abre ao público em São Paulo no dia 2 de julho (sexta-feira) na Estação Ciência.

O jogo faz simulações de crises fictícias ou reais, como um atentado bioterrorista do peste pulmonar em Nova York, uma gripe pandêmica em Cingapura, ocorrências de Aids em Moscou e a epidemia de dengue que afetou o Rio de Janeiro em 2008. Ao pisar no tabuleiro, cada jogador recebe uma aura individual, projetada no solo, que o acompanha durante toda a simulação e vai indicando seu estado de saúde em
The photos shown in the smaller slide run through a slideshow. When a certain picture is selected it is displayed in full screen mode.
Flávio Florido/UOL
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.
Catch-up TV scenario: Soap Opera from TV Globo.
Catch-up TV scenario: Soap Opera from TV Globo.
Catch-up TV scenario: Full-screen playing.
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.
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

- How Brazil is changing DTV
Thank you!

Aguinaldo Boquimpani
aguinaldo.boquimpani@totvs.com.br

Rio de Janeiro
Rua da Assembléia, 66 / 20º andar - Centro
CEP: 20011-8600
Tel: (55 21) 3147-8604

São Paulo
Av. Braz Leme, n 1.717 Jardim São Bento – SP – Brasil
CEP: 02511-000
Tel: (55 11) 5505-4584

www.tqtvd.com
www.totvs.com.br