Interactive

Television Solutions

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Introduction

Television is one of the most effective brand communication mediums available. SMS/Text TV provides an additional revenue stream for broadcasters and content providers, and allows the audience to engage more directly in the TV programs they are watching, often in a personal one-to-one way. This is achieved by the viewer using their mobile phone to send SMS/Text, MMS or video messages to interact with the TV show they are watching.

SMS TV is a low-cost, efficient way of providing content providers and broadcasters with the means to create innovative interactive programming and combine it with the broadcast video/audio stream to engage viewers, with/without the requirement for a Set Top Box network.

Industry reports indicate that revenue from interactivity is at par or more in some cases to the revenues generated from advertising on TV Channels.

Apart from the revenue aspect interactivity has set new bench marks on the ratings of different TV programs. It is of utmost importance to have a mechanism through which you can have real

> **Revenue from text messaging is not insignificant.**
> Last summer, viewers sent over 500,000 text-message votes within two days during the reality show "Big Brother," which charged 49 cents a pop. In the spring season, NBC's game show "Deal or No Deal" earned enough money from premium text-messaging votes to cover the more than $1 million sweepstakes prize money. Viewers of the show cast a total of 57 million votes, both online and via text message.
>
> Imagine millions of mobile-totting listeners sending their requests via text messaging directly to radio DJs. Now imagine listeners receiving broadcasted text messages from radio DJs.
>
> Leading digital pay-television network Showtime for the Middle East, has just launched Home Cinema Text, an SMS text service that enables subscribers to order their personal selection of pay-per-view movies via text messaging

time feed back of the viewers and what could be more effective than SMS/Text received in real time from the viewers.

EBR INTERACTIVE (EBR-I)
YOUR STRATEGIC INTERACTIVE TV PARTNER

A durable and trusting partnership with our customers forms the basis of our success. In the process, in addition to professional services and advantageous conditions, we bring our many years of experience and expertise into the equation. Thus, in a unique way, we are able to unite our design capabilities in interactive media .

> "We take our cues from our audience. We're slaves to the audience and the fact is they're migrating to these digital platforms, so we need to go with them... Nothing is precious. Not even TV."
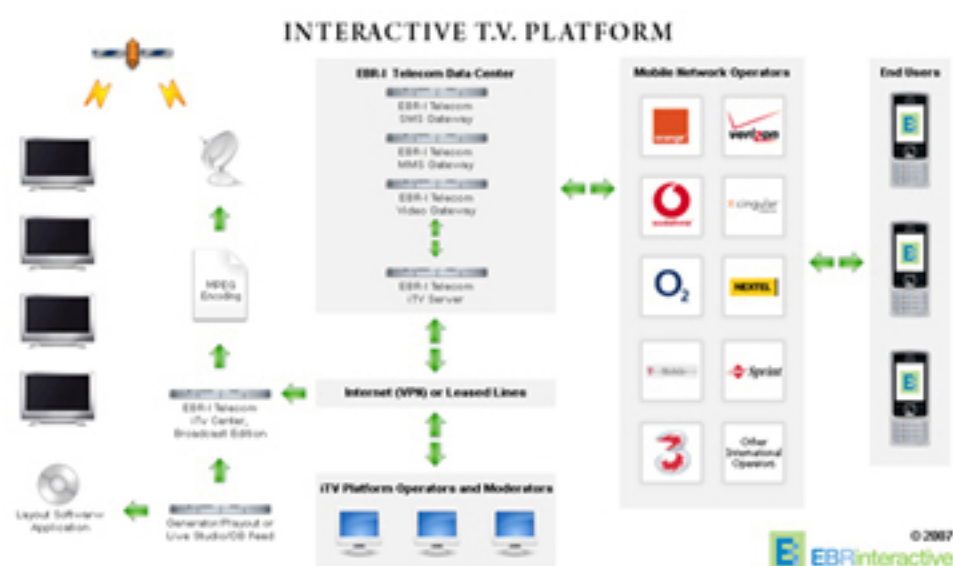>
> **Van Toffler**
> **President, MTV Networks**

with the high-performance infrastructure of our company, creating a mix that optimizes your benefit and increases profits.

As a full service provider, with our range of services we present you with the full process in the mass media field. Entirely according to your requirements, you can select the modules that are relevant to you or take everything as a one-stop, overall concept.

What we Provide

Since we work purely on revenue share and there are no hidden project fees; it is to our advantage to ensure that your interactive TV project is a success. This is achieved by assuming complete responsibility during all phases of your project and providing a complete turnkey solution by providing the following services: -

» Assistance in the definition of a concept for your brand, and advise on what will and won't work in the SMS TV medium
» Provision of a range of SMS for TV services and applications including voting, quizzes, competitions
» Provisioning and selection of short codes
» Management of the SMS TV application development process, and building the broadcast graphics components
» Provision of graphic design skills specifically focusing on the TV domain
» Character Generators and Playout Servers (Broadcast Equipment)
» Applications that reside on the broadcast equipment to control all graphic and interactivity layers
» Management of the relationship with the broadcast platforms to arrange testing, interfaces to their systems etc
Training and documentation
» Moderation system to effectively manage all in bound SMS/Text traffic
» Providing Moderators
» Billing and account management

INTERACTIVE T.V. PLATFORM

Products & Services

In today's competitive business environment, every single intricate detail matters. The need of the hours is to be attentive to all the intricacies and address them timely. Interactivity is the key in all relationships. This also holds true for any business as the relationship between a client/customer and a business person is as complicated yet simple like a normal human relationship. Large & small business entities have realized the importance of this fact and are forming their business models on the core value of interactivity.

No matter what line of business our clients are involved in, we at EBR-I offer a number of interactive business solutions to bridge the gap between them and their customers. Some of the most common services that we can assist you with are:

Chat

Chat application can be set as an overlay ticker, a full-screen version or partial screen version:

» Premium rate message handling
» Advertisement banner management
» Transaction reporting
» Moderation tool for blocking profane / offensive messages
» Bad Language Filter
» Message simulation tool
» SMS Return Message Editor

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Voting / Polling

The Application for quick voting and polling! You can edit the statement or the question to be shown easily and quickly. The application displays real time results to TV channel viewers.

» Results in real-time
» Tailor made to look-and-feel
» Easy question – answer-set editing
» 2 – 4 alternatives per question
» Yes/No -questions
» Full-screen and an overlay ticker versions available

Quiz Editor

With our Quiz editor you can created and broadcast SMS TV quizzes in no time.

» Question database editor
» Look-and-feel editor
» One question, four alternative answers
» Full-screen and partial screen versions available

Apart from the above mentioned application, we have the expertise to create bespoke applications to cater to your interactive TV / program requirements.

Live Web Reporting Engine

Using our comprehensive Web-based reporting tools, SMS Track and Trace allows you to track messages at all stages of delivery, with a high level of detail about the location of the message in the process - both on the EBR-I platform and at the network end. This provides valuable information for database analysis; data mining and intelligent re-try strategies.

If you want to track how your service is doing all you need   is our comprehensive Web-based reporting tools. Customers are able to track and analyze traffic trends such as message origination and termination by operator, peak traffic times, active link monitoring, hourly/daily/weekly/monthly views, global traffic, traffic per country, error message reporting, and handset delivery notifications. By utilizing this tool you have all the required data to show the success percentage of your service.

24/7 Live Moderation Team

Our expertise in 'ONE WINDOW OPERATION' or 'ONE STOP SHOP' is the key to your success!
EBR-I provides their TV channels/Radio stations clients with 2 type of Messages Moderation; first one is Auto Moderation and the second one is human live moderation using "Message Moderator Web interface" which provides a simple way to receive, view, save, delete, and reply to SMS messages received from viewers/listeners.

Features

» Manage incoming messages via a folder-based system: Raw (Inbox), Saved, Trashed, and Published
» Developed using AJAX ensures that numerous moderators sitting at different locations can quickly approve/disapprove messages
» Message filter prevents abusive messages from appearing on screens, Web, or billboards
» Adaptive algorithm ensures that the system learns and builds the library of inappropriate words and/or sentences.
» Messages can be published to any third-party interface via an XML API (TV screen, Web site, billboard)
» Messages can be manipulated before publishing (deleting names or phone numbers)
» Moderators can post advertisement messages on to the live system that can generate user interest and increase participant interaction
» Ability to broadcast a reply to one, many, or all participants
Comprehensive reporting means statistics can be viewed hourly, daily, weekly, monthly, or for selected periods (by folder or overall)

Benefits

≫ Versatile Web interface—easy to use in a live studio environment
≫ Management of inbound messages via Web functions and folders
≫ Publication to a third-party interface means messages can be edited and scrolled across screens, with additional messages added by the broadcasting company
≫ Choose which messages to reply to—some or all
≫ Words can be filtered out of messages, or messages can be edited individually
≫ Live reporting feature enables managers to stay up-to-date with how many people are responding to a show at any particular time

Payouts

Revenues from premium SMS and IVR services are shared amongst the mobile network operator, the customer and EBR-I The Mobile Network Operators share this additional revenue - or premium - with us; we in turn share it with our customers.

EBR-I's financial clearing and settlement capabilities encompass our distribution, interoperability, and interactive services and products, such as premium SMS/MMS, content billing, WAP billing, and so on. Integrated financial clearing and settlement is a critical and significant value-add that differentiates us in the global messaging market, ensuring revenue delivery. Delivering fast, secure, and reliable global financial clearing and settlement solutions alongside our personal messaging (PM) and application messaging (AM) suite of products is the key to helping you become a global powerhouse in mobile messaging.

Customize Development

EBR System can support your company's current and future technical development needs. We will help your organization to increase its efficiency by reducing the cost and time spent on your media and telecommunication projects.

We have implemented turnkey projects for Business Enterprises. Our scope of work includes Solution design, Project Management, Supply (hardware & software), and Systems Integration, Commissioning & Technical Support (on site & remote).

≫ Requirement Definition
≫ Solution Development (programming)
≫ System Integration
≫ Testing
≫ Implementation
≫ Support
≫ Help Desk

For more detailed information regarding all professional services available at EBR Interactive please contact us at sales@ebrinteractive.com.