

Interactive Internet TV Technology Roadmap Executive Summary

Introduction

Interactive Internet TV (I²TV) is the delivery of internet services, predominantly covering information, communication and transaction, over broadband, for use via the television.

The opportunity for deployment of I²TV is now, and is set against a background including:

- Increasing ageing and vulnerable sections of the population
- Rollout of digital communications and broadcast technologies
- Growing digital divide and social exclusion problems
- Significant cost increases in traditional delivery of public services

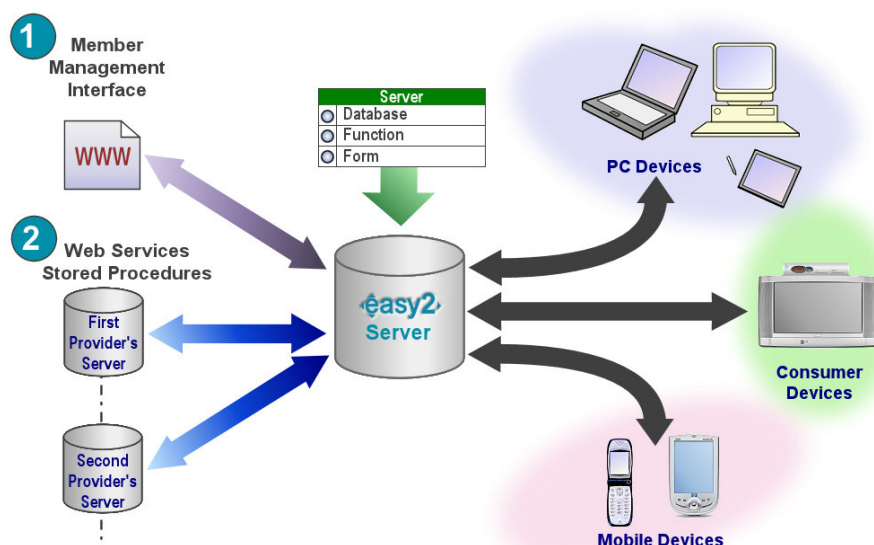
This summary contains a brief overview of:

1. Technologies
2. Marketplace
3. The I²TV Product
4. Resources

1. Technologies

I²TV specifically deals with internet services purposed and published for use and interaction on the TV. The hardware and software technologies to achieve this exist in the market today. Price & performance refinements will help scale up to engage the mass market.

Optimised I²TV services build on using the same internet, content and services available today to computer users. The Visionradio “easy2” Content Management System behind I²TV also cater for optimised PC and mobile web experiences.



The software requirements centre around use of existing database products (SQL), standard web HTML, ASP and CSS coding, plus existing video, audio, graphics and browser formats.

Hardware is based on standard web server platforms and traditional broadband connections. The consumer side uses hybrid digital TV set-top units incorporating broadband connectivity.

2. Marketplace

The principle market sector for which I²TV is best suited are those currently digitally excluded, some 39%* of the UK population. 15% are both digitally and socially excluded, and 24% are socially included but remain digitally excluded. As such these people are unable to benefit from interaction with online public services, online communication, education and other private sector services which support the digitally included in their daily lives.

* 2005 Inclusion Through Innovation report by Social Exclusion Unit (ODPM)

The report highlights that 3 main barriers to adoption include perceived cost, complexity of technology and lack of relevant content. Delivery of supported, existing content and services, published using I²TV, to the familiar environment of the TV, opens this market.

3. The I²TV Product

I²TV users are presented with an on-screen menu, presenting options consistent with an “advanced Teletext” or BBCi style experience. The use of the return path provided by broadband allows information, communication and transaction to be added to the traditional broadcast functions associated with the TV.

The unique point about Visionradio expertise in I²TV is that we are at least 18 months ahead of all known competition in this area in the UK. We provide a vital springboard for those with an interest in service delivery embracing this medium.



4. Resources

Visionradio Ltd. has market-leading experience in both designing interfaces for TV use, as well as creating the easy2 content management system for integrating and aggregating services. The landscape of the opportunity is clear, further supported in June by advances in the DCMS Help scheme interest in the return path opportunity.

To deliver a successful I²TV market requires business transformation to be undertaken by key stakeholders in delivery of their content and services. Visionradio's experience and I²TV tools are intrinsic to early wins in this endeavour.

The market can be provided the technology to make this happen, what is required is the engagement and spend by credible entities who stand to gain cost savings or market reach benefits through successful digital inclusion through I²TV.