



## Key Benefits

### Broadcaster

Additional revenue streams for the sports

- Multi-platform Publishing value chain, by directly facilitating commercial activities over the medium.
- New novel way of interactive in-content advertising offering an added value easy to use e-commerce system (embedded advertising) thus increasing the effectiveness of advertising by narrowing the gap between advertisement and consumption.
- Increase the subscription base by offering new added value enhanced services to the subscribers with the provision of an innovative low-cost technology.
- Offers the thrill of instant betting via interactive TV and 3G mobile phone.

- Offers a virtual presence in a football game or a horse-racing event that could lead to an increase of on-line betting.

### Subscriber

- Profile based filtering offering the viewer control over the received information.
- Advanced On-line Betting environment for an enhanced betting experience.
- The Interactivity and the Visualisation of complementary information offers an enhanced sports viewing experience.
- Ergonomically designed interfaces for turning consumer devices into powerful platforms for interactive entertainment.



### Scenario 1

John is watching a football match of his favourite team. A foul has been committed and overlay graphics display the distance from the goal line.

A graphic overlay notifies him that a new bet placement option has become available. Interactive elements on the respective graphics overlays give him the opportunity place a Bet concerning the outcome of the free kick.

He clicks on the statistics label that follows the player to access the available statistics information. He decides to place the bet through the STB remote control. He follows the on-screen instructions and proceeds to place a bet. Upon bet placement and confirmation he receives a notification message that verifies the transaction.

A replay of the Free kick is broadcasted, this time new graphics elements appear on the screen, the player's shirt is highlighted. John selects the player's shirt and an advertisement appears on the screen with the option to redirect him to an e-commerce website for further information and ordering.



### Scenario 2

Mark is traveling by train and he decides to view a live F1 race on his 3G wireless computer. He logs in the Melisa service and chooses to watch the televised race watching the normal video feed of the broadcaster.

He clicks on the classification button and the Drivers Classification Panel displays the current drivers positions. Mark chooses the graphical representation mode. In this mode the exact position of all cars, is shown as a graphical representation on a Virtual Track in real time. Visual cues, such as color and car number, show the relative position of the drivers in the track.

Mark clicks on his favourite driver's car to display the available statistical information. He sees the drivers sponsor and he decides to click on the Sponsor's logo to receive further information. This action redirects him the to sponsors e-commerce Web Site for on-line shopping.