

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.

Convergent solution: inclusive scenario

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



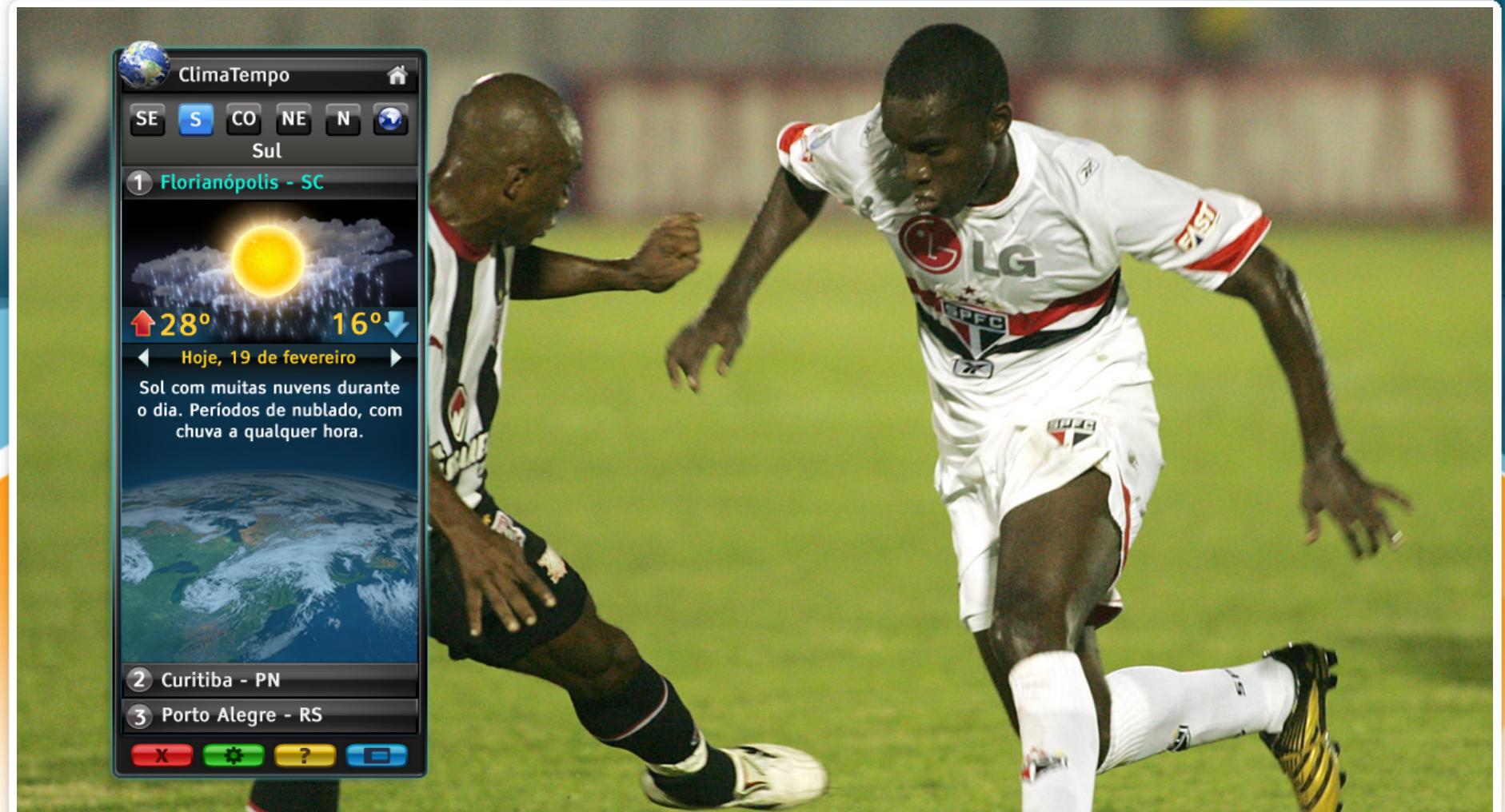
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Interactivity with Stickers



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.

Broadcaster Stickers



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



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Broadband Stickers



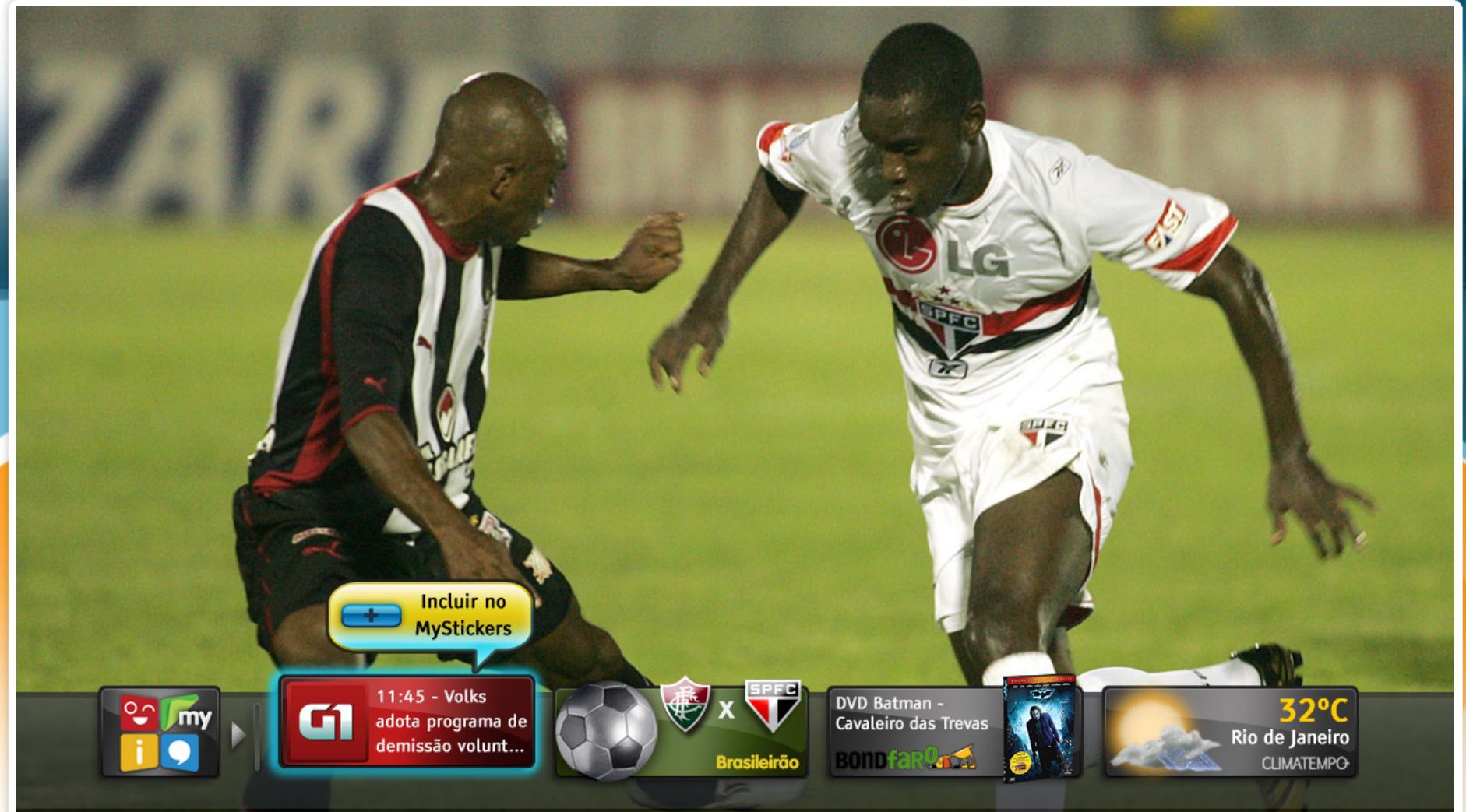
MyStickers is the area represented by an icon that enables access to applications stored on the receiver's memory and downloaded via **Broadband**. Each user in the receiver can have his exclusive account with differentiated content.

Broadband Stickers



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**.

Storing Broadcaster Stickers

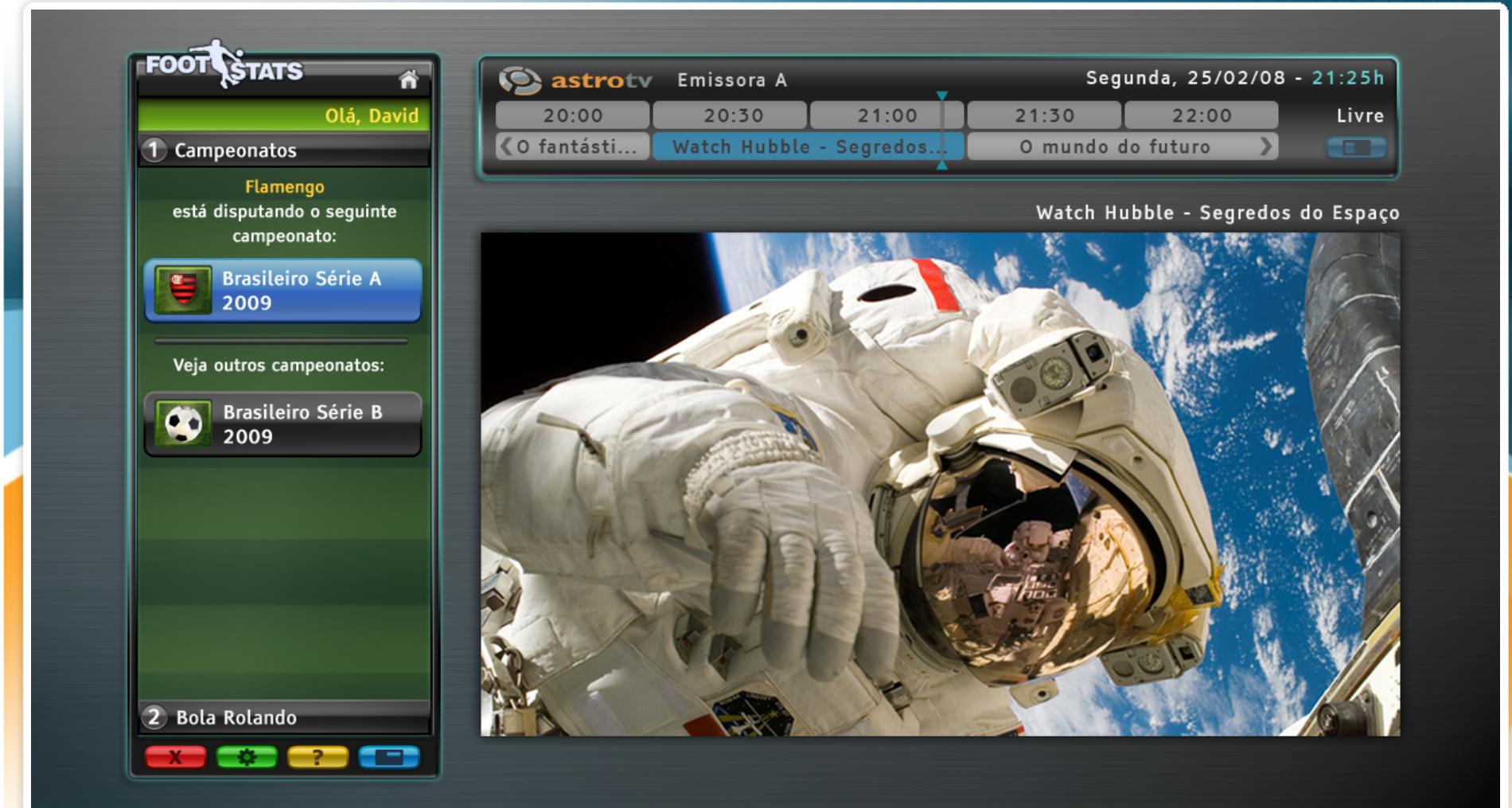


The tuned Broadcaster can also transmit special **Broadcast Stickers** that can be added by the user to the **MyStickers** area.

Sticker Shop
Java Application Store +
NCL/Lua Application Store



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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.

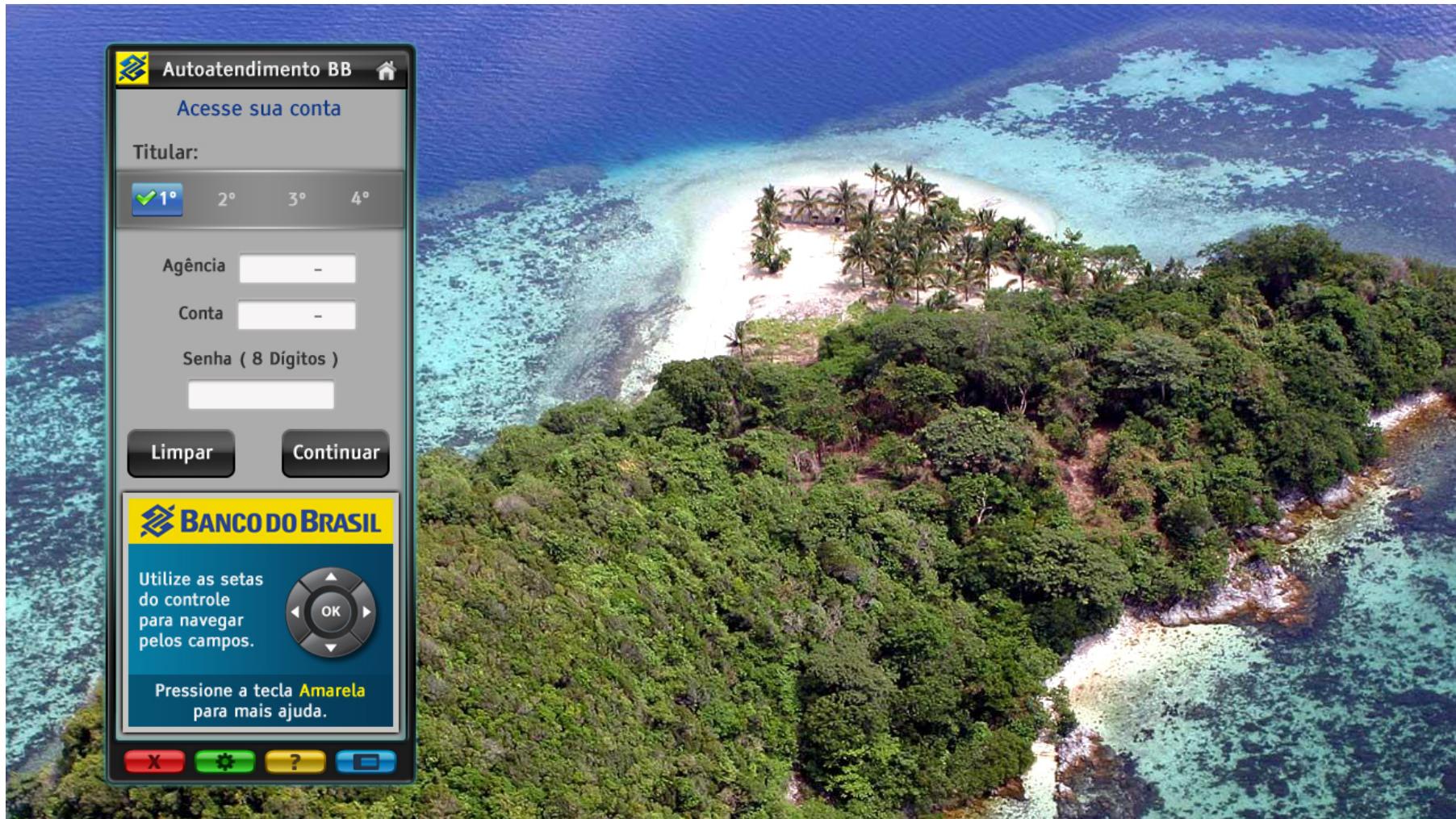


As a typical application store model, the **Sticker Shop** works with a pre-loaded credit system. The credit loading can be done via credit card (in a special site) or using a special code (available in a store card) via the site or directly in the TV.

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.



The screenshot displays a product information portal interface. On the left, a sidebar lists categories: 1 Informática, 2 Eletrônicos, 3 Eletrodomésticos, and 4 Portáteis. The main content area shows a television advertisement for a "TV LCD 42" AOC Full HD". The ad includes a thumbnail image of the TV displaying a soccer player, the product name, price (Por: R\$ 598,00), and a promotional code (Cod. 12563). Below the ad, a detailed product description is provided, along with technical specifications and dimensions. At the bottom, there is a call-to-action with a phone number and a product code.

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 »

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

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

De: R\$ 898,00

Por: R\$ 598,00

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

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

1/3

Sticker Telejornal Band

Access to a News Portal from a Broadcaster.



The image shows a composite view of a television broadcast interface. On the left, a mobile-style news portal displays the headline: "14h24 - Em Seul Hillary discute crise com a Coreia do Norte". It includes a small photo of Hillary Clinton and a detailed text summary about her visit to South Korea. On the right, a larger window shows the "Bandeirantes" channel's schedule for Tuesday, July 21, 2010, from 20:00 to 21:25h. The "Jornal da Band" program is listed at 21:00. Below the schedule is a large graphic for the "JORNAL DA BAND" news program, featuring a globe and a dynamic, colorful background.

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



The screenshot shows a dual-layer interface. The top layer is a TV guide or schedule for 'EMISSORA A' on 'Segunda, 14/07/10 - 15:05h'. It lists programs from 14:00 to 15:30, with 'Watch Hubble - Segredos...' currently selected. The bottom layer is the UOL news website. On the left, a sidebar lists recent news items: '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...', and '13h45 - Notícias Corpo do escritor português...'. The main content area displays the selected news article: 'Julio Cesar mostra respeito à Argentina, mas avisa: 'no final vai dar samba''. Below the headline, it says '18/06/2010 - 10h00 Alexandre Sinato e Bruno Freitas - Em Johanesburgo (África do Sul) Foto - Márcio Silva/UOL'. The text of the article reads: '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".' Another paragraph continues: '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.' At the bottom right of the news area, there are navigation icons for a phone, a page number '1/10', and arrows.

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

UOL

- 1 Notícias
- 2 Esporte
- 3 Entretenimento
- 4 Outros Conteúdos
 - ◀ Ciência e Saúde
 - 10h09 - Programa-se
Exposição sobre epidemias terá videogame coletivo com cenários reais e fictícios
 - 9h00 - Psique
É possível aumentar o potenci...
 - 18/06 - Transtornos Aliment
Anorexia nervosa diminui volu...
 - 18/06 - Disfarce
Lagartas criam olhos falsos pa...
 - 17/06 - Ciência do Futebol
Estresse prejudica cobrança d...
 - 16/06 - Nutrição
Chocolate amargo protege o c...
 - 16/06 - Imagem do Mês
Estrela com massa 35 vezes...

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	»	

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 de 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



1/10



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



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.



The screenshot displays a television interface for 'TV Globo Online'. On the left, a sidebar lists episodes of the soap opera 'Titi' from January 19, 2011, to January 24, 2011. The main area shows a schedule for 'EMISSORA A' on Monday, February 25, 2008, from 20:00 to 22:00. The schedule includes 'O fantásti...' at 20:30, 'Watch Hubble - Segredos...' at 21:00, and 'O mundo do futuro' at 22:00. The channel is marked as 'Livre'. Below the schedule, a section titled 'Vídeos:' displays thumbnail images from various scenes of the soap opera.

TV Globo Online

1 NOVELAS

Voltar

titi

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:

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

21:00 21:30 22:00

21:30 22:00

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



The screenshot displays a digital television interface for 'TV Globo Online'. At the top left is the 'tqtvd' logo. To its right is the 'TOTVS' logo. The main content area shows a 'TV Guide' for 'EMISSORA A' (TV Globo) on 'Segunda, 25/02/08 - 21:25h'. The schedule includes slots for '20:00', '20:30', '21:00', '21:30', '22:00', and 'Livre'. The '21:00' slot is highlighted with the show 'Watch Hubble - Segredos...'. Below the schedule is a 'Vídeos:' section featuring a grid of nine thumbnail images from the show 'tititi'. The thumbnails show various characters from the soap opera. At the bottom of this section, a caption reads: 'Thaís é humilhada pelos amigos, e Eduardo a defende' (Thais is humiliated by her friends, and Eduardo defends her). On the left side of the screen, there is a vertical sidebar with a large 'tititi' logo at the top. Below it, a list of dates and their corresponding broadcast days: 'segunda 24/01/2011', 'terça 23/01/2011', 'quarta 22/01/2011', 'quinta 21/01/2011', 'sexta 20/01/2011', and 'sábado 19/01/2011'. At the bottom of this sidebar are three numbered buttons: '1 NOVELAS', '2 ESPORTE', and '3 JORNALISMO', each with a small icon next to it. At the very bottom of the sidebar are four colored buttons: red ('X'), green ('Settings'), yellow ('Help'), and blue ('Exit').

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



Catch-up TV scenario: Full-screen playing.

StickerCenter Web Tools



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Sua TV ainda mais divertida!

ClimaTempo
TQTVD
R\$ 0,50

A previsão do tempo em todo o Brasil.

Ver Detalhes

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

Buscar Stickers

Categorias

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

Mais Populares

E-mail
Senha

Acessar Minha Conta

Publicidade

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.

Developer's Portal



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 arrumá-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/faq.html
- How Brazil is changing DTV
<http://www.robgidden.com/2009/09/the-bric-that-could-how-brazil-is-changing-tv/>



Thank you!

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