

politecnico di milano|**gtk7**|project for an interactive television

Paolo Ciuccarelli

Anxo Cereijo Roibas

Chiara Ferrari

Ismaele De Pas

Giovanni Scarzella

Taiyo Shimura

Giuditta Gentile

Martina Profumo

Nicola Smanio

globetech7: project for an interactive television

I. Background

Social background: Today's people-TV relationship in Italy.

- In most houses TV is always on as a background to everyday activities, maybe even not listened to.
- The user is often a passive listener, comes back home tired and wants to relax.
- The last surveys reveal that there is a disaffection towards national network programs
- Three are the main reasons that evidence the tendency to interact with TV above all among young people:
 - Italian habit to zapping.
 - The massive use of "teletext" (teletext) to get information about programs, sports events as well as train and plane timetables.
 - The success of some music programs that have a basic level of interactivity (polling, cell phone messaging)
- In the wake of the recent tragic events, surveys reveal the growing need of information and in-depth programs.
- TV is by far the mostly used media in Italy, because it is much easier than the Internet, less engaging than papers and more captivating than radio.

Italy's present technological background.

At the present time only three companies in Italy can provide the needed infrastructures for interactive television services. Telepiù and Stream are satellite television operators. Fastweb provides several services (basically internet access) through fiber-optic cable.

II. Our projectual idea

TV is a window on the world but interactivity could be the real link between private and public reality. In order to allow an efficient development of ITV we

think it will be advisable to introduce it gradually.

We would like to start with a local TV as the user will be more interested in what is happening in his own town and therefore more likely to use an interactive device that brings him closer to his reality. In the light of these considerations the schedule will contain information on public services such as transport and road conditions, education, cultural events, sport, entertainment, nightlife. We would like to change the way people watches TV, from a passive way that keeps the users on the sofa, to an active one, which can involve them and mak'em go out.

Our target is young people, more inclined to use technologies, more interested in meeting other people, creating communities, participating to city events.

This new TV gives an immediate feedback (e.g. chatting, polling), because we would like people to be active subjects of television

We want to include in one single media all the information about the city that are now given by different media (radio, local papers, yellow pages, etc.)

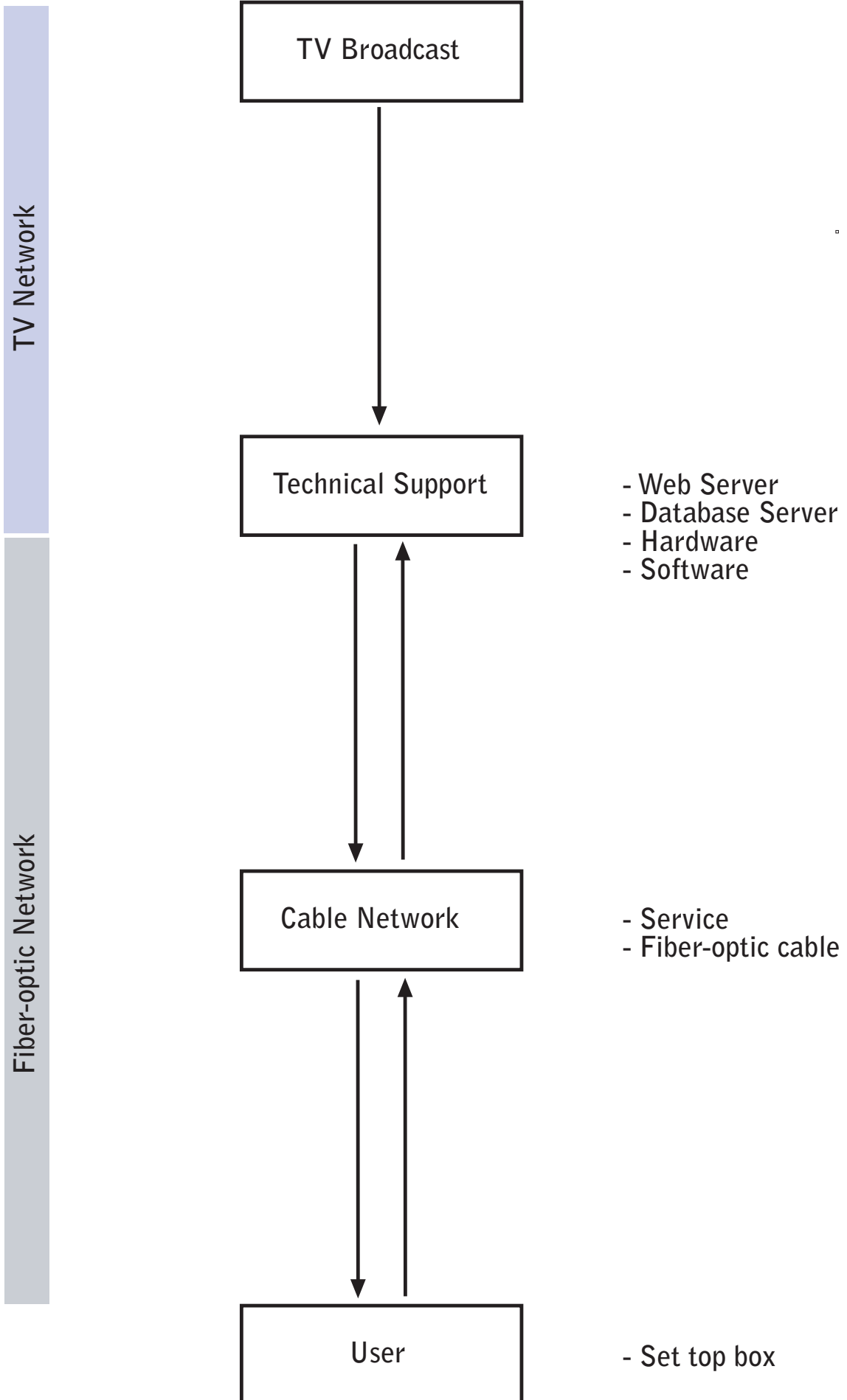
The kind of interaction ranges from enhanced TV, chatting, gaming, polling, mosaic TV up to T-commerce. The gradual introduction of these different ways of interaction will be determined by involved technologies, number of partners, costs and usability.

III. Technical Specification

Cable network & Home technologies.

Fastweb, which is part of e.biscom group, seems to be the best company offering the technological infrastructures to support an interactive TV project. Their optic fibres is now available in a few cities (Milan, Genoa, Turinu, Rome). The net will be soon extended to the whole country thanks to the connection with Telecom's (Italy's first telecom operator) optic fibres .

The two-way fibres are suitable to avanced interactive services broadcasting. Fastweb provides also set top boxes which support all the interactive applications which will be developed.



TV Broadcasting.

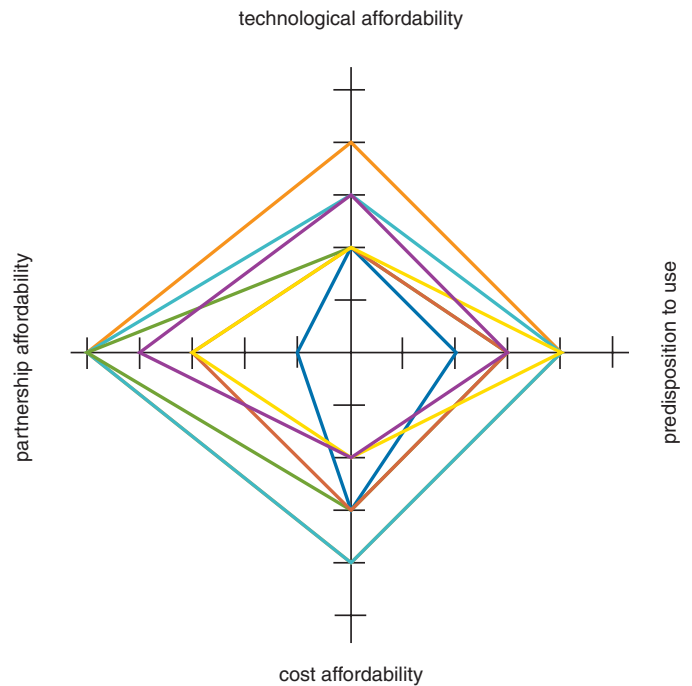
It's the group's core business. It's hard to believe that it can start from nothing, especially in such a nation as Italy, where TV market is almost stuck. It's easier to foresee taking over a small business which already owns those structures from which to head towards the development of a competitive interactive TV: i.e. "Telelombardia" in Milan, "RomaChannel" in Rome; "TorinoDue" in Turin, etc.

Each different office will be devoted to programs production (occasionally relying on external partners). Very interesting is also the case of myTV, an internet television which already offers some locally diversified programs and includes in its schedule live clips from different positions in the town.

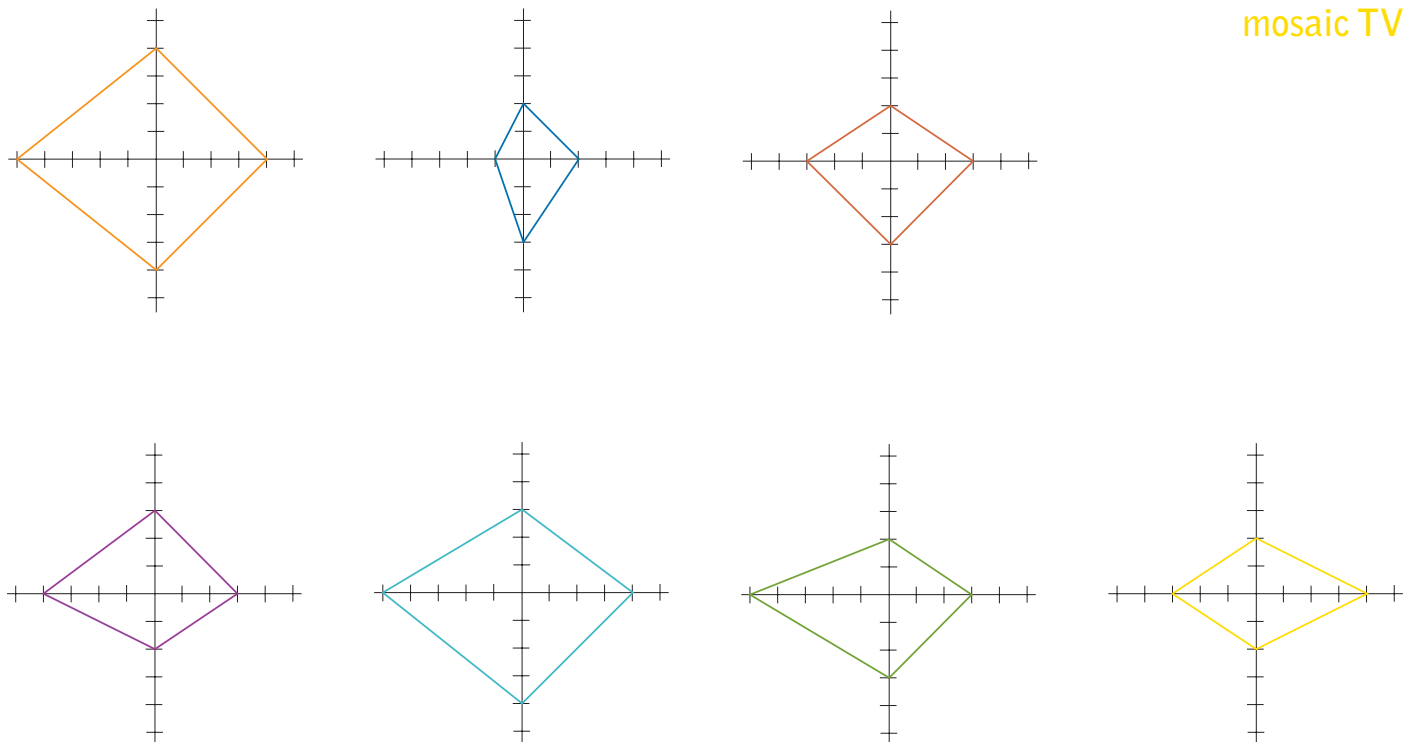
About central crew's tasks it results relevant to build tight partnerships with agencies able to add interactive applications and is also relevant to find partners from local areas which will develop contents.

Content developer.

At the moment in Italy there's not any group who could be able to develop interactive applications for television (Tele+, Stream, RaiSat, which are the only networks offering this kind of services by now, are actually collaborating with foreign companies): for any kind of development it seems necessary to join partnerships with foreign television networks (Digiscope in Sweden, NP TV in France...).



- enhanced TV
- T-commerce
- polling
- chat/forum
- SMS
- gaming
- mosaic TV



IV. Contents

Contents refer to any kind of event in the city:

Clubbing

Art

-exhibitions

-galleries

-retrospectives

Music

-concerts

-charts

Cinema and Theatre

-trailers

-interviews

Books, CD's

Quizes

Talkshows

Transportation

-traffic info

-routes

-time tables

-subscriptions

-On-demand system development

Step 4

-Territorial expansion: extending TV services to other local areas

-Company reorganization

V. Business plan

Financing

ReallifeTV, a web television, wholly financed by an Italian bank, "Banca Popolare Commercio & Industria", shows the willingness of Italian Banks.

Due to the local dimension of the project we can also involve public and private corporations or institutes, which are also involved into interactive services.

The development of new advertising forms will make the sponsor research easier.

Step 1

-Fund research

-Creation of a development team, the core group, made of people that will be able to manage the innovation process

-Take over of a local Broadcast

-Drafting of the concession deal with Fastweb

Step 2

-Broadcasting technological structures updating

-Research for collaborators in interactive application development (programs and advertising)

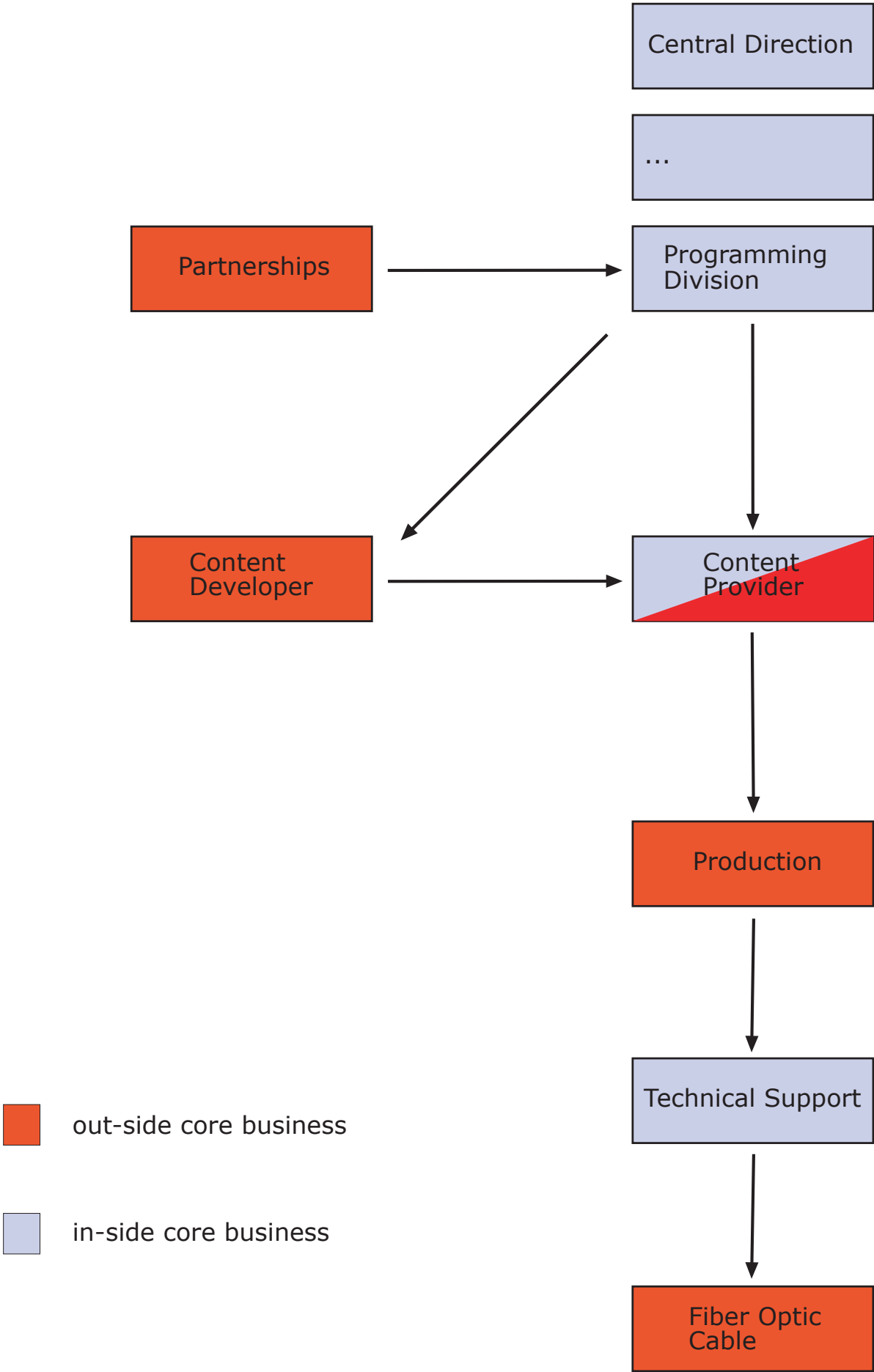
-Research of local partners for Walled Garden system

-Beginning of basic interactive broadcasting

Step 3

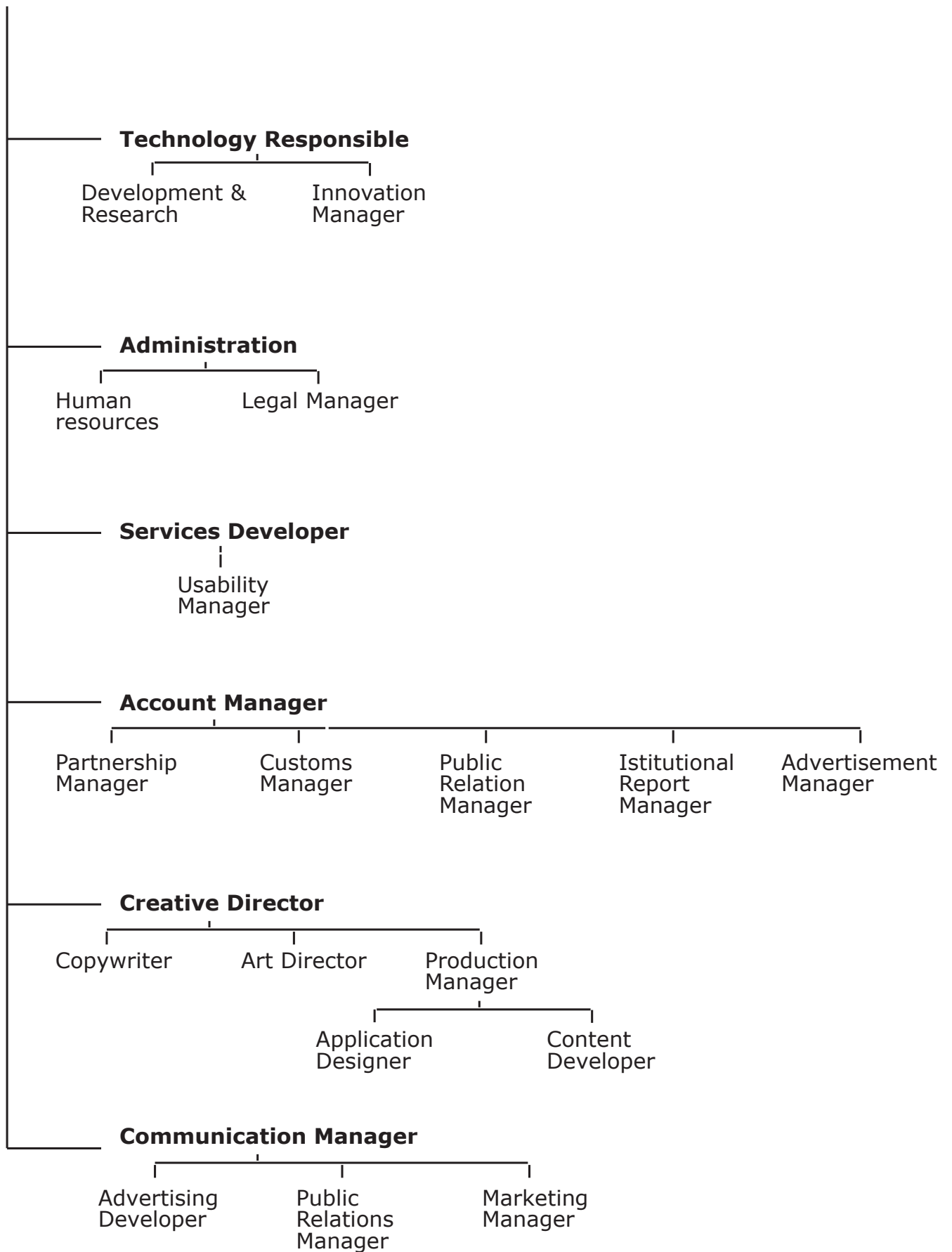
-Global interactive scheduling

business organization



MENAGING

Director



Example 1: Nightlife magazine.

note: this would be the main “program” in the core part of our project, which means the first one to be activated.

contents: the program is intended as an open eye on the nightlife of Milano (or other cities, in a further time), providing schedules of clubs, discos, parties, concerts and other happenings.

Offered services:

Basic services:

- A “traditional” television program giving news on the incoming events, with deepenings on particular clubs, bands and so on. At night a live show goes through the most interesting places in town.
- Enhanced TV pages providing a schedule of events, and all the infos like addresses, times, costs etc.
- Other pages will also give deepenings on events, bands, etc.
- The possibility to book concert tickets, movies and such.
- A chat will allow people to communicate with each other.

Enhanced services (to be activated in a second time):

- Mosaic TV: Several cameras placed in clubs will

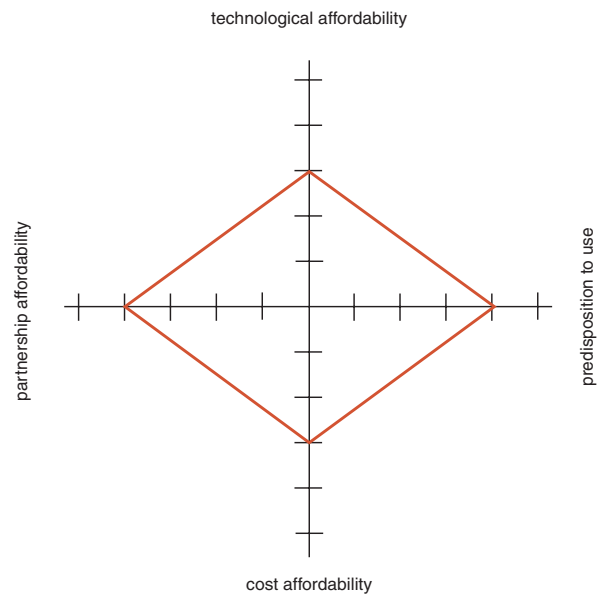
show the real-time situation of clubs to the users, allowing them to decide which place they would like to go to.

- The chat can be extended to people in clubs through in-place terminals.

Implemented technologies:

- Enhanced TV
- TCommerce
- Mosaic TV
- Chat

program evaluation



Example 2: Transportation info.

contents: the aim is to give an exhaustive info service on transportation and traffic situation in the city.

Offered services:

Basic services:

- Pages with the latest news on traffic situation in the city and on italian highways.
- Direct link to existing traffic-control cameras placed on italian highways.
- The possibility to subscribe annual/monthly fares for the public transportation service.
- Enhanced TV pages provide infos on bus/ underground routes and time-tables.
- A detailed city map with transports routes.

Enhanced services (to be activated in a second time):

- Cameras placed in the most trafficated spots all over the city will show real-time traffic situation.

Implemented technologies:

- Enhanced TV
- TCommerce
- Mosaic TV

program evaluation

