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new video
TECHNOLOGY

Best Interactive TV/advanced advertising technology

This category covers interactive TV and advertising technologies and solutions across ALL network types, including terrestrial, satellite, cable, IPTV and mobile, and also covers technologies and services relating to Internet-based video or advertising delivered over any access network. It is not limited to services where the associated video is delivered as IP.

DEFINITION OF INTERACTIVE TV

The broad definition of interactive TV is any video-centric service that requires communication between the network and consumer, but as more and more networks are interactive by nature, these awards use a more narrow definition of interactive TV as any of the following:

1. A set of stand-alone services (like weather, games and gaming) delivered by a video service provider that require a two-way connection between the video service provider/network operator and consumer in order for the services to be properly accessed beyond the initial entry screens. These stand-alone services should be clearly packaged and marketed in such a way that they are intended primarily for users of the video services or are available only to users of the video services.
2. A service that offers a television viewer/video consumer the chance to link from an initial video experience into related textual/graphical/audio/video experiences, whether using one-way or two-way network infrastructure. The classic Red Button interactivity is an obvious example of this type of 'enhanced TV'. The initial video experience can be either live/streamed or downloaded and available via a private network (any type) or the public Internet. The secondary services that are

accessed can use media assets that are stored locally (like on a DVR hard drive), that are available as downloads across a one-way broadcast network, that are accessible via consumer/network links on a two-way private network, or that are available from the open, public Internet.

PLEASE NOTE, FOR THE PURPOSES OF THIS AWARDS CATEGORY, INTERACTIVE TV DOES NOT INCLUDE THE FOLLOWING:

NOT: Video on Demand, IPTV or DOCSIS Video etc, although technically these are all services that are interactive and related to TV. This award uses a more narrow definition of interactive TV - what people have come to understand by the abbreviation 'iTV'.

DEFINITION OF ADVANCED ADVERTISING

For the purposes of these awards, advanced advertising technology covers any video-related advertising on any network type and access network (including public Internet) EXCEPT traditional, mass-market linear advertising associated with traditional broadcast television (the classic 30 second spot during a soap opera, for example). Thirty second spots on the Internet are covered by advanced advertising (as is all video-related advertising on the Internet). Other examples of advanced advertising include: VOD and other on-demand related advertising (including the '30 second spot' when provided as part of an on-demand service), and advertising delivered off a local storage facility (like DVR) - including a 30 second spot where delivered as a stored, non-linear asset.

Advanced advertising also includes, for example, targeted advertising, including where such advertising is delivered in classic '30 second spot' format on traditional TV (the distinction being that it is not the mass-market 30 second TV spot we are used to). The term video-related advertising means that the advertising is closely associated with a piece of video content (whether live/streamed or downloaded, and whether viewed for the first time or seen for the 13th via peer-to-peer sharing). The advertising can be of any type (video, animated, graphical, textual, audio, etc) providing the asset it is 'tied to' is video. Thus the classic Internet search-based advertising, if associated with video searches, could also be included here.