



## Digital Teletext

### How to make money from interactive digital teletext

Digital text and interactive TV services offer valuable revenue generating opportunities for a broadcaster, mainly through advertising and SMS messaging. Analogue teletext services have been a proven revenue source for European broadcasters for many years. The benefits of modern Digital TV services increase the scope and appeal of these services with more languages, easier navigation, more readable fonts, better graphics, animation and video.

The keys to making interactive services profitable are to sell targeted advertising, to encourage participation such as SMS response, and to produce and deliver the service at minimum cost. SysMedia can show you how.

#### Brand awareness

always promote your channel identity

#### Popular content helps retain viewers

feature news and sports headlines prominently to help prevent viewers switching to specialist channels

#### High impact graphics

maximize advertising effect

#### Quarter screen TV

no need to stop watching your programme  
full screen displays/overlays and video mosaics also possible

#### Coloured hot-keys

Direct shortcuts via 4 colour buttons on the remote control can be offered for premium advertising spots as well as general quick navigation

**Manage multiple services at no extra overhead** – SysMedia's Gold system manages the total content as one Teletext Ltd delivers a service to several UK broadcasters and channels (different branding, similar layouts, same editorial content - although not all content is featured on all channels)

#### Page numbers

to jump quickly to a specific editorial feature or advertisement

#### Targeted advertising opportunities

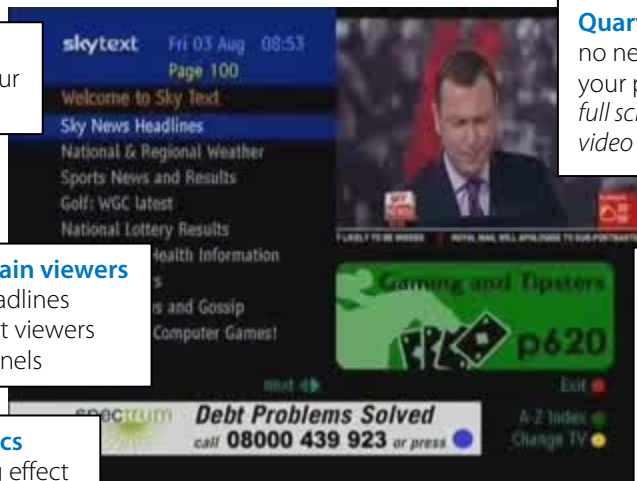
- News & weather (general)
- Sports results (betting)
- Flight arrivals (limo hire, hotels)
- Stock markets (financial services)

#### Automated data feeds

provide dynamic up-to-date information without editorial costs

#### Intuitive navigation

via remote control arrow keys using lists, sub-menus and next/previous, home/index links as well as page numbers



SysMedia's Plasma Gold system for interactive TV content management and production is specifically designed with digital text services in mind:

- separates content from layout
- separates editorial and advertising payloads
- TV cross-platform, web & mobile output without re-authoring