

A REVOLUTIONARY NEW CONCEPT IN INTERACTIVE TV

This white paper presents SysMedia's unique approach to solving convergence issues, based on its proprietary breakthrough Plasma Gold software solution serving over 10 million TV homes worldwide. The paper also demonstrates today's opportunities for advanced multiplatform interactive television service deployment for content and service providers.

Multiplatform three-screen interactive TV has arrived

The world's most successful pay-TV platforms, Sky (UK) and PCCW (Hong Kong), have proven the business case for launching interactive TV services. Previously, subscriber volume was critical to success, now with cost of entry lowered and ubiquitous multi-device solutions available, the gates have opened for all.



As consumers interact with different media and consume content in new ways, the future lies in reaching audiences over all devices and this has dramatically changed the way content is produced, how advertising budgets are spent and how content is monetised.

The global broadcast market is expected to experience significant revenue growth from US\$284.1 billion in 2007 to US\$326.2 billion by 2010. However growth is only expected to be secured through revenue diversification from value-add and bundled services, including Internet service provision, HD content, on-demand solutions, interactive applications and multiplatform distribution.

Source: Datamonitor

Making three-screen content generation a reality, SysMedia has extended its successful and globally deployed Plasma Gold interactive platform from DTT, cable, satellite and IPTV set-top boxes, to mobile phones and PCs in one highly cost effective solution.

Plasma Gold debuts a brand new concept in the management of interactive content, and breaks down the technology barriers which have impeded launching interactive TV for operators and content owners over the last decade.

Designed for all video-centric businesses

Operators are no longer restricted by having to select technology compatible with their own platform infrastructure. Plasma Gold's groundbreaking technology enables interactivity on virtually all middleware browsers, IP set-top boxes and mobile browsers (including Smartphones and iPhones); in this way it allows for the widest distribution of content, including streaming video on all devices.

Reduced complexity and lower cost

Services can now be created once and distributed to multiple platforms and as a result opportunity is now only limited by your imagination. Plasma Gold’s proprietary user interface can be set up for application editing on any PC, and provides dynamic and intuitive author-once-publish-anywhere production tools for users - with multiple client and remote editing capabilities to suit the widest range of business applications.



Open, modular and flexible software solution

While other interactive TV providers still offer broadcast and pay-TV headend-centric solutions, Plasma Gold’s modular and open client architecture seamlessly interfaces with all broadcast, mobile, IPTV, cable, satellite, DTT and new media service platforms. Plasma Gold’s low-cost, easy-to-implement solution assists media companies to extend and reuse existing content on different devices, to build brand loyalty, engage with viewers in powerful revenue generating ways and drive consumers to core media services.

Launching interactive revenue services has never been easier



To remain competitive, companies need to utilise effective technology to aid in production and multiplatform distribution of value-add services. Content providers can now launch new differentiating services with widest audience reach over all devices, and deliver compelling revenue generating services in fastest time.

By providing client architecture and tools, SysMedia assists its customers in the fast, affordable launch and maintenance of compelling interactive services and works closely with partners to enable the distribution of new content experiences across all devices in all markets.

A subsidiary of SysMedia Plc listed on Sharemark, SysMedia Limited is a UK technology company with 30 years broadcast experience and customers worldwide including the BBC and BSkyB. Proprietary products cover multiplatform interactive TV, teletext and subtitling. Building on a reputation for the world’s most popular teletext production system, SysMedia introduced an advanced solution for digital interactive services on set-top-box, PC and mobile. SysMedia’s innovative solutions for developing, running and managing multiplatform iTV services solve complex convergence issues and enable interactive content to be enjoyed anywhere, any time, on any device.

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