

# fast-forward profitable interactive multi-screen TV



Your business technologists. Powering progress

**Atos**

Digital technology enables broadcasters to engage in new ways with audiences, via TV screens, computers, tablets and smartphones. Consumers now expect non-stop entertainment – and they expect it to be available from any device, in any format, in the home and on the move.

In this intensely contested media battlefield, broadcasters have everything to play for. And with the latest interactive and multi-screen TV services, there have never been more opportunities to get close and keep close to your customers.

**The global social TV market is forecast to grow from \$151 billion in 2012 to \$256 billion by 2017.**

MarketsandMarkets, 2012.

**Global sales of tablets are expected to triple between 2012 and 2016.**

Futuresource Consulting, 2012

**71% of smartphone and tablet owners say they use their devices in front of the TV.**

eDigitalResearch, 2012

**41% of smartphone and tablet owners have been prompted by a TV program or advert to browse online for products, with 30% going on to make a purchase.**

eDigitalResearch, 2012

**In the US, 45% of tablet owners use their second screen device once a day while watching TV, with 26% more than once a day.**

Nielson, 2012

# Consumers in control

Profound disruption in the media industry is giving all of us as TV consumers ever more control over what we watch. With access to multiple TV channels, video on-demand, premium subscription services, social networks, online gaming and the internet, we're overwhelmed with competition for our attention. Whether it's the big match, hot new drama or 24/7 news, it's all about 'my choice'. The challenge to any business involved in delivering media content – including broadcasters – is clear: how can you deliver value-added choices that audiences will enjoy and be willing to pay for?

## TV in transition: the facts

- ▶ Traditional models of media ownership and monetization are being disrupted
- ▶ Media owners and operators face fierce competition for viewers and revenues
- ▶ Smart devices are profoundly transforming how people engage with and consume TV
- ▶ Technology is driving new viewing consumer behaviors
- ▶ Passive viewers are increasingly becoming active participants
- ▶ Media multi-tasking with companion devices is becoming mainstream
- ▶ The impacts on program-making and commissioning must be fully understood.

## Who wins in the interactive TV game?

The (r)evolution will continue. How it evolves is less certain. But content commercialization and consumer retention strategies will be central to success. The victors will be those that seize the opportunities to build revenues, brands and loyalty through heightened audience interaction.

If you're ready to seize the moment, Atos can help you to deliver all this and more.

The players	The prizes
Media owners, operators and broadcasters	Engage with consumers, differentiate services, build brands, boost loyalty, monetize services and drive up revenue.
Advertisers	Promote and differentiate brands via targeted product placement, compelling interactive campaigns and cross-selling exclusive offers.
Viewers / consumers	Enjoy personalized content, enhanced entertainment and engage as part of a richer, more rewarding media experience.

# Interactive innovation without limits

Picture the scene in a modern home on a Friday night. There could be multiple TVs plus an expanding mix of mobile devices - including tablets, smartphones, laptops and games consoles - being used in a variety of ways from the sofa, the kitchen table or study. From toddlers to teens and parents to seniors, more of us are scheduling our own entertainment to suit our personal tastes and interests. Building on established SMS and telephone-based IVR interaction with TV shows, we are increasingly also using tablets and companion devices to enrich our TV experience.

## Switch on to new opportunities

Interactivity facilitates services to enable:

- ▶ Program enrichment and addition of contextual information
- ▶ Contextual commercials and product placement
- ▶ Dynamic voting, quizzes, surveys, elections
- ▶ eCommerce and online shopping
- ▶ Exclusive offers and promotions
- ▶ Upselling of commercial airtime and sponsorship.

## How can you take the initiative?

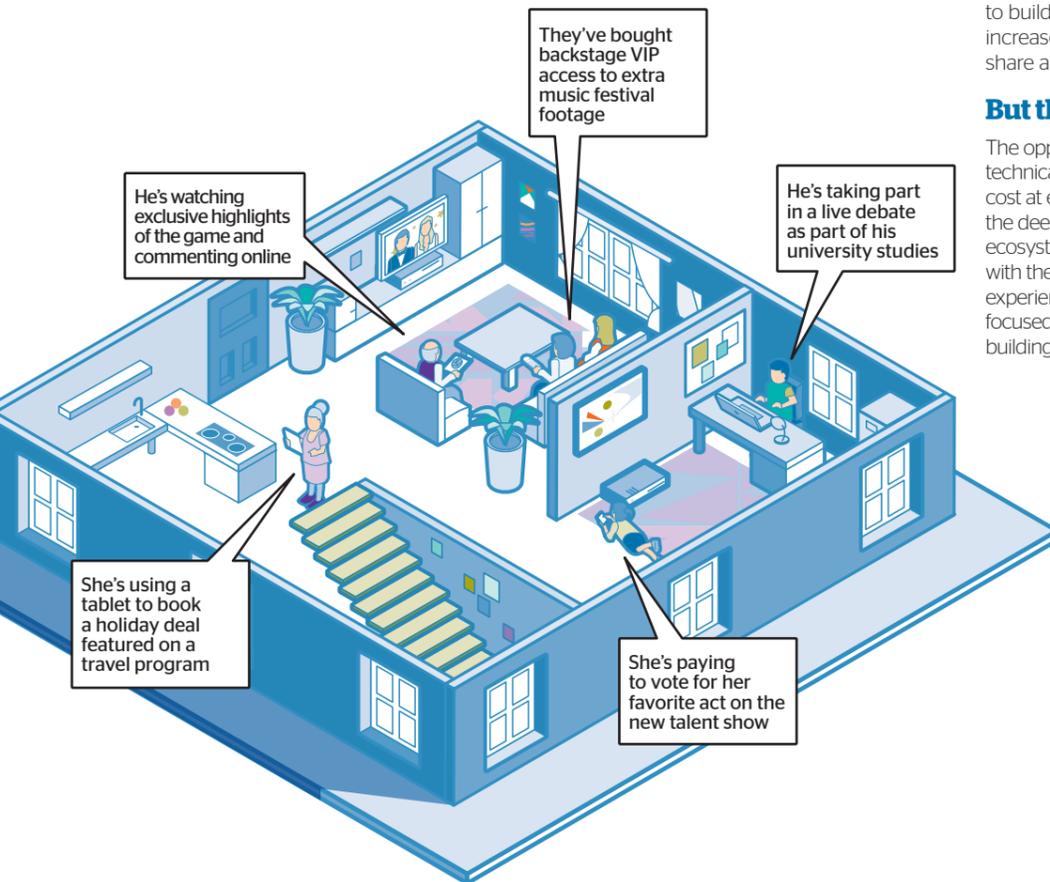
An expanding range of interactive technologies includes:

- ▶ Applications to connect via set-top boxes and connected TV
- ▶ Hybrid broadcast broadband TV (HbbTV) and smart TV solutions
- ▶ Multi-screen and second screen applications that simultaneously stream complementary content via a tablet or smart device while the TV program is playing
- ▶ Social TV applications that link viewers to targeted applications on social networks.

Integrating these services with customer relationship management (CRM), eCommerce and payment processing creates opportunities to build more value into the TV experience, increase viewer engagement, improve audience share and generate revenue.

## But there are challenges

The opportunities are clear, but there are major technical challenges around complexity, risk and cost at each step of the content lifecycle. Given the deeply complex nature of the technical ecosystem, nothing can be left to chance. But with the right business technology partner - experienced, proven and trusted - you can remain focused on editorial policy, content creation and building your broadcast brands and business.



# Bring your vision to life

Atos has all the expertise and resources in digital media, broadcast, telecoms and IT systems you need to create exciting applications and commercialize your content, founded on a complete end-to-end technical infrastructure designed to host and manage the most advanced interactive TV services.

## Innovate. Integrate. Interact.

Building on our long-established expertise in managing major SMS and IVR-based TV services, the Atos media portfolio allows broadcasters to marry innovation and interaction in a wide variety of ways that can generate revenue, both from new applications and by complementing existing TV services.

By leveraging our systems integration practice, advanced context-aware smart mobility solutions and transaction processing, we can fully manage delivery of your content over multiple platforms to multiple devices, no matter how great the volume of traffic. You can choose from a broad range of features combined with seamless payment modes to create a full cross-channel experience. Put simply, Atos creates the bridge that allows you to deliver a vast array of interactive, social TV and second screen content to support your commercial goals and give viewers more of what they enjoy.

## A trusted partner

You can trust Atos to take care of all the technical requirements to:

- ▶ Synchronize real-time, personalized delivery of all content to consumers
- ▶ Make it easy for consumers to connect how and when they want
- ▶ Enable viewers to vote, shop, access extra features, share and get involved
- ▶ Ensure real-time multi-channel monitoring, reporting and alert management
- ▶ Securely process and reconcile all payments through the value chain
- ▶ Capture all end-user data for CRM, loyalty and business intelligence applications
- ▶ Enable continuous customization and improvement of marketing and program strategies.

# The Atos approach

Whatever you need, our media business technologists can develop a low-risk, go-to-market strategy precisely tailored to your specifications.

	Consult ▶	Design ▶	Build ▶	Operate ▶
	Strategy and governance	Concept design and functionality	Develop and implement	Hosting and fully managed services
Your challenges	What opportunities are there for monetization, brand building, audience growth and customer retention?	What technology changes may be required?	What scope is there to run real-time interactive services?	How can you optimize costs and scale new services for the best possible results?
Our services	Let's define what you want to achieve and explore the possibilities.	We'll design, run a proof of concept and create a prototype pilot.	We'll integrate new services with your existing ones.	Your new interactive services can be hosted with full management, monitoring and reporting.

# Interactive innovation without limits

Since the start of the digital era, Atos has been helping world-leading broadcasters and content providers to embrace innovation and bring new services to market, with an especially strong new media presence in entertainment, sport and online video markets. Here's a taster of what we've been up to recently in the interactive and digital TV arenas.

## Reality show service is a vote-winner

As the most popular domestic TV network in France, TF1 is always looking to add value for its audience and maintain its position as the most viewed TV channel in Europe. When TF1 wanted to offer multi-channel voting for its flagship *Secret Story* reality TV show, Atos stepped in to build, develop, host and manage the new service. All web and mobile voting components were integrated with TF1's data management solution to centralize votes from multiple channels. TF1's existing IT tools were adapted to enable synchronization and consolidation of data and ensure real-time reporting during the show.

The service successfully launched in July 2012, becoming the first HbbTV monetized voting system in France. It has proven to be a versatile solution with scope to be extended to other channels of interactivity.

## Second screen proves a game-changer

To enable a major French TV broadcast group to extend its entertainment offer via second screen applications, Atos helped to integrate the back-office systems to enable synchronization of services on smartphones, tablets and other smart devices. As a result the group can now offer viewers easy access to contextual information, quizzes, voting and interactive content that is synchronized with whatever they are watching on TV at that precise moment, whether live or on a time-shift basis.

Having proven that the second screen service could go live in a very short time and gain a positive viewer response, it is now running on several TV shows and achieving good audience reach.

## Delivering outside the box

We have been working with a wide range of international broadcast partners to deliver interactive TV services, including:

- ▶ HbbTV portal development, delivery and hosting
- ▶ On-demand broadcasting with live replays and catch-up TV
- ▶ HbbTV connected TV management through TNT boxes
- ▶ New formats for interactive advertising including HbbTV
- ▶ Direct interaction with live TV shows via SMS and IVR
- ▶ Interactivity as a service for voting, quizzes and to win prizes
- ▶ Social TV for program-related live chat on a TV or smart tablet
- ▶ IPTV applications for sharing photo albums and data-rich media
- ▶ One-click buying on a mobile via eCommerce IPTV.

## A world-scale broadcast partner

As the Worldwide IT Partner for the Olympic Games, Atos integrates, manages and secures the vast IT system that relays results, events and athlete information to spectators and media around the world. It successfully delivered the core systems that enabled more than four billion people to witness the London 2012 Olympic Games on TV.

Jacques Rogge, President of the International Olympic Committee, said: "With the support of Atos, we have been able to meet people's expectations to watch the Games via multiple channels, on multiple devices in real-time... so that the competition results could be viewed and read by more people than ever before."

Atos leveraged this huge IT infrastructure to offer viewers of the Paralympic Games simultaneous enhanced content, facts and extra information about live events being watched via their PCs and smart devices, to create an enriched entertainment experience.



# Are you ready for action?

Wherever you see your broadcast brands in the future media landscape, Atos can offer all the technical support to get you there. Whether you want to dive in or dip your toe in the water, there is an infinite pool of possibilities.

- ▶ Let's get started with a discovery session or an interactive TV workshop
- ▶ Alternatively, why not see our solutions in action at the Atos Business Technology & Innovation Centre with our broadcast technology and media business experts?
- ▶ Next we can create a pilot test, run a proof of concept and strengthen the business case
- ▶ Our end-to-end managed services model means no capital outlay or up-front investment in costly hardware and software, so optimizing your chances of success while reducing exposure to risk
- ▶ Once we start talking, your new service could be up and running in weeks rather than months
- ▶ There are many ways we can work together including shared risk and reward models - we're always open to ideas.



# We're on standby

Atos is flexible, agile and ready to go.

If you want to be a player in the future of TV, we can put you in the picture. Interactive, social and multi-screen TV is here, it's becoming mainstream and the market is moving at speed.

So come on, what are you waiting for?

**It's time to fast-forward profitable interactive multi-screen TV**

---

# About Atos

Atos SE (Societas Europaea) is an international information technology services company with annual 2012 revenue of EUR 8.8 billion and 76,400 employees in 47 countries. Serving a global client base, it delivers Hi-Tech Transactional Services, Consulting & Technology Services, Systems Integration and Managed Services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

**For more information:**  
Please contact [marketing@atos.net](mailto:marketing@atos.net)  
or visit [atos.net](http://atos.net)

[atos.net](http://atos.net)

Atos, the Atos logo, Atos Consulting, Atos Worldline, Atos Sphere, Atos Cloud and Atos Worldgrid are registered trademarks of Atos SE.  
March 2013 © 2013 Atos.

