

# Exploring New Paradigms: TV Convergence and Interactivity

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The convergence and interaction of traditional broadcast TV and OTT is now a mainstay in the industry, but has by no means reached its full potential, even in the United States. Both platforms bring their own advantages; broadcast TV continues to have strong branding and a solid local base, while OTT breaks boundaries by enabling service provisioning across regions and permitting interactivity and personalization.

It is interactivity that enables convergence to be utilized successfully, through the harmonization of linear broadcast with broadband delivery to consumers, via connected TVs, set-top boxes and multiscreen devices. Interactive content can be personalized by integrating and analyzing audience data collected from multiple devices. Together with data partners, broadcasters can use this analysis to provide viewers with targeted interactive content and advertising across devices, including the TV screen.



Viewers therefore enjoy a seamless multichannel experience while generating more data that helps broadcasters gain a greater understanding of their audience profile. And this is just the beginning: hybrid broadcast-broadband services become even more powerful when combined with audience segmentation and UX personalization, creating a landscape of demand/data-driven content and service provisioning. From interactive advertising to content personalization, hybrid services can viably enable new business strategies for distributors, opening potential revenue models that were previously available to online services only.

One illustration of how distributors can combine the power of traditional TV with online communication is real-time contextual content. If a hybrid model is applied to TV news channels, viewers can use the breaking news ribbon displayed at the bottom of their screen to navigate to news-orientated

micro-websites. These sites run on the TV screen and are populated with automatic real-time feeds from the distributor's news portals or apps. Once the TV channel has produced video content on the breaking news story, the viewer is then driven back to the original channel or to news specific channels, all the while remaining on the broadcaster's properties. Broadcasters can thus retain viewers within their own branded experience.

A second illustration of exciting convergence potential are new advertising paradigms, such as personalized TV with interactive ads. Now, when viewers are interested in a product, they can be transferred to micro-sites showing videos and reviews, and even the nearest suppliers. Again, users remain on the TV screen so the audience isn't lost to another site. This same technology means that traditional 1-to-many broadcast advertisements can be replaced by 1-to-1 targeted advertisements provided through the TV broadband connection. In addition, the programmatic approach to advertising, well consolidated within the online landscape, can now enter the TV set, combining traditional TV advertising to generate brand new and interesting models.

A final illustration of content engagement is the promotion of related, premium or library content available. Algorithms are utilized to expose content to the consumer in different ways or even at different times; for example, exposing deep library content or long-tail non-monetized titles just as a show is ending to promote the next episode. Interactivity can also be deployed through simple games or a contest to suggest what's next.



Distributors looking to extend their reach should refer to two industry standards: ATSC 3.0 and HbbTV 2.0. In the US the ATSC 3.0 standards encompass a wide array of features and capabilities, while Hybrid



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broadcast broadband TV (or "HbbTV") is a global initiative aimed at harmonizing linear broadcast and broadband delivery of entertainment services. Fincons has been a strong contributor to the evolution of the HbbTV standard, drawing on experience from corporate collaborations as well as funded research and development activities. Businesses wishing to remain competitive should look to leverage this potential and partner with experienced companies that can help guide them in this new media environment. □