

Video calling to TV: the next 'killer innovation' in the broadcast sphere

User-generated content and live breaking news to catch the audience and earn extra revenues

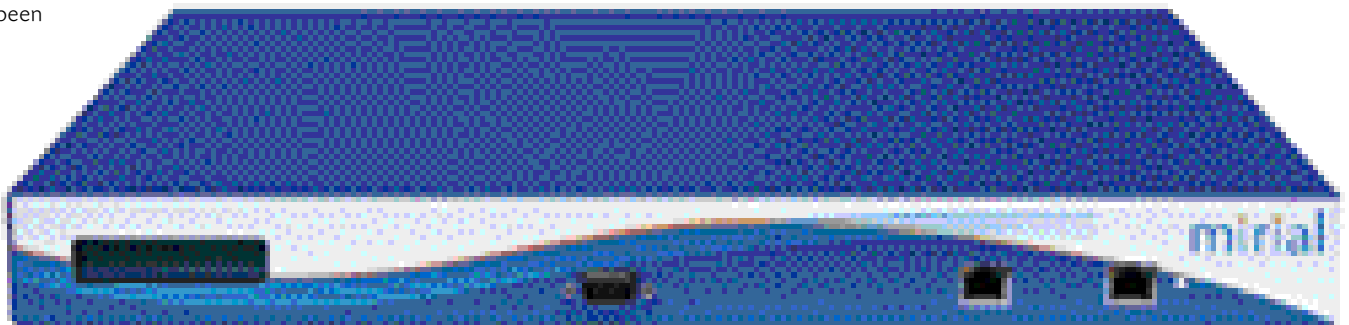
Making a phone call and participating in a TV quiz; sending an SMS to vote in a reality show poll; playing video games on the digital TV with the remote control. Since broadcasters first realized that **involving the audience raises retention levels and has become a critical success factor** in the competition with other entertainment sources, TV formats have been

What's new in Participation TV

"Here is where our innovative video technology comes into play," says Cristoforo Mione, VP of Business Development at Mirial. "Mirial has always been focused on developing products and solutions that exploit the huge potential of visual communication and create new business opportunities for carriers, service providers

About Mirial

Mirial (formerly DyLogic) engineers cutting-edge products for audio and video communication over convergent networks. The company portfolio includes a comprehensive set of solutions targeted at carriers, service providers and enterprises, enabling hosted 3G, IP and IMS audio/video services and professional SD and HD videoconferencing. Mirial products and solutions are available from the company's sales representatives and resellers worldwide. For further information: www.mirial.com



constantly evolving, gradually transforming this one-way medium into a more interactive 'social' one. What has been evolving at a much slower pace, though, is the technology enabling the audience to fulfill its desire to take part in TV shows as protagonists: traditional participation techniques, including SMS, IVR voting, voice calling and remote control interaction, still do not allow users to have a truly interactive, multimedia experience.

leveraging on converging IP, 3G and IMS networks. We had the intuition that the same opportunities could have been brought to the broadcast sphere: **what if video-enabled 3G mobile phones, computers and other fixed/mobile devices with IP connectivity could communicate effortlessly with a TV studio?** What if **user-generated video streaming, both live and recorded**, could be **sent on air**, no matter what device is used to capture and send that

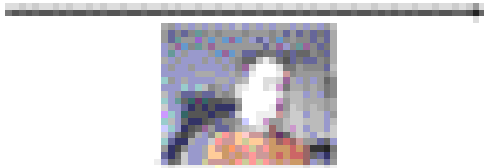
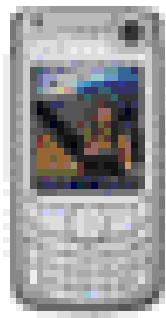
stream? We started imagining a virtually infinite range of possibilities opening up to the broadcast industry. The challenging part was for us to **engineer a simple, cost-effective, out-of-the-box solution to integrate seamlessly and effortlessly into any existing broadcast equipment**, actually enabling those possibilities. And that is what we did: featuring an innovative **3G/IP-to-TV video calling technology**, our **PSE Broadcaster Genie** has set a new trend in audience engagement since the moment of his launch."

Video calling Participation TV: what it is and what you can get out of it
"Integrating the PSE Broadcaster Genie into a legacy broadcast system is as simple as plugging one cable into the ISDN network

and another into your company LAN," states Mione. "The platform will then handle any **standard incoming 3G video call** and **stream it directly to the SDI output**, giving the broadcasting studio the option to record video calls, screen viewers and place outbound video calls, for maximum security. Since PSE Broadcaster Genie provides ready-to-mix videos, the broadcaster will not need any additional appliance to stream video calls on air. An optional feature will also make it possible to **accept higher-quality Internet video calls.**"
 In other words, **every viewer can appear on TV and become a part of their favorite TV show simply by placing a standard video call from any 3G handset or IP-based device connected to the Internet to a fixed-line ISDN number – without any**

Broadcasters can implement the 3G-to-TV video calling technology to:

- **create and exploit advertising opportunities** with prime-time Participation TV shows;
- generate **new revenue streams from mobile premium video services**;
- **reach new audience segments**;
- increase audience **retention**;
- create **cross-media viewer communities**.



Mirial Highlights

Support for live and 'store-and-forward' video calls

Fault-tolerant and scalable configurations

Unlimited SDI video outputs

Seamless integration with any broadcasting equipment

Simple Web-based administration console

Integrated video IVR for waiting room

prior software download. While giving the audience the chance to appear on TV, **Video Calling Participation TV** represents an **interesting business opportunity for the television industry.** Moreover, **service providers** can take advantage of 3G-to-TV video calling by **designing and licensing appealing Participation TV formats,** thus differentiating their offering from that of their competitors (see above).

Much more than Participation TV

Besides Participation TV Shows, there is much more you can do

by leveraging the PSE Broadcaster Genie.

Breaking news

The reporter makes a video of an unexpected event with his 3G mobile phone and broadcasts it live during the TV news, without needing to wait for the cameras to arrive. As in standard 3G video calls, a bi-directional, real-time visual communication flow is enabled, so that the reporter can interact with the journalist in studio while broadcasting a live 3G-made video.

Games and contests

Viewers at home participate live

in quizzes, team up with contestants in the studio and can actively play different roles by video calling a premium number.

Auctions

With auction TV shows, viewers get involved in the dynamics of a real auction house without leaving home. Auctions can be moderated by a professional staff to ensure respect of rules and fair development.

Need more info?

More information about Mirial and the PSE Broadcaster Genie is available on www.mirial.com

