

## **Interactively demanding – mobile in the broadcast industry**

*WIN's interactive expert, Chris Dadd, looks into mobile in the broadcast industry.*

Following the various TV programme blunders last year, TV broadcasters have been a little more reluctant to try new mobile services than before. However, TV remains a strong advertising channel for stimulating a high conversion rate of response either for further information on products, or for digital content, or for chat. So, if TV can grab enough attention from viewers then the next step is to find ways to keep them interacting. In the premium text chat world, that's easy because the conversation can only continue if the viewer sends more text messages to the person they're conversing with. The more interesting experience is when the interaction is using video calling and VoD.

Video calls, in conjunction with TV programmes are a live way of capturing viewer video feedback and it can be broadcast in thumbnails alongside the viewer's profile - this is a superior way of achieving what Noel's House Party had to, where he used to send a whole crew to someone's house just to get them on air. Over 25% of the UK population have a 3G phone, making the opportunity available for everyone to look good and save the planet of crew fuel costs!

Also, consider that a viewer, who wants to interact with a shopping channel, is not only watching the live TV feed but also speaking to a sales assistant to purchase their lowest bid ipod, AT THE SAME TIME.

A few TV stations are already talking to WIN about their move to putting their brand into a slick mobile portal so they can sell ad inventory on it to monetise the business.

All the ideas are simply an extension of that initial interaction to acquire the viewer, as is done with voting. Then, to pull the whole experience together, a Multimedia Command Centre is used to filter and publish these new content items arriving from the public, artists and journalists. The live content can be available on the brand's website, wapsite and in the form of alerts.

Mobile and broadcast is already merging, this year we have seen handset manufacturers team up with production companies and leading movie directors. Motorola is offering a video download store with Paramount. Nokia has enlisted movie director Spike Lee to front a promotion designed to create what it's billing as "the world's first social film."

In France Orange has launched subscription service Cinéma Séries to offer exclusive access to new films and series from Warner Bros. International Television and HBO.

Nokia aired a music TV show back in April with exclusive tracks and out-takes available on Nokia phones and Nokia Music Store. The Nokia Green Room, on Channel 4, combined live music performances with reality- style observational TV in a specially created backstage area with hidden mics and remote cameras filming the interaction between acts as they waited to perform live on stage.

Whilst Channel 4's edgy youth drama *Skins* was made available on the mobile social network WeGlu where viewers could sign up for content from the series, unseen footage and preview material to create anticipation about the next episode.

In a world where Virgin Media and Sky+ allow the viewer to remain in control of what they watch, on demand, we expect viewers to demand more and more of mobile with TV across the globe. No longer will suppliers like WIN be able to use just the short code route for capturing interest. We anticipate more live interactivity via WAP, video calling and voice with innovative content like after-concert blogs, foreign language courses and Green Room Q&A via all digital channels for shows like Jonathan Woss.