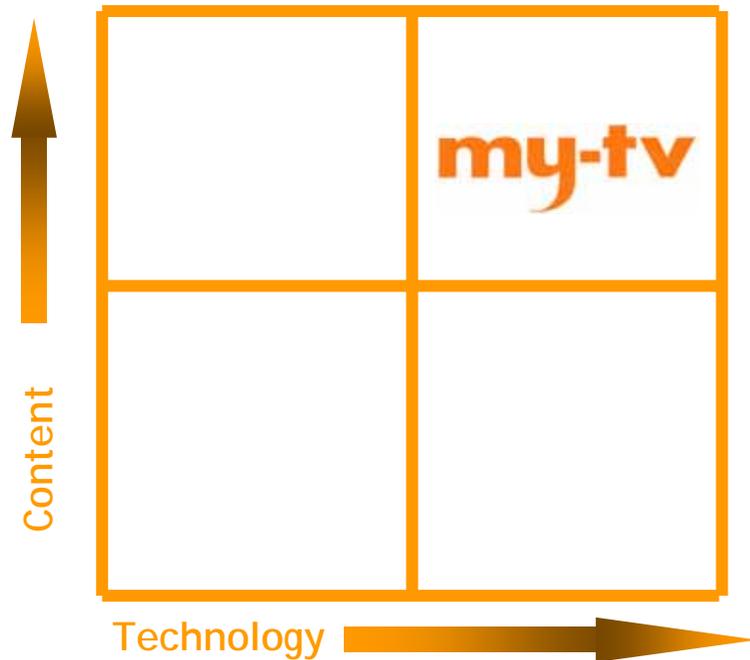


Guiding consumers in the jungle of multimedia services

Geneva, 23-24 march 2006

My-tv SpA, the media-building company©
INNOVATION - MEDIA - TECHNOLOGY

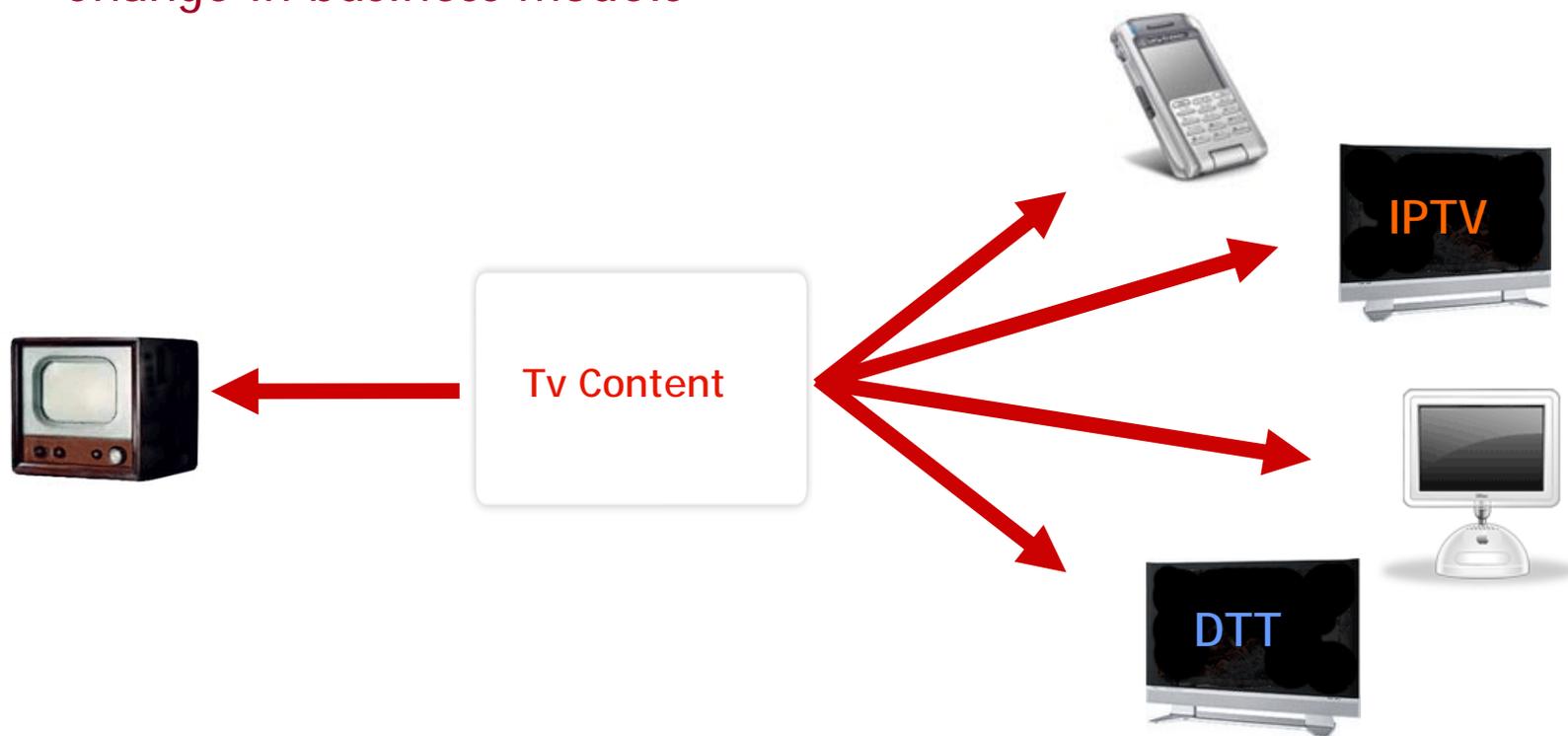
- MyTV: short introduction
- Where is multimedia going to bring television?
- Consumers need a guide
- brief case histories
- Story of a star: Gino comes out of the Web



- Founded in 2000 as the first web television in Italy

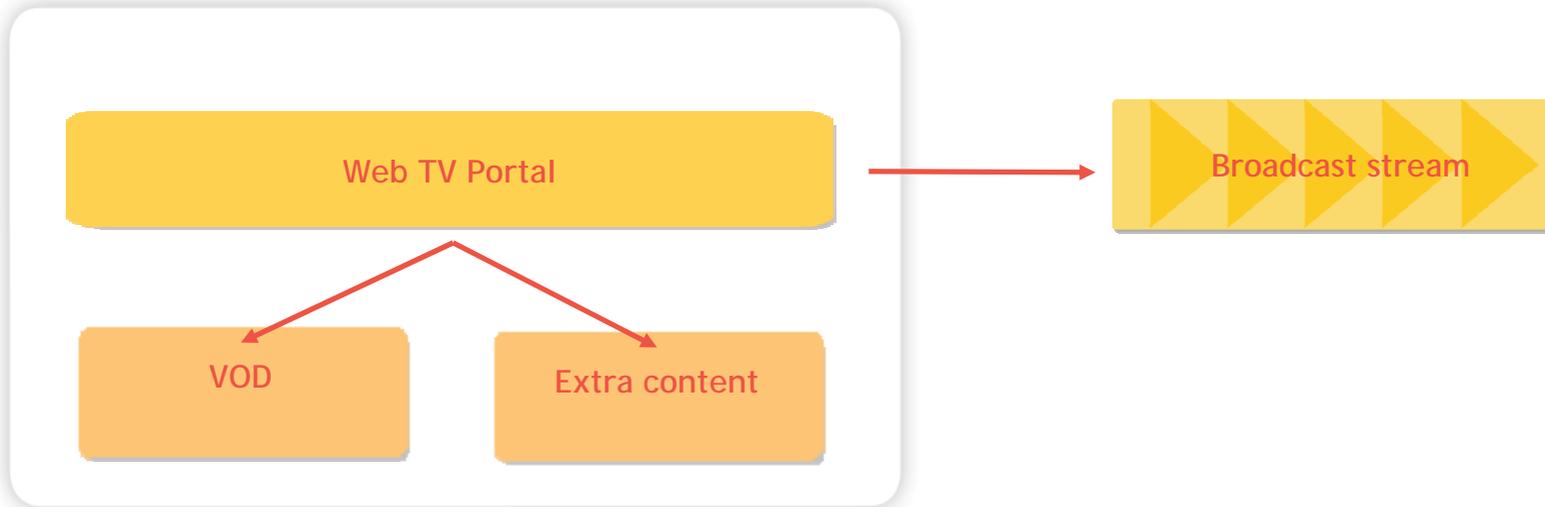
- We provide content and solutions for the creation and delivery of multimedia content on different digital platforms.

- Fragmentation of the audiences
- Growing competition
- Change in business models



Services are provided on a pull basis.
Consumers have full power in accessing content and must have an active approach.

Actors: Telecom operators, commercial Tv.
Main objective: providing on demand content.

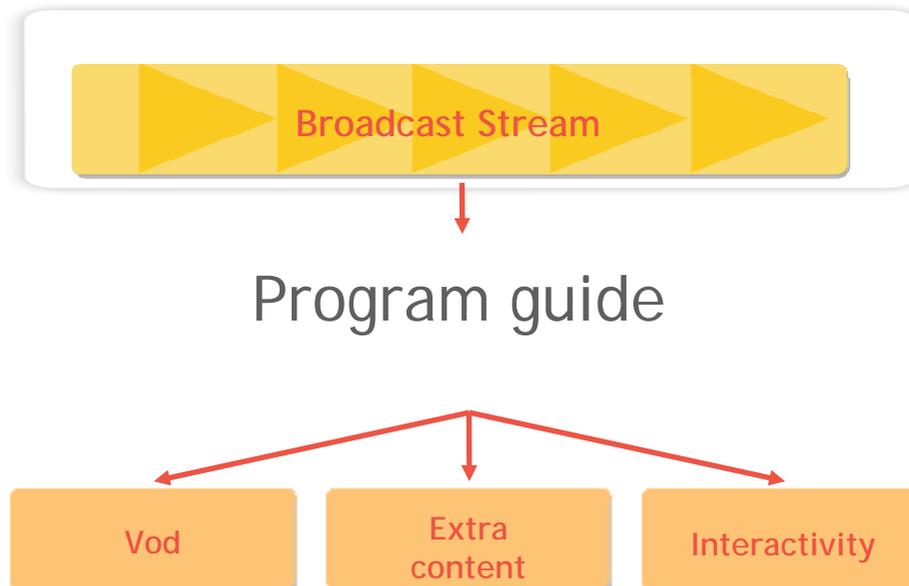


Access through broadcast stream.

Interactive and additional content should be somehow related to the video stream. Consumers are guided through services.

Actors: Tv broadcasters

Main objective: providing extra services, educating the audience.

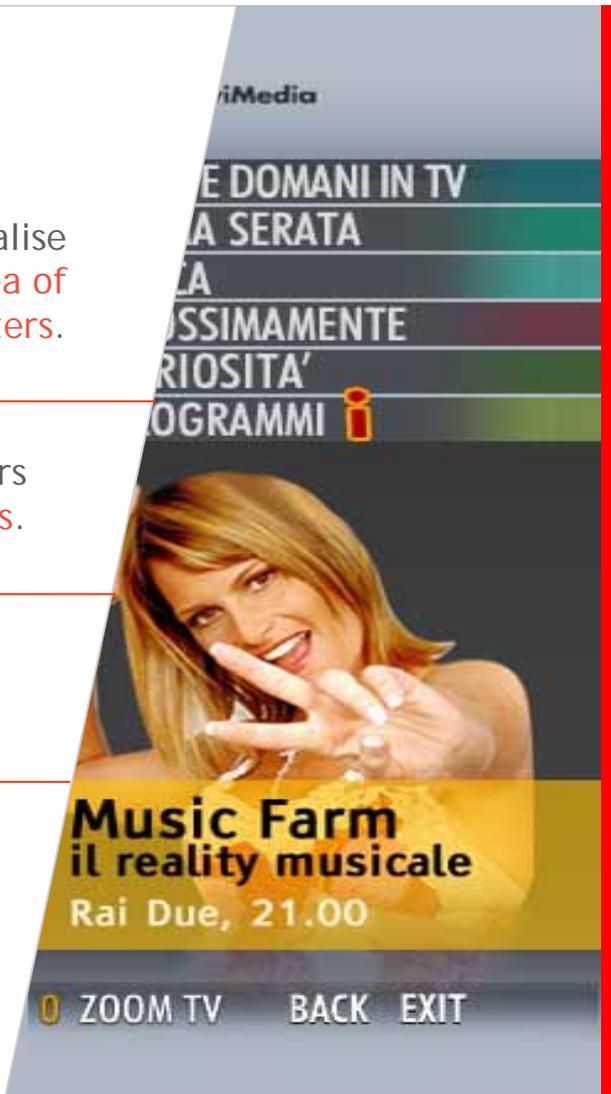


An EPG-Magazine is the first instrument to realise these objectives and **widen the market area of public broadcasters.**

EPG is the user-interface that allow consumers to move easily inside **the world of dTV contents.**

Magazine is **the ideal concept to supply interactivity** and additional contents to users.

The EPG-Magazine, adapted for different media platforms, represents **the common brand for broadcasters.**



Rai Digit
servizio sperimentale

Guida!

CANALI SERATA CERCA



Lara Croft deve salvare il mondo!
Rai Due, 21.00

Impara l'Italiano con Guelfi e Ghibellini
17.15 Rai Due

Occhio alla spesa, approfondimento
13.00 Rai Uno

U.A.U! UNISCITI A NOI
PREMI [OK] PER ENTRARE

Rai Due 10.59: Piazza Grande

Rai Tre 10.10: Cominciamo

Rai Doc

Rai Uno

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Televideo Rai

servizio sperimentale

Vetrina

Ultim'ora 11.06 - Barroso. E' un grande giorno per Iraq

IRAQ, SCONFITTA PAURA: VOTA TRA 60% E 75%

Malgrado gli attacchi suicidi, 36 morti
Bush: "La democrazia vince sul terrore"
Berlusconi: successo per Iraq e noi

Dal mondo

FINI: "NELLA CDL SERVE NOCCIOLO DURO"

"Il partito unico è sterile" Politica
Prodi: serve programma tutto Politica
nuovo

▲ ▼ **Gli altri titoli**

▶ **Primo piano**

▶ **Politica**

▶ **Economia**

▶ **Dall'Italia**



▶ **Dal Mondo**

▶ **24 ore non stop**

▶ **Speciale**



PRIMA



SPORT



MAGAZINE

TXT ZoomTV EXIT Esci

Rai 24
news

Ven 14 Mag 2004 14:31.00

▶ NOTIZIE

▶ FOTO

▶ EDICOLA

▶ LIBRI

Cina e Russia: più tempo per gli ispettori ONU



Medio Oriente.
Si al piano di
disimpegno
unilaterale da
Gaza. Sharon:
"Via entro marzo
2005"

Cinema.
Oggi alle 10.30
si terranno i
funerali di Nino
Manfredi a
Piazza del
Popolo



INDICE



PROGRAMMI



INFO



SONDAGGI

EXIT

Rai Utile

12 Ott 2004 21:57:43

1. Italia utile 2. Cittadini 3. Imprese 4. Istituzioni



Italia utile

Il numero verde per il miglioramento del servizio sanitario nazionale

Cittadini

Puliamo il mondo 2004

il numer verde per il miglioramento del servizio sanitario nazio



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GUIDA



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TELEVIDEO

TXT/Zoom tv
EXIT ESCI

55 Sanremo MAGAZINE

ULTIMISSIMA

A LEZIONE CON LA GIALAPPA'S

Anche la Gialappa's farà la sua parte a Sanremo. Il trio tornerà con le sue radiocronache...

- 1 SANREMO NEWS
- 2 ALBUM
- 3 RADIO SANREMO
- 4 SANREMO TV
- 5 BONOPOLIS
- 6 I CANTANTI

INDICE SUeGIU' FORUM SFOGLIA SANREMO Indietro EXIT Esci

55 Sanremo MAGAZINE

FORUM

Per inviare il tuo messaggio manda un SMS al numero 48402 con testo SANREMO messaggio

OK per le news informative

Costo di ogni sms ricevuto 0,50 euro iva inclusa

Marco	26/01	13.40	Toto sei un mito...
Simone	26/01	13.43	Che fine ha fatto Valeria...
Laura	26/01	13.44	Mi sembra di consatare...
Claudia	26/01	13.45	Che ve ne pare?

INDICE SUeGIU' FORUM SFOGLIA SANREMO Indietro EXIT Esci



Lost is a fiction produced by Fox and programmed by RAI2 in prime time for 8 weeks starting from the beginning of march.

Gino was born and became popular on the web.

He is not a simple chicken: he is an unconventional journalist, he is an actor, a politician. He is simply a star.

In 2001, one of Gino's cartoons recorded 1,5 million downolads in 15 days, and it has been calculated that it has been forwarded in more than 7 million emails.





Gino the chicken is now a tv cartoon co-produced by RAI, MyTV and Lanterna Magica.

8 episodes will be programmed By RAI3 in june and the complete series of 52 episodes will be on air on september.

The launch of the tv cartoon will be completed by Dtt applications and games, web and mobile services.