

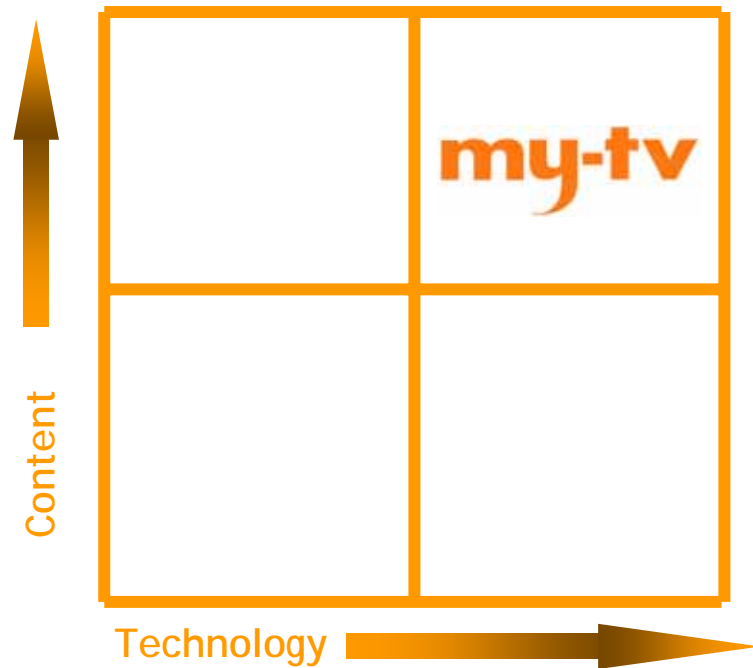
Guiding consumers in the jungle of multimedia services

Geneva, 23-24 march 2006

My-tv SpA, the media-building company©

INNOVATION - MEDIA - TECHNOLOGY

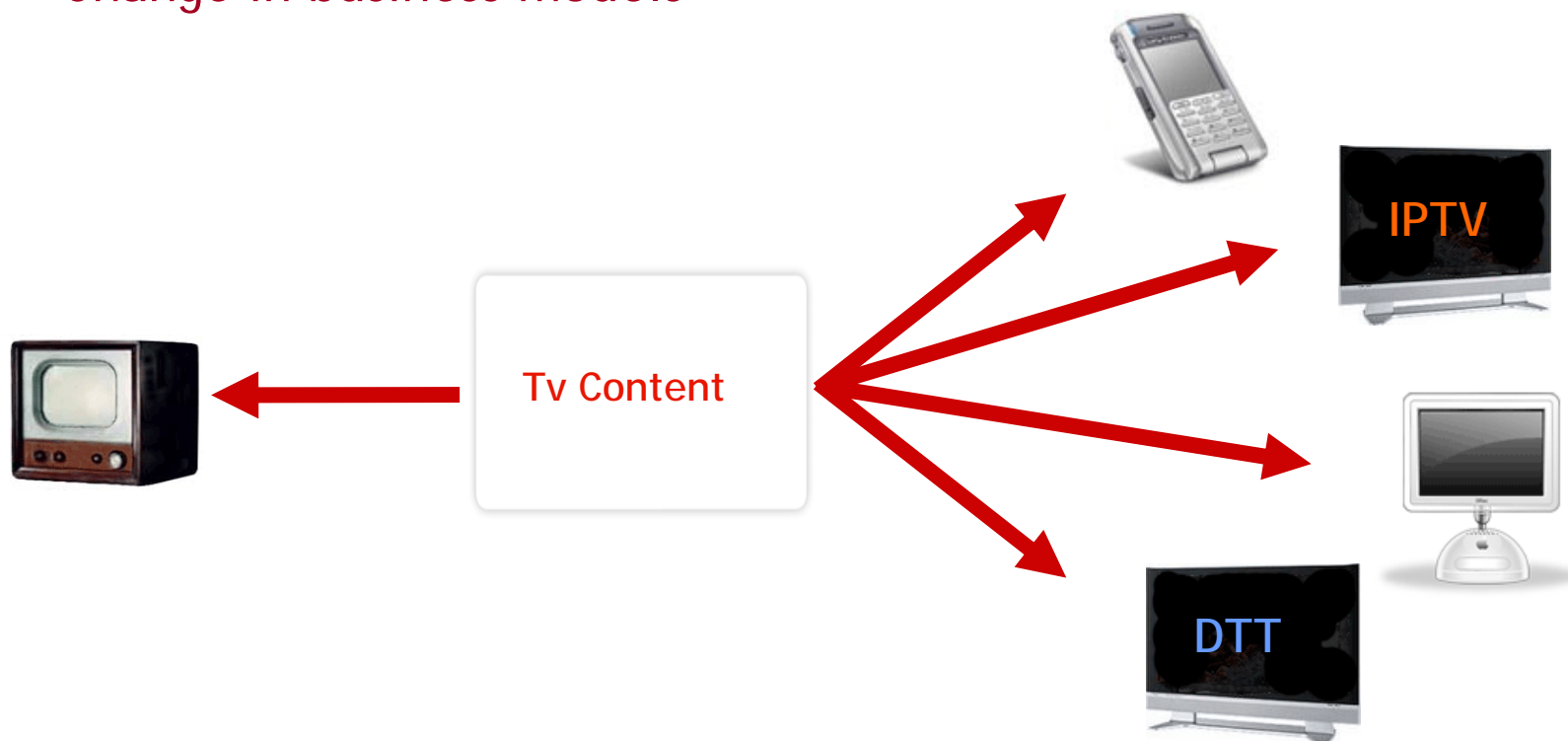
- MyTV: short introduction
- Where is multimedia going to bring television?
- Consumers need a guide
- brief case histories
- Story of a star: Gino comes out of the Web



- Founded in 2000 as the first web television in Italy

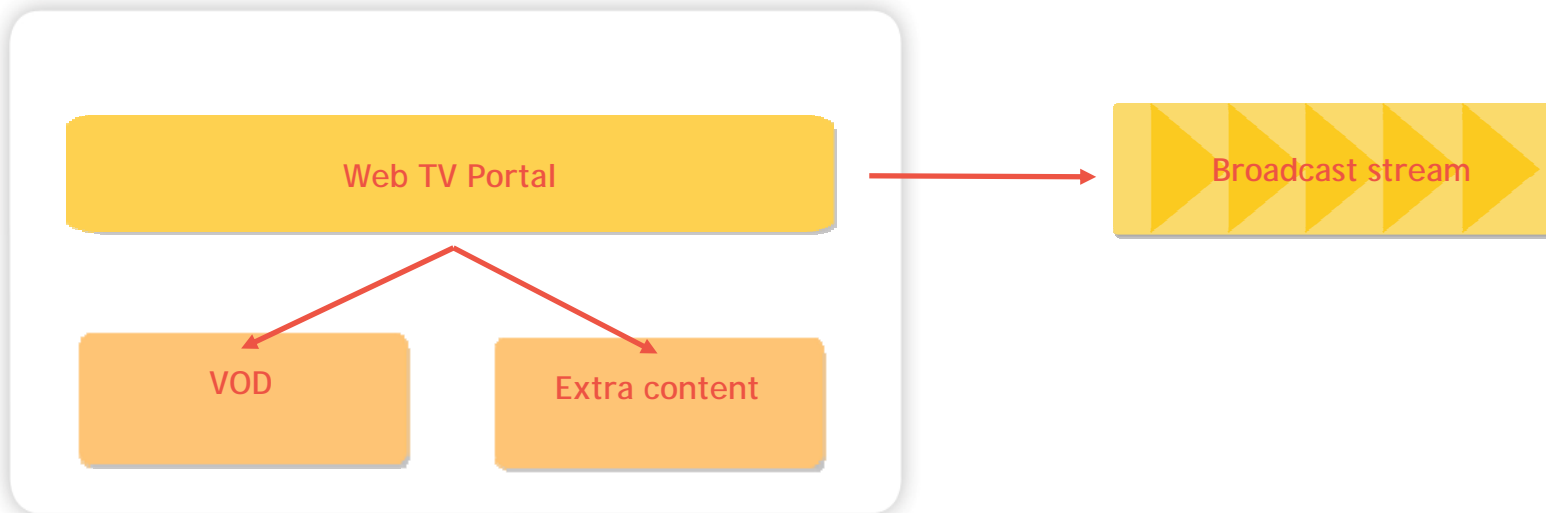
- We provide content and solutions for the creation and delivery of multimedia content on different digital platforms.

- 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.

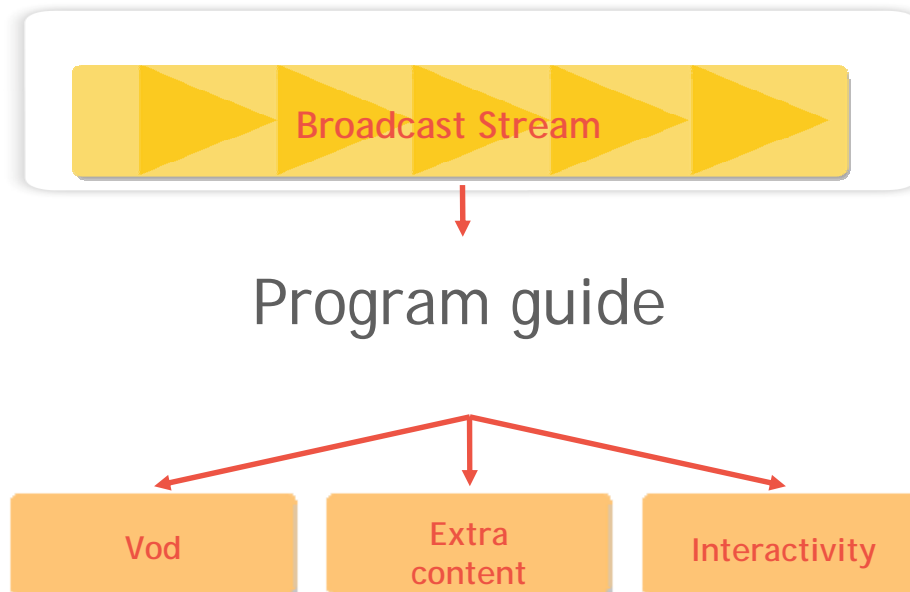


Access through broadcast stream.

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.

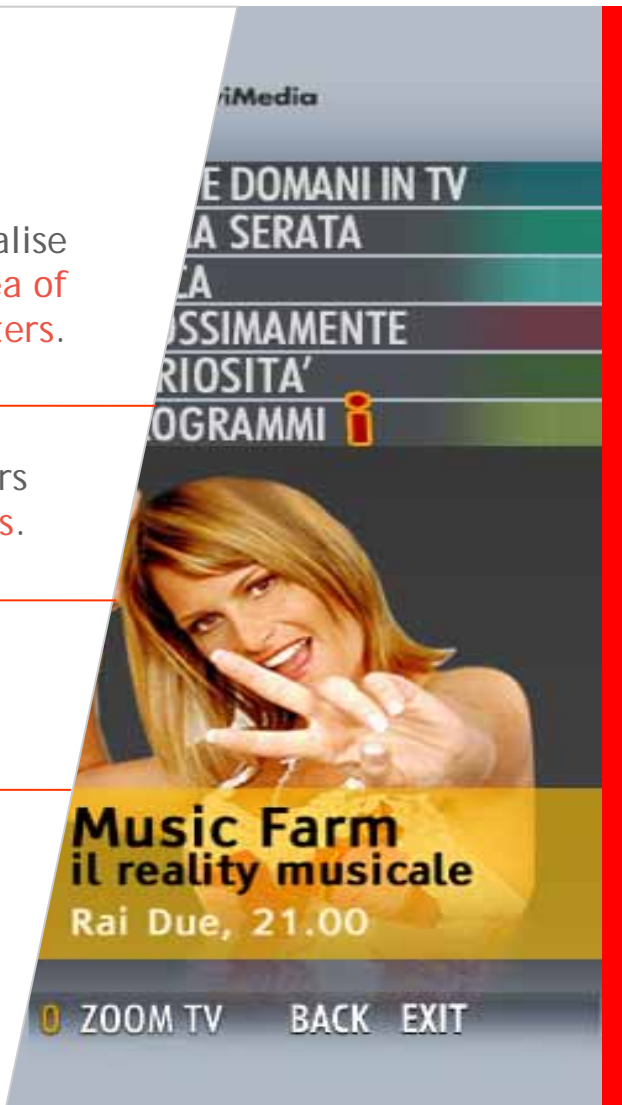


An EPG-Magazine is the first instrument to realise these objectives and **widen the market area of public broadcasters.**

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.**





Guida!

Canali | **SERATA** | **CERCA** | servizio sperimentale

Rai Digit

Lara Croft deve salvare il mondo!
Rai Due, 21.00

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

Impara l'Italiano con Guelfi e Ghibellini
17.15 Rai Due

Occhio alla Spesa
Occhio alla spesa, approfondimento
13.00 Rai Uno

Rai Due
10.59: Piazza Grande

Rai Tre
10.10: Cominciamo

Rai Doc

Rai Uno

INDICE **COPERTINA** **INFO** **BACK** Indietro **EXIT** Esci

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
FINI: "NELLA CDL SERVE NOCCIOLO DURO"
"Il partito unico è sterile"
Prodi: serve programma tutto nuovo

Dal mondo
Politica
Politica

▲ ▼ **Gli altri titoli**

Primo piano
Politica
Economia
Dall'Italia



Dal Mondo
24 ore non stop
Speciale

PRIMA SPORT MAGAZINE

TXT ZoomTV EXIT Esci



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



INDICE



GUIDA



PROGRAMMI



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 0 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 nuove informazioni

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 0 Indietro EXIT Esci

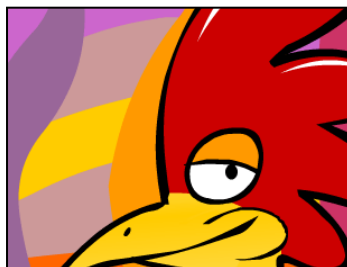


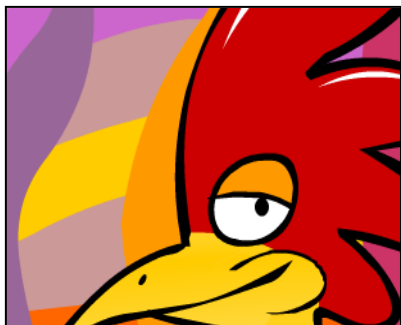
Lost is a fiction produced by Fox and programmed by RAI2 in prime time for 8 weeks starting from the beginning of march.

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.