

Motion Avenue International Ltd

Interactive TV formats

March 23rd, 2006

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iTV Formats

- BOXi
- Voice-to-Character: Meet Santa
- Interactive Tennis & Football

BOXi

- **BOXi** BOXi is an interactive quiz show with a participation iTV element, targeted to the juvenile/young audience.
- Teams representing pupils of different schools and the viewers at home compete by answering questions based on general knowledge.
- Two visual main components of the show are the **studio environment** where the aforementioned two teams compete against one another, and a **virtual 3D environment** where the viewers at home may participate by sending SMS –messages to the quiz questions.





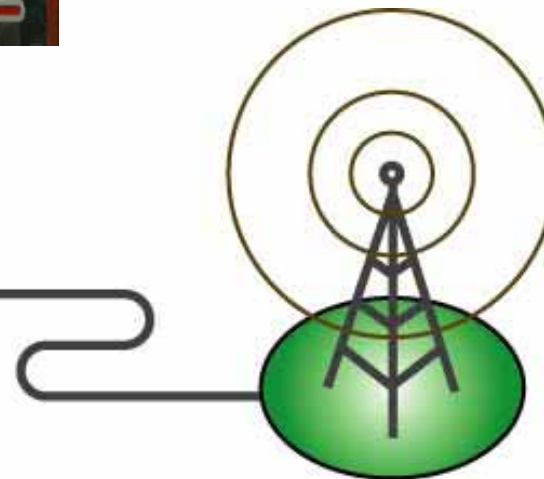


Overlay [Client PC] -Chroma

Channel 1: Live Feed

Channel 2: Live Feed -Chroma

Virtual Background [Client PC]



broadcast unit

Results

- 2nd season already
- Daily show: 14:30-15:00
- Response rate: 20%
- Price / SMS: 0,95e

Voice-to-Character: Meet Santa

- The show features a 3D animated view of Santa Claus in his cabin, reading email, talking on the phone and receiving visitors.
- The emails are SMS messages sent by viewers, and phone calls and visiting characters are viewers phoning live to the show.
- When a viewer calls the show, he/she appears live on screen as a 3D avatar and can talk to a 3D Santa, who is also controlled by a human host.







Results

- Very popular, also among non-participating viewers
- Broadcast during the christmas season only, daily 30-45min (day-time between 12:00-15:00) on MTV3 (main channel) and 1h on SubTV (cable)
- Traffic: >10,000 minutes / day
- Price/call: 1,30e/minute (including waiting)

Interactive Tennis & Football

- **NEW** format, launch on April 1st on MTV3, Finland
- Tennis & Football feature a real live host or hostess whose job is to act as opponent to the TV viewers and interact with them
- The live host is integrated seamlessly into the 3D world of these sports games.

Game flow & objective

- In this format, the player (viewer) tries to score against the live host;
 - in Tennis the player serves balls,
 - in Football he shoots free kicks, etc.
- In order to score a goal, a player must send an SMS message with coordinates, e.g. “A3”
- After the message is received, a ball will appear on the screen, fly towards the host's end of the field, or towards the goal in football.
- The host will then see balls approaching his or her end of the field. The objective of the live host/ess is to try to stop the balls – in Football and Beach Volley by blocking the balls with any body part, or in Tennis by hitting the balls with the tennis racket.

Results

- No launched yet
- estimated launch 1.4.2006