

Engagement and HbbTV Communicasia 2014

**Chem Assayag
EVP Sales and Business
Development**

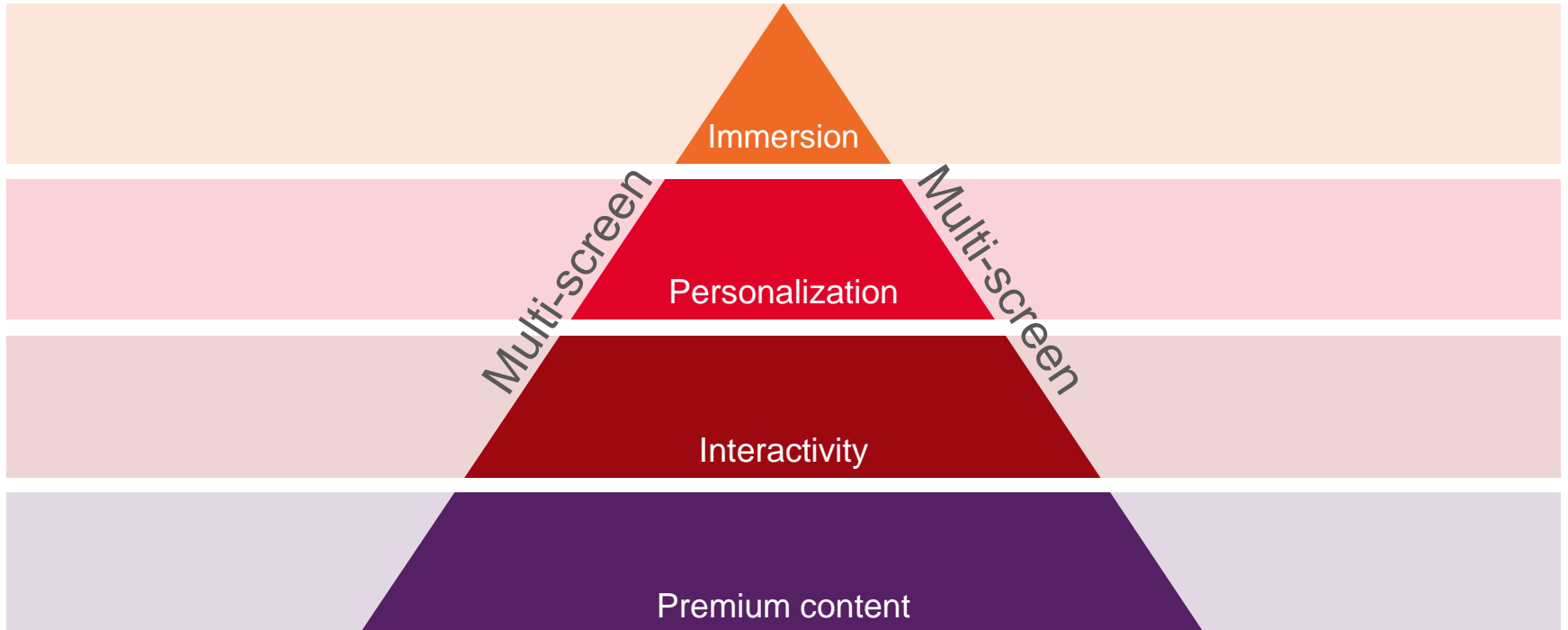
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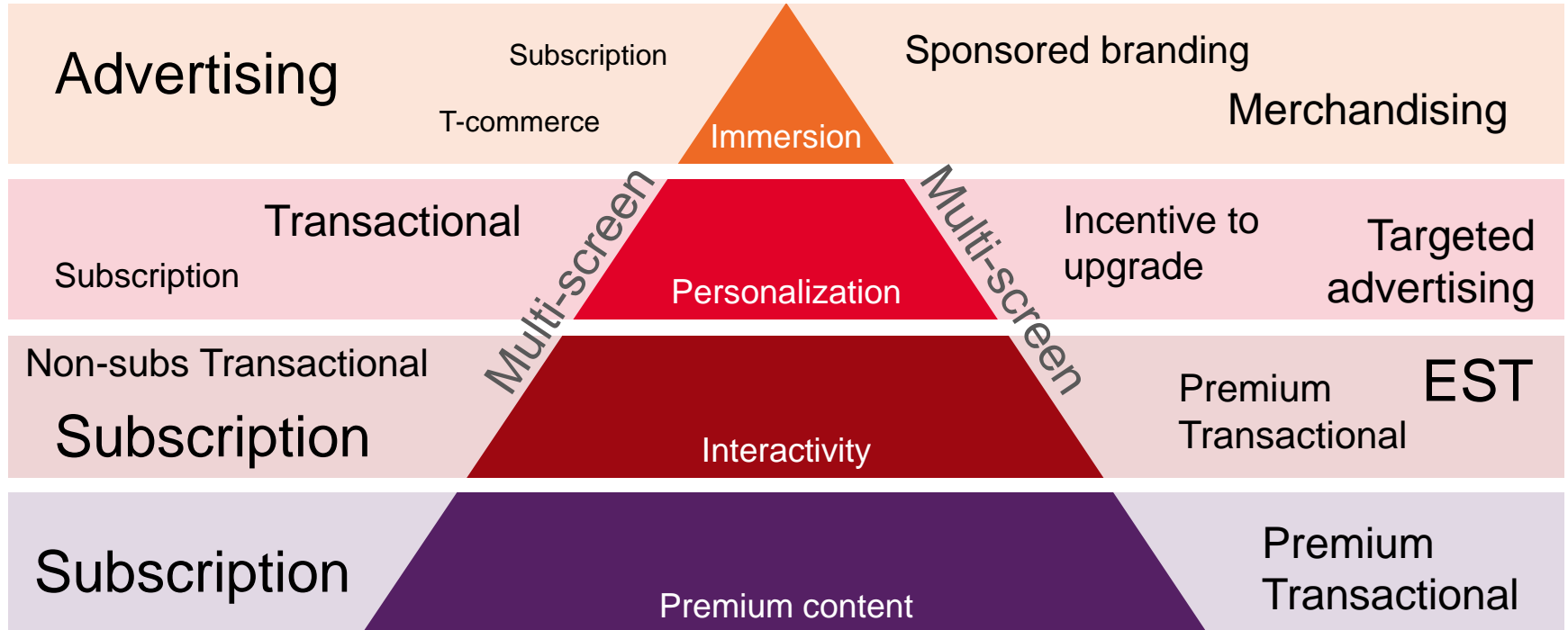
Past → Today → Power to the people → Tour guide → **Engagement model**

Engagement model



Past → Today → Power to the people → Tour guide → **Engagement model**

Monetization strategies



A new paradigm: from couch to rocking chair



Many
Lean back
One screen

One
Lean back/lean forward
Multiple screens



What does it mean for HbbTV ?

- Big screen is for video centric applications: forget about people doing TV banking on their 42” screen
- Proper interaction is about second screen
- Monetization is key

- Any technology including standards has to deal with this: standard matter when they make sense

- HbbTV:
 - Efficient and easy to deploy for video apps
 - Needs to be extended to second screen
 - Interfaces for monetization (ad serving, e-commerce...)

Thank you!



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