Revenue Driven ATSC 3.0 Applications and Services

Live TV show applications for CBS Networks: from Sponsorship to eCommerce

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## Monetization Focused Discussion
### Advanced TV

<table>
<thead>
<tr>
<th>Direct Revenue</th>
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</thead>
<tbody>
<tr>
<td><strong>High Value Promotions or Ad Replacement</strong></td>
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<tr>
<td>Pre and Post segment targeted for enthusiast</td>
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<tr>
<td><strong>New Inventory Promotions or Ads</strong></td>
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<tr>
<td>VOD Pre-roll, pop-up, targeted</td>
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<tr>
<td><strong>Commerce or Referral</strong></td>
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<tr>
<td>Site purchase or other eCommerce supplier, one-click buy</td>
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<table>
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<tr>
<th>Indirect Revenue</th>
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<tbody>
<tr>
<td><strong>Retention</strong></td>
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<tr>
<td>Watch related content (no channel change), watch to the end, or watch w/catch-up</td>
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<tr>
<td><strong>Increase Viewership</strong></td>
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<tr>
<td>Social Media sharing, engaging experience w/interactivity, participation</td>
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<tr>
<td><strong>Secondary Engagement</strong></td>
</tr>
<tr>
<td>Know your audience &amp; information for promos (ie. email addresses, text)</td>
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Enhancing the TV Viewer Experience with Digital

Personalize Linear TV Feed

- A Linear Broadcast delivers content selected by Broadcast Producer
- Personalized TV delivers content or Ad’s selected by, or influenced by, the Viewer

Through simple interactions the viewer sees what they are interested in – expanding the catalog

Connected Experiences

- TV is made for a lean back, real-time viewing experience with a simple interactions
- Mobile Devices and PC’s are made for detailed information AND transactions with high interactivity

Through simple interactions the viewer re-directs content and transactions to a device better suited for high interactivity – increasing revenue opportunities
Cooking Show Application
The Dish: From eCommerce to Sponsorship

*CBS This Morning* is a daily national program following news, politics, business and entertainment.

“The Dish” is an 8-minute segment on Saturdays introducing a celebrity chef and their noted recipes.

- **What's a Show app?**
  - Appears only during show segment
  - Content tailored to the show
  - Fans and enthusiasts get more!

- **The Upside**
  - Monetization: Direct Purchase, Promotion and Advertisement
  - Viewer Interest: loyalty to stay engaged, learn and engage directly
Cooking Show Application

Navigation

- **Carousel Navigation**
  - All interaction done through a Carousel that appears in bottom right of the screen
  - Enabled when “The Dish” segment starts and disappears when complete, or Exit button will close it
  - Simple remote control actions with Up, Down, Left, Right, Ok and Exit buttons
Connected Experiences
TV Commerce: eCommerce, Sponsorship, Advertising

Library VOD Content
https://youtu.be/UmWrnXKnOPE

Learn more (text)

Social Posting
Production Ready: HBBTV & ATSC 3.0 Broadcaster Applications

Fincons helps broadcasters launch NextGen TV Interactive Applications:

- **Interactive HbbTV apps since 2014, and ATSC3 apps since 2018**, built together with tier-1 broadcasters in Europe and in US
- **Contributing to HbbTV and ATSC standard bodies**
- **Commissioned by the NAB to write the ATSC3.0 Interactive TV Reference software and guidebook**
- **SDP product**: the NextGen TV applications enabler and accelerator
- **Today we are supporting production launch:**
  - New systems and apps development
  - Content Management and Asset Preparation
  - Broadcast tools and app Integration and Management
NEXTGEN TV PLATFORMS by FINCONS

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Media platform global systems integrator

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