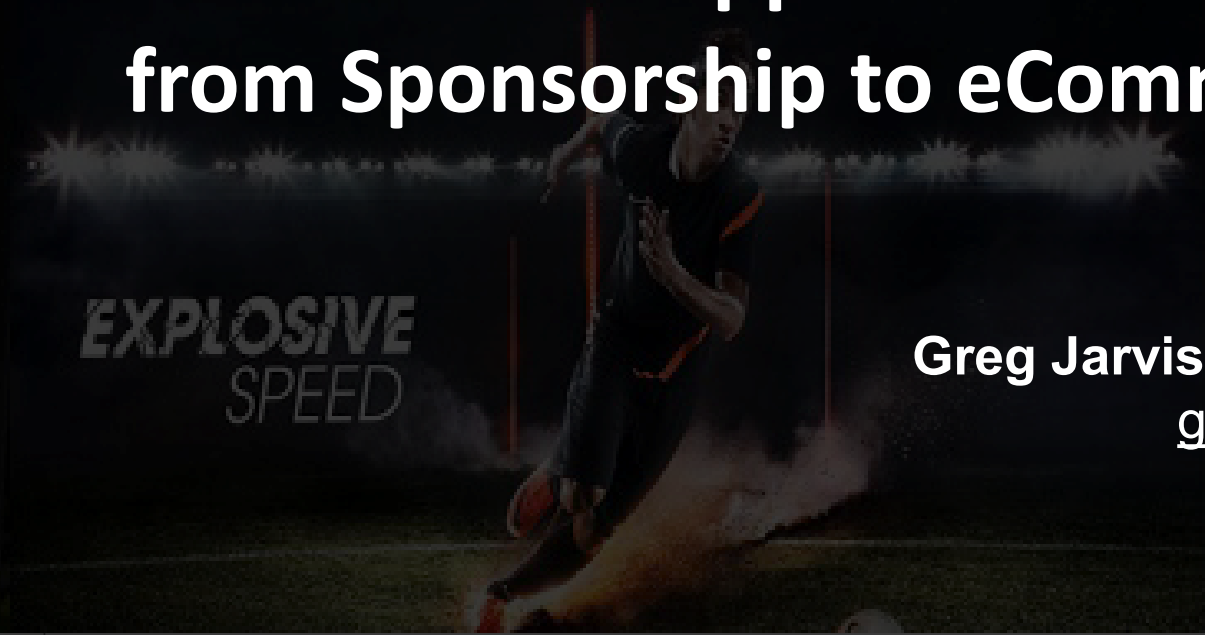




Revenue Driven ATSC 3.0 Applications and Services




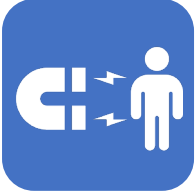


Live TV show applications for CBS Networks:
from Sponsorship to eCommerce



Greg Jarvis— EVP & General Manager Fincons USA
greg.jarvis@finconsgroup.com

Monetization Focused Discussion

Advanced TV

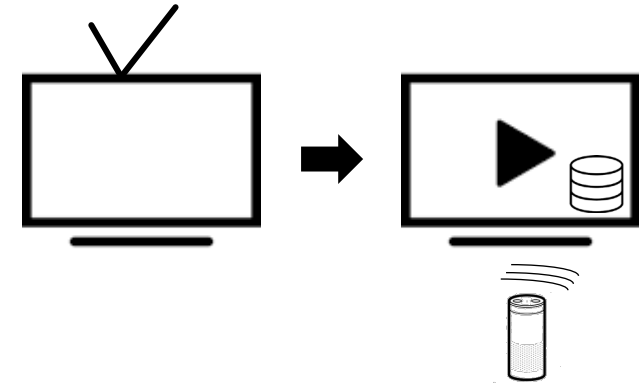
Direct Revenue	 High Value Promotions or Ad Replacement Pre and Post segment targeted for enthusiast	 New Inventory Promotions or Ads VOD Pre-roll, pop-up, targeted	 Commerce or Referral Site purchase or other eCommerce supplier, one-click buy
	 Retention Watch related content (no channel change), watch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

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

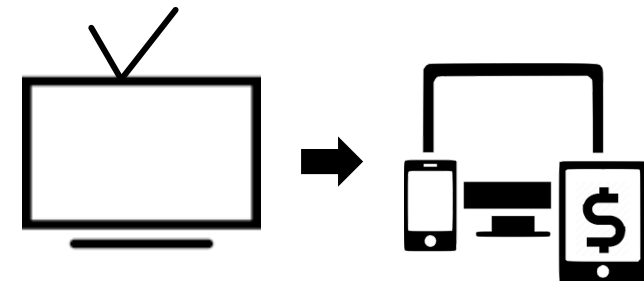
Through simple interactions the viewer sees what they are interested in – expanding the catalog



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

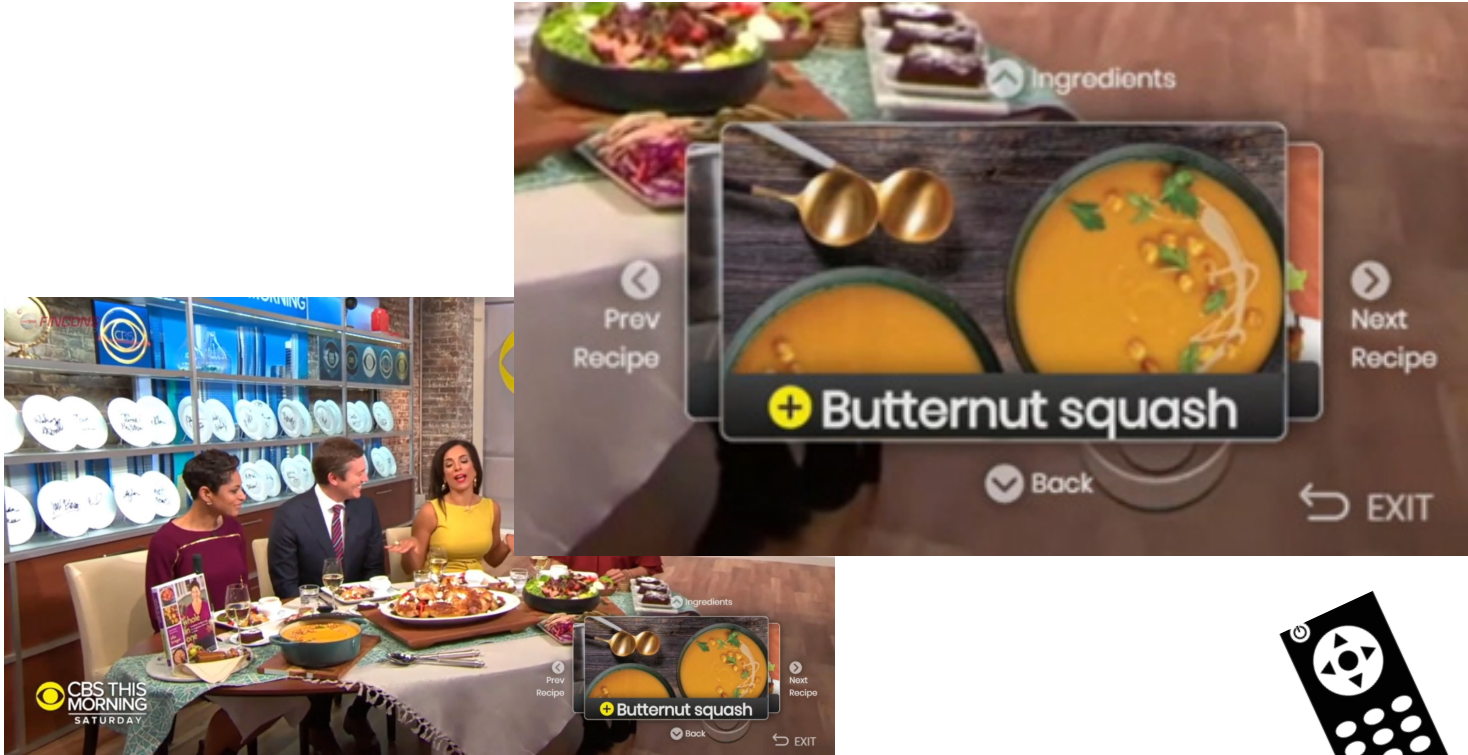
CBS This Morning is a daily national program following news, politics, business and entertainment

“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



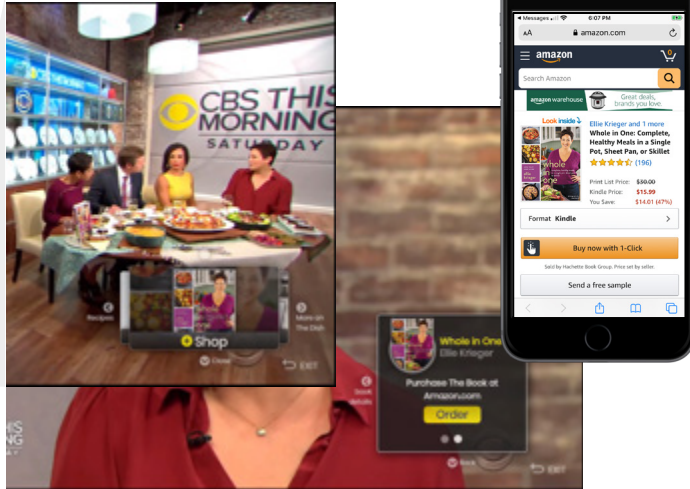
Connected Experiences

TV Commerce: eCommerce, Sponsorship, Advertising

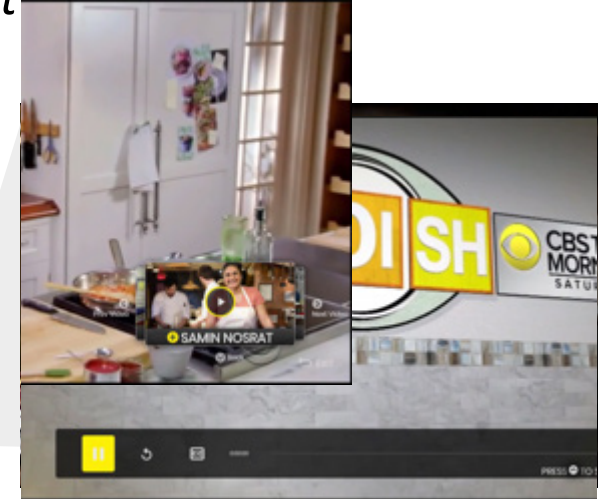
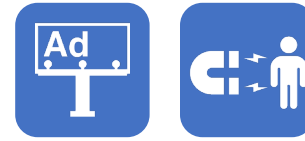


<https://youtu.be/UmWrnXKnOPE>

eCommerce



Library VOD Content



Learn more (text)



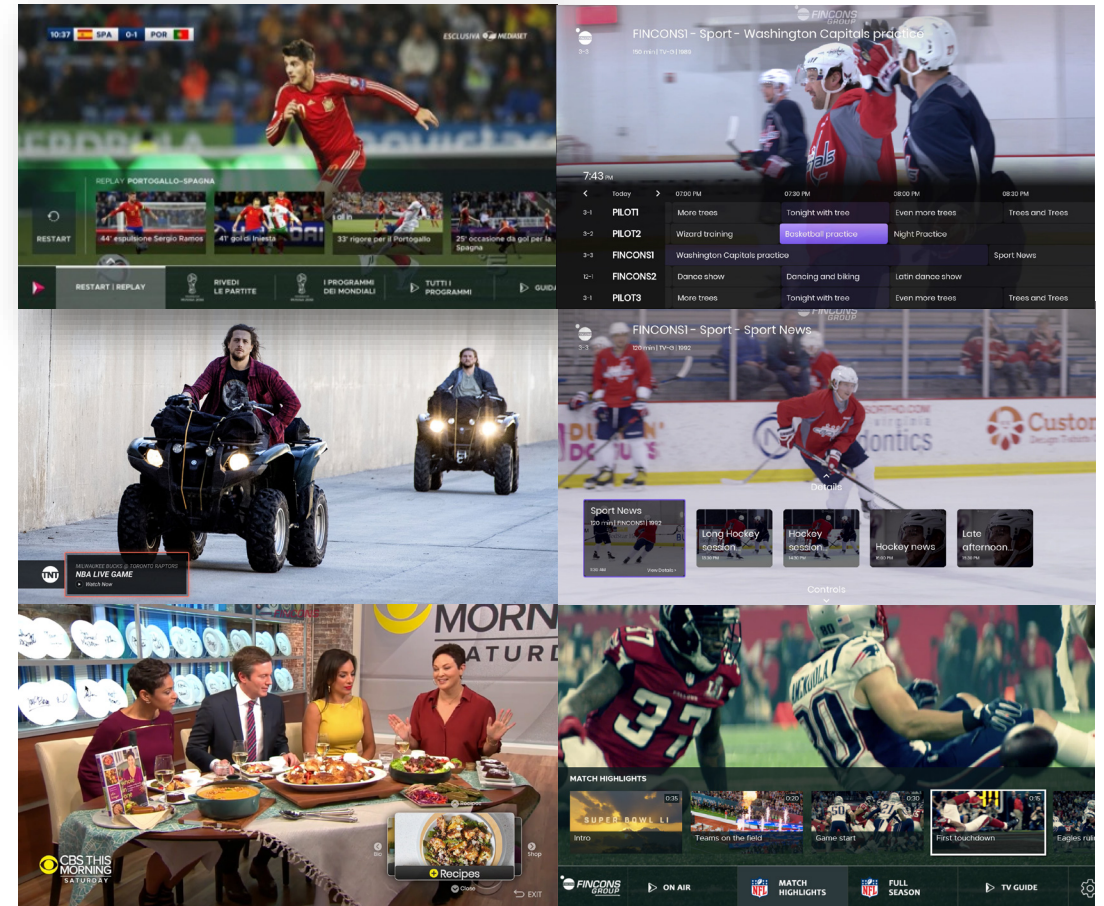
Social Posting



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

Oliver Botti – Strategic Marketing and Innovation Exec. Director

Greg Jarvis – EVP and General Manager Fincons US

oliver.botti@finconsgroup.com

greg.jarvis@finconsgroup.com

www.finconsgroup.com



Media platform global systems integrator

MILAN, NEW YORK, LOS ANGELES, LONDON, MUNICH, ZURICH, PARIS,
ROME, BARI, CATANIA, VERONA, LUGANO, BERN