



Interactive TV Services and Innovative Use Cases

Sport Gamification - Use Cases and enabling technologies

**EXPLOSIVE
SPEED**

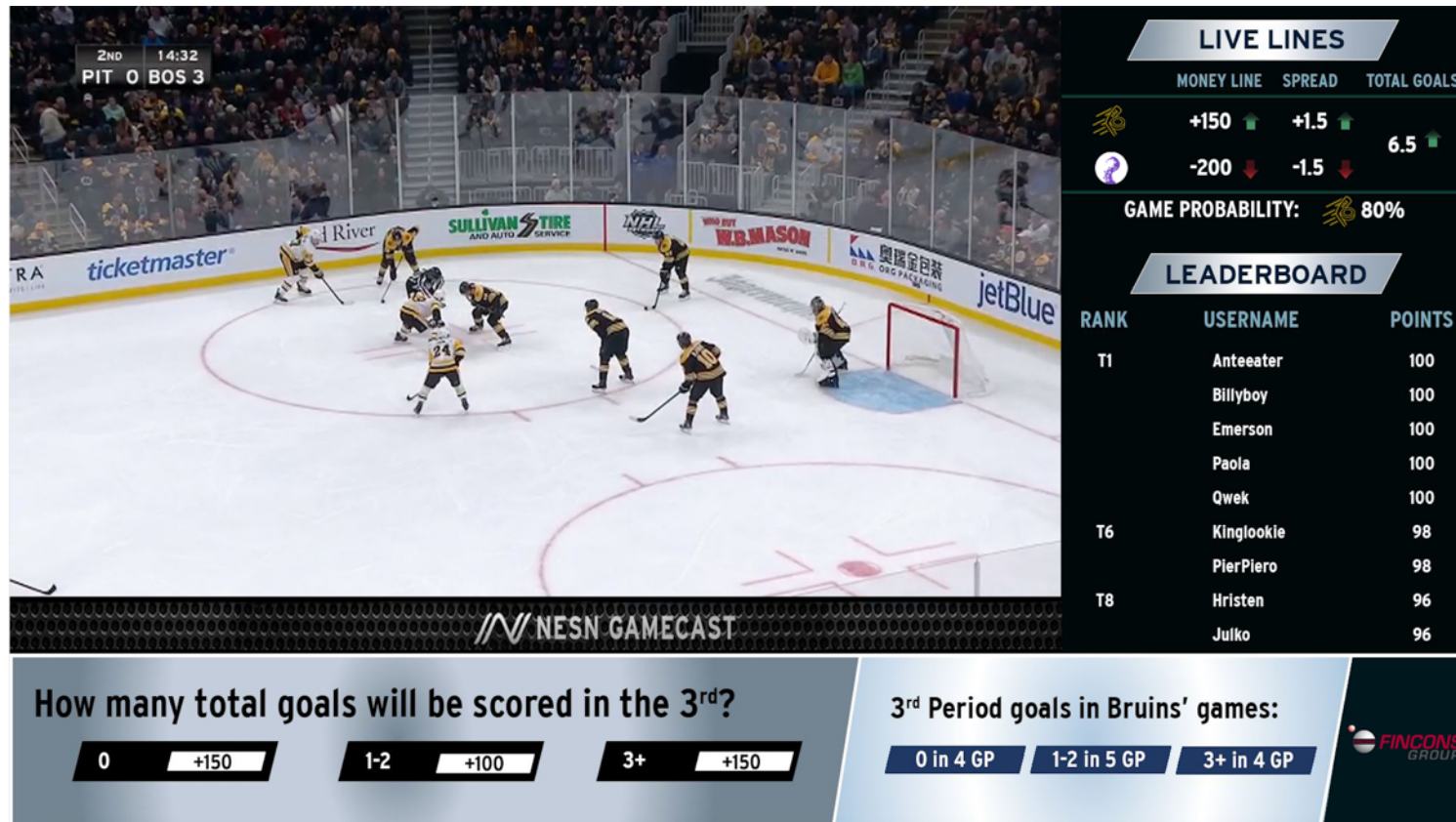
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SPORTS GAMIFICATION

CONTEST, BETTING, GAMIFICATION, SOCIAL DIMENSION, VALUE FOR ADV

<https://youtu.be/cpyj2ykBbuM>

Covid19 is opening a new scenario: a stadium without fans.
We need to reinvent fan engagement even for live events.



The screenshot shows a live broadcast of an NHL game between the Pittsburgh Penguins (PIT) and the Boston Bruins (BOS). The score is PIT 0, BOS 3. The game is in the 2nd period at 14:32. The broadcast includes several gamification overlays:

- LIVE LINES:** A table showing betting odds for the game.
- LEADERBOARD:** A table showing the top users and their points.
- Contest:** A question "How many total goals will be scored in the 3rd?" with three options: 0 (+150), 1-2 (+100), and 3+ (+150).
- 3rd Period goals in Bruins' games:** A table showing the number of goals scored in the 3rd period of the Bruins' games.

LIVE LINES			
	MONEY LINE	SPREAD	TOTAL GOALS
BOS	+150	+1.5	6.5
PIT	-200	-1.5	

LEADERBOARD		
RANK	USERNAME	POINTS
T1	Anteater	100
	Billyboy	100
	Emerson	100
	Paola	100
	Qwek	100
T6	Kinglookle	98
	PierPiero	98
T8	Hristen	96
	Julko	96

Contest: How many total goals will be scored in the 3rd?

0	+150
1-2	+100
3+	+150

3rd Period goals in Bruins' games:

0 in 4 GP	1-2 in 5 GP	3+ in 4 GP
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- Questions raised through back office and triggered in sync with video
- Users leaderboard and gamifications rank in addition to real-time statistics

SPORTS GAMIFICATION

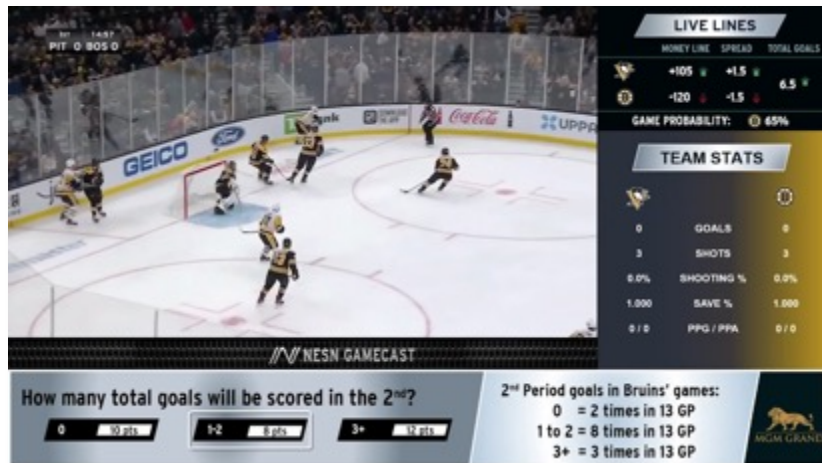
CREATE ENGAGEMENT AND CONTENT VALUE FOR ADVERTISING



DEDICATED COMMENTATORS



PREGAME QUESTIONS/BETS

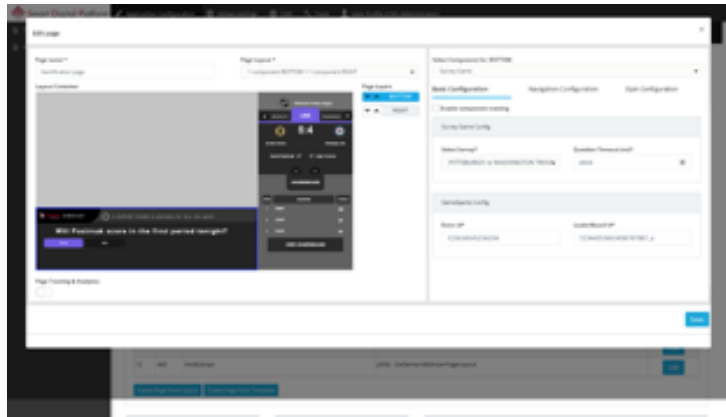


IN-GAME QUESTIONS/BETS

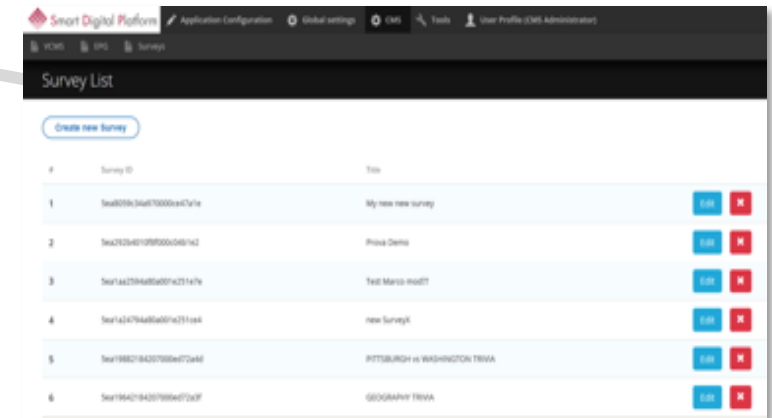


LEADERBOARDS, BADGES

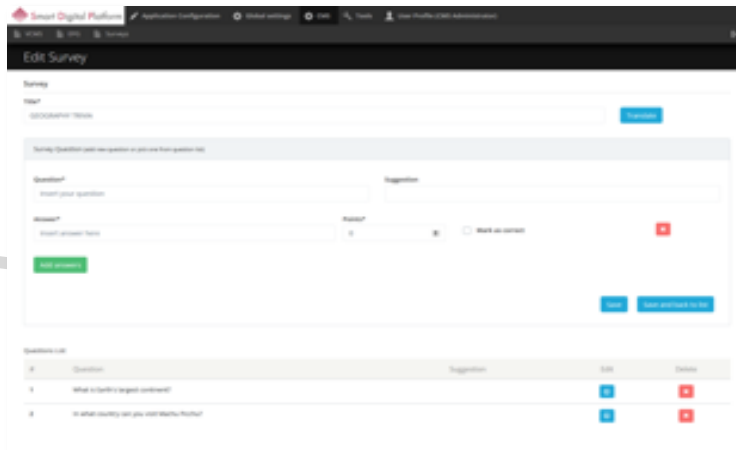
GAMIFICATION SETTINGS ... AS PART OF A COMPLETE TOOLSET



PAGE LAYOUT CONFIGURATION



CONTEST SURVAY MANAGEMENT

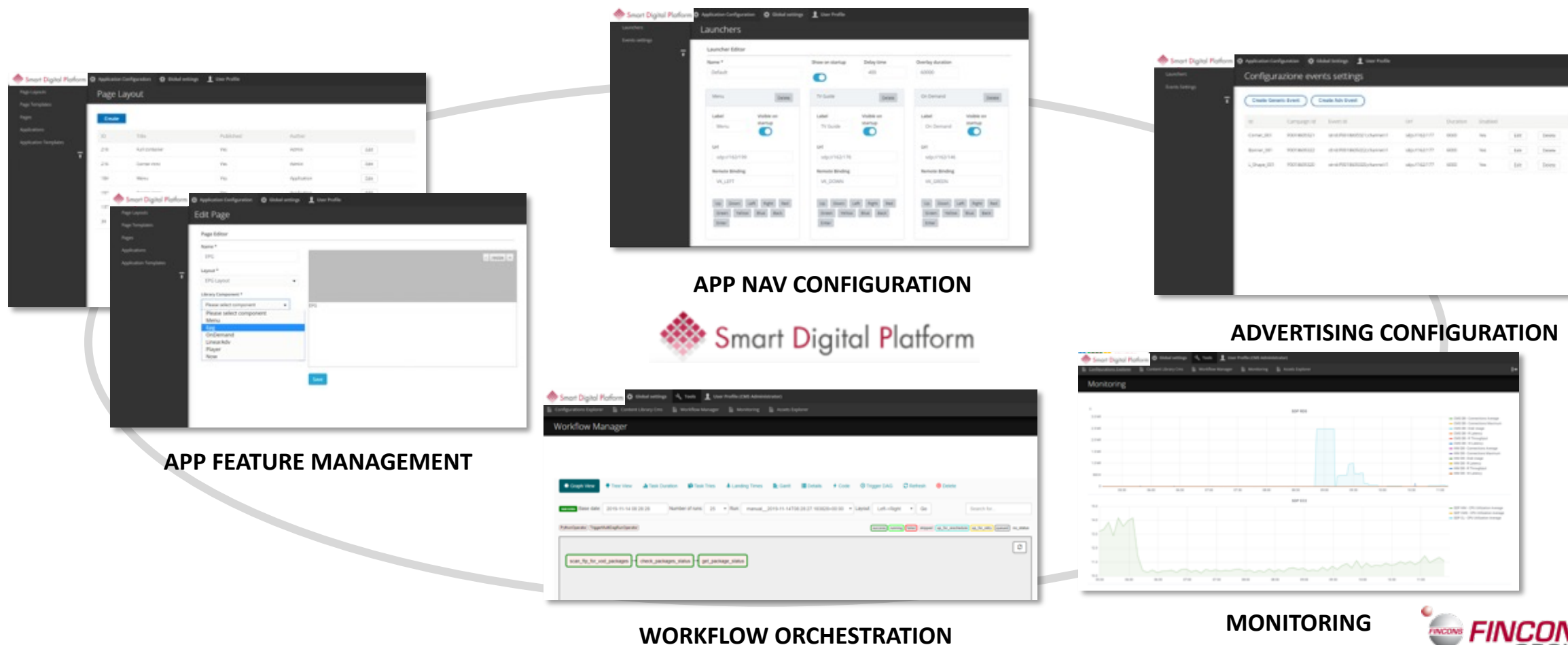


CONTEST LIVE UPDATE

REDEFINING APPLICATION DEVELOPMENT BASED ON TEMPLATES AND AUTOMATION

A flexible software framework designed to enable NextGen TV business solutions.

First to be compliant with HbbTV2 and ATSC3.



SMART WATCHING

DATA-DRIVEN PERSONALIZED NAVIGATION AND HIGHLIGHTS

Combining HbbTV/ATSC3 with AI: personalization to the next level

Video navigation based on **events** recognition



End/Start Race



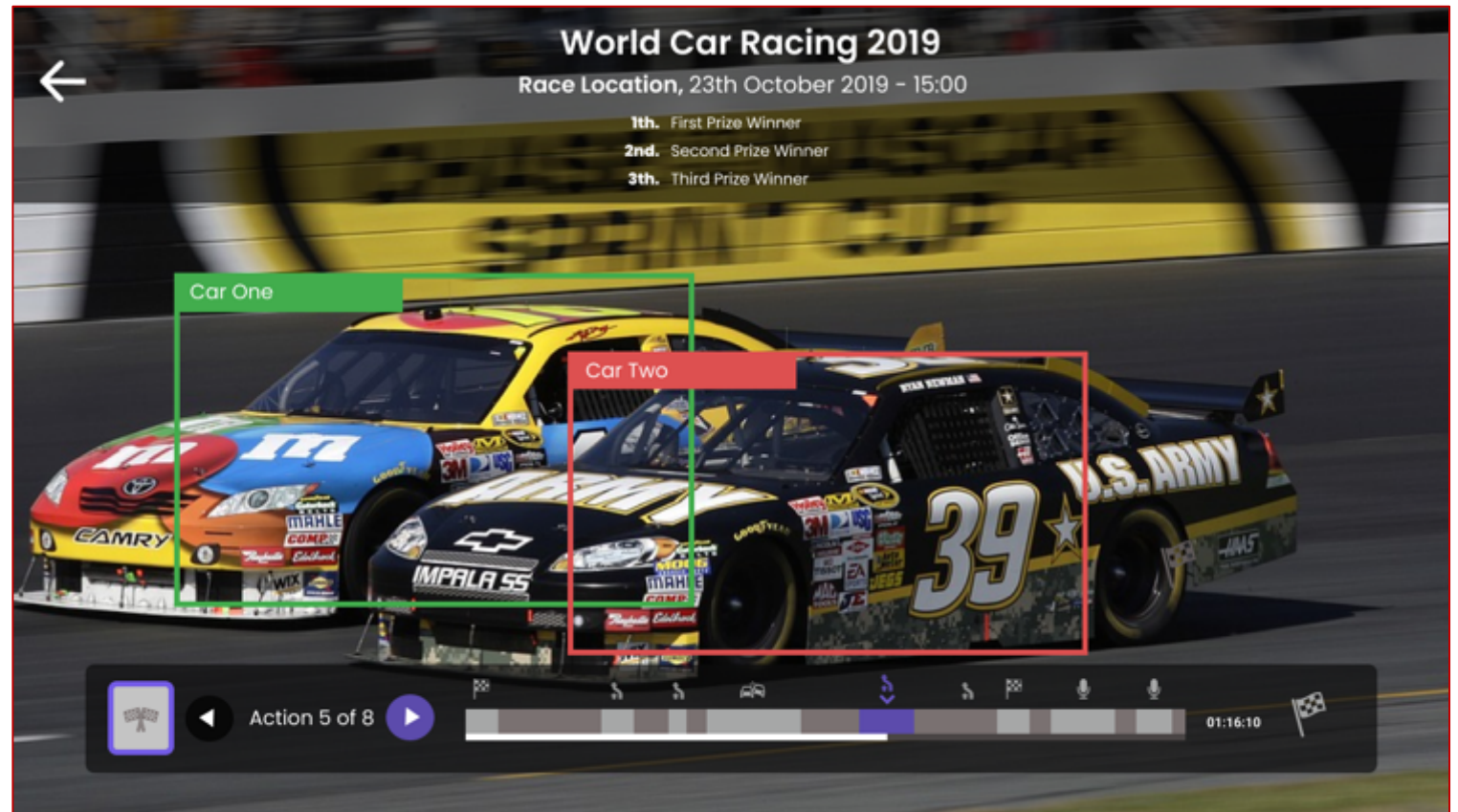
Overtake



Collision



Interview



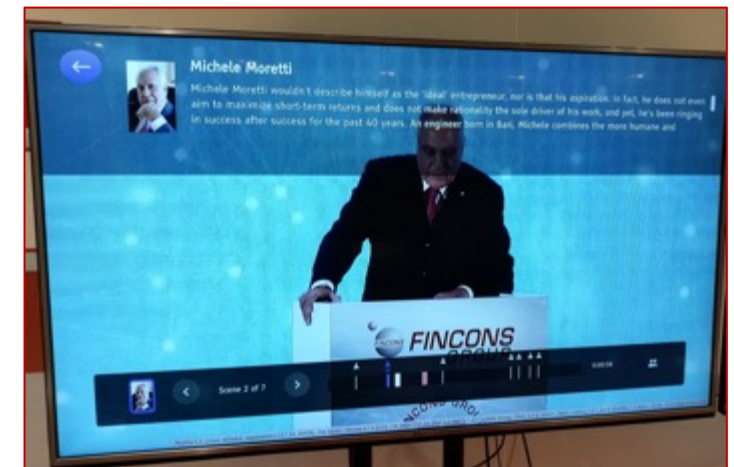
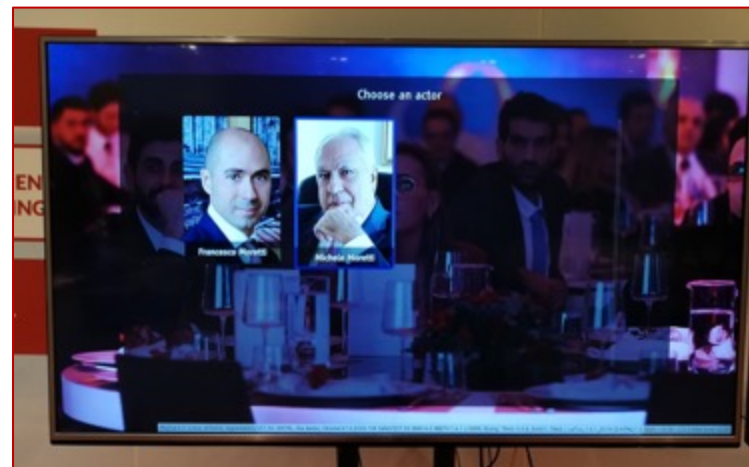
SMART WATCHING

CELEBRITY AND TALENT RECOGNITION



- Video navigation based on **CELEBRITIES** recognition

- Video navigation based on **TALENTS** recognition



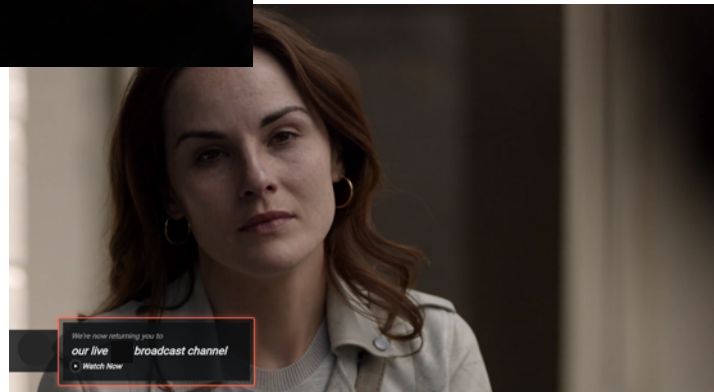
LINEAR-VOD CONTENT SWITCHING

LOCK YOUR AUDIENCE EYEBALLS

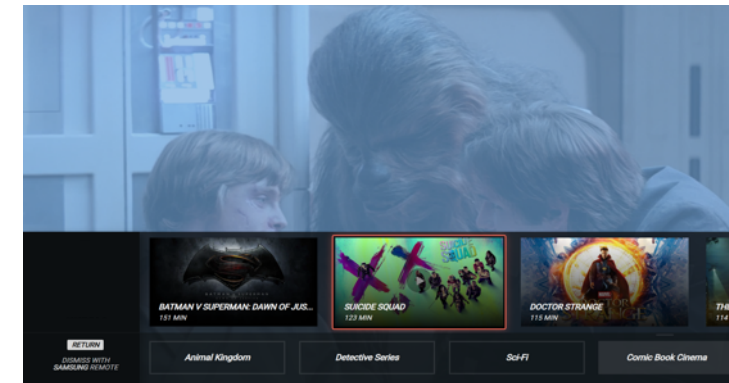
Hybrid Linear-VOD “Binge Watching”

VOD to Live

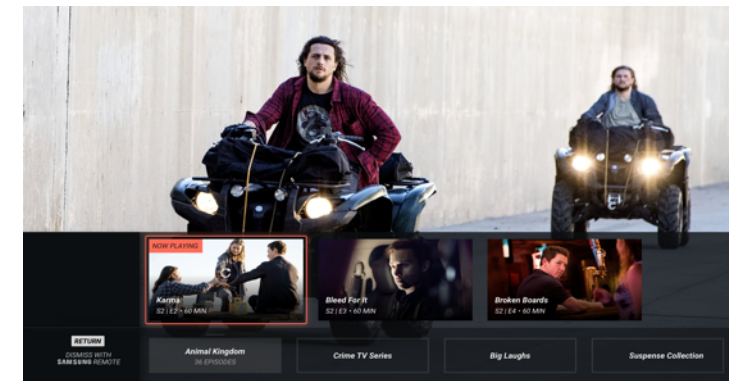
Alerts on live content upcoming on current channel OR channel within the Network



Live to VOD



Related Shows or Movies Recommendation

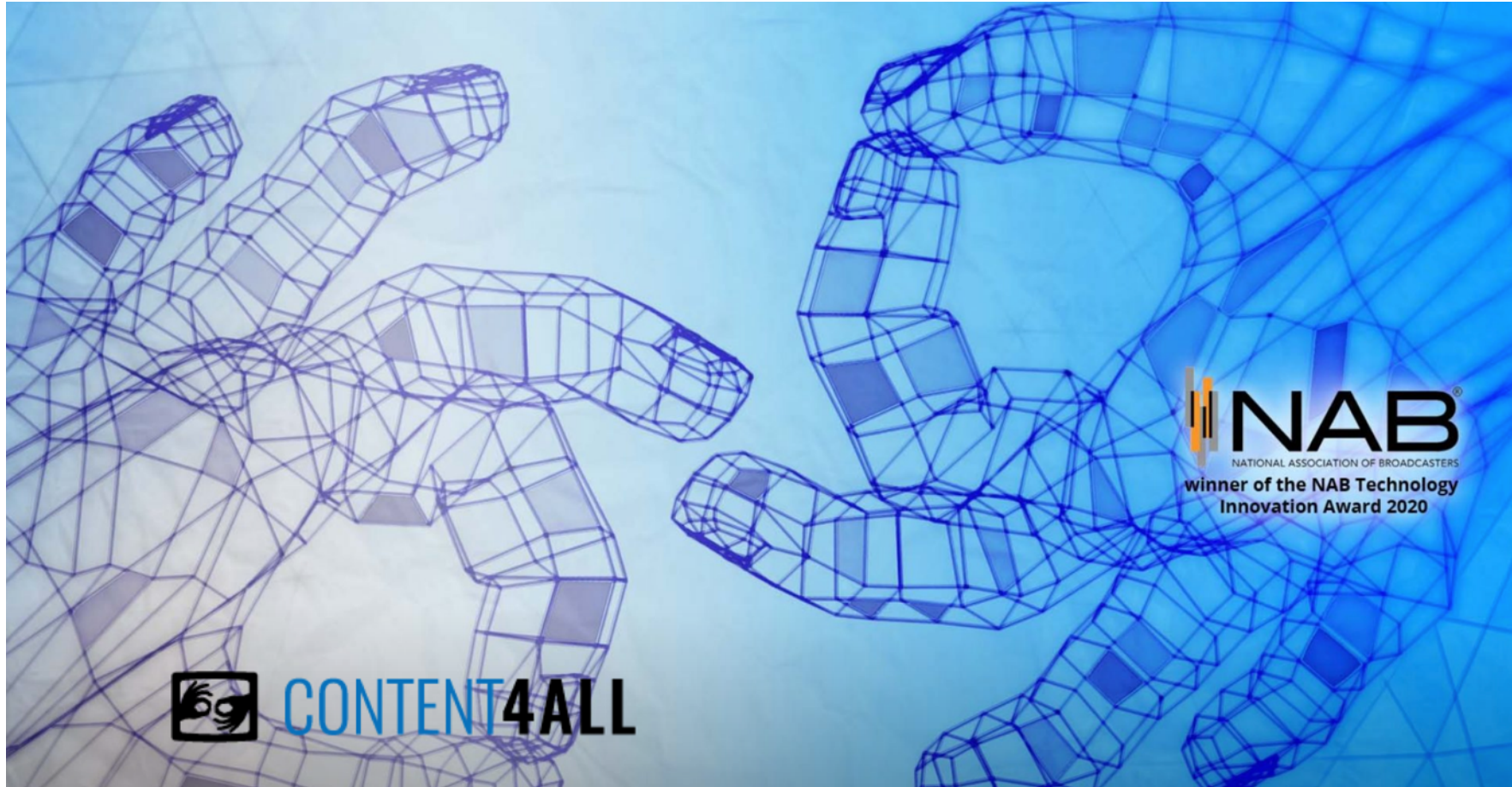


Next Episode of same Series

CONTENT4ALL

ACCESSIBILITY FOR IMPAIRED PEOPLE

<https://www.youtube.com/watch?v=FCxEspE7wKs>



Automatic sign language generation:

- Multi-language translation from subtitles
- AI-based move recognition
- Photo realistic 3D Avatar animation
- **HbbTV** integration of BC and BB signals

SRF METEO

Dublin

London

Paris

Berlin

Warschau

Wien

Budapest

H

H

T

SATELLITENB

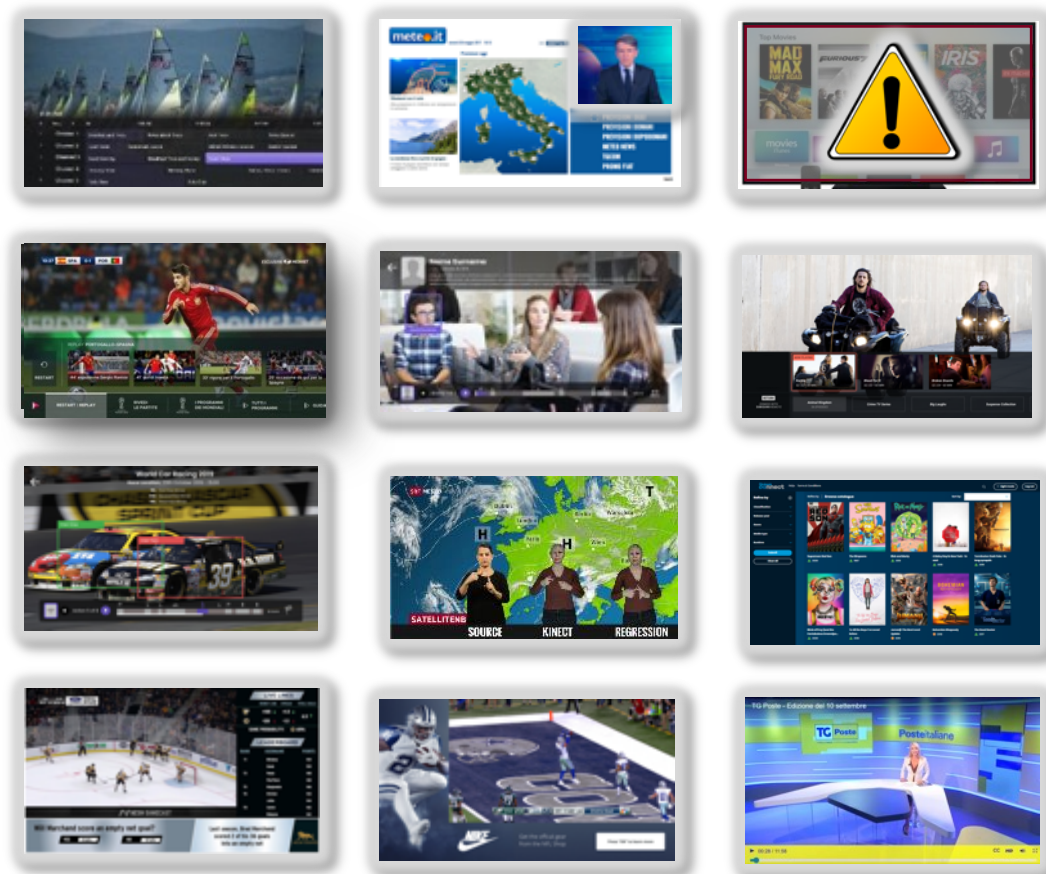
SOURCE

KINECT

REGRESSION

HYBRID TV APPLICATIONS

A BRIGHT FUTURE



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