



Enabling interactivity services on NextGen TV

Kineton



Media/Entertainment Apps

Developing Media/Entertainment apps since 2018.



Target Devices

HbbTV, Smart TV, iDTV, Android, ATSC 3.0, Apple and Huawei devices.

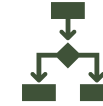
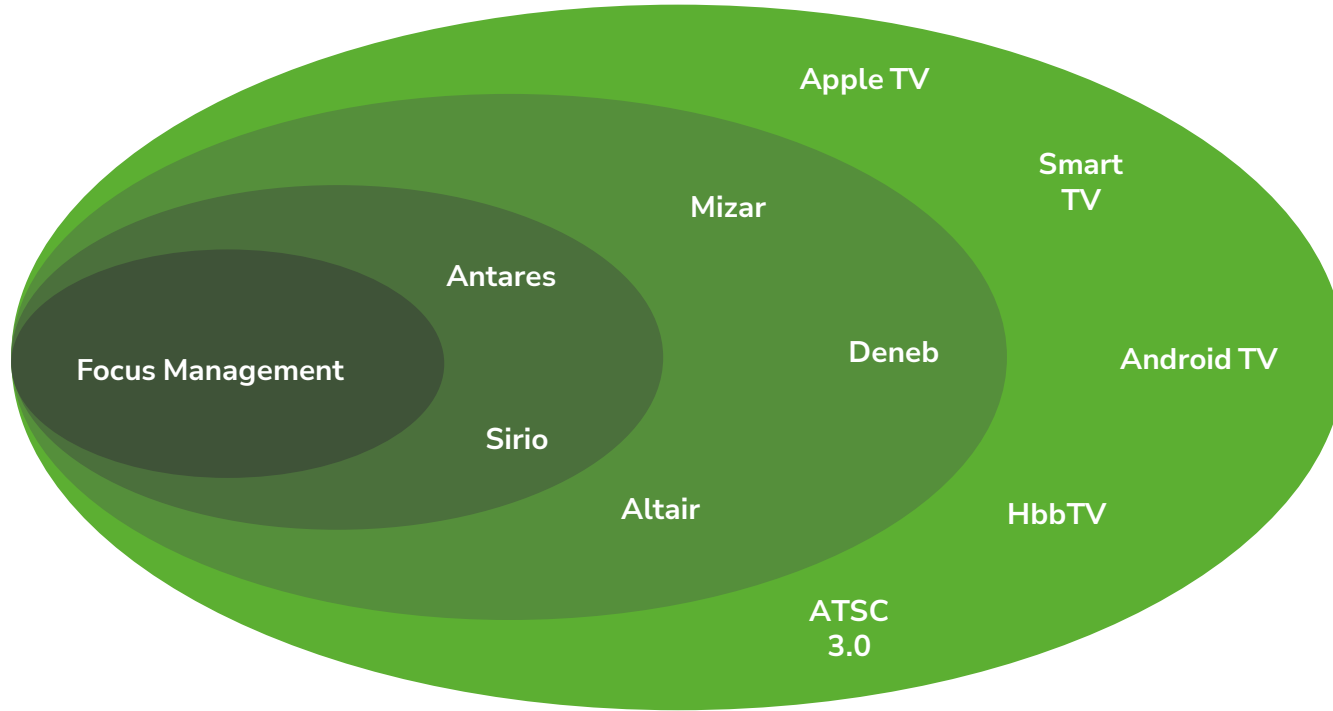


Development Process

Frameworks/libraries, CMS, Micro-frontend service-oriented.



Media/Entertainment TV Ecosystem



Focus Management

In common with all the tech stack, is the core of Kineton's development for TV devices.



Frameworks/Libraries

High performant frameworks and auto-initialized libraries.



Target Devices

Multiple targeted device thanks to a single programming language: JavaScript.



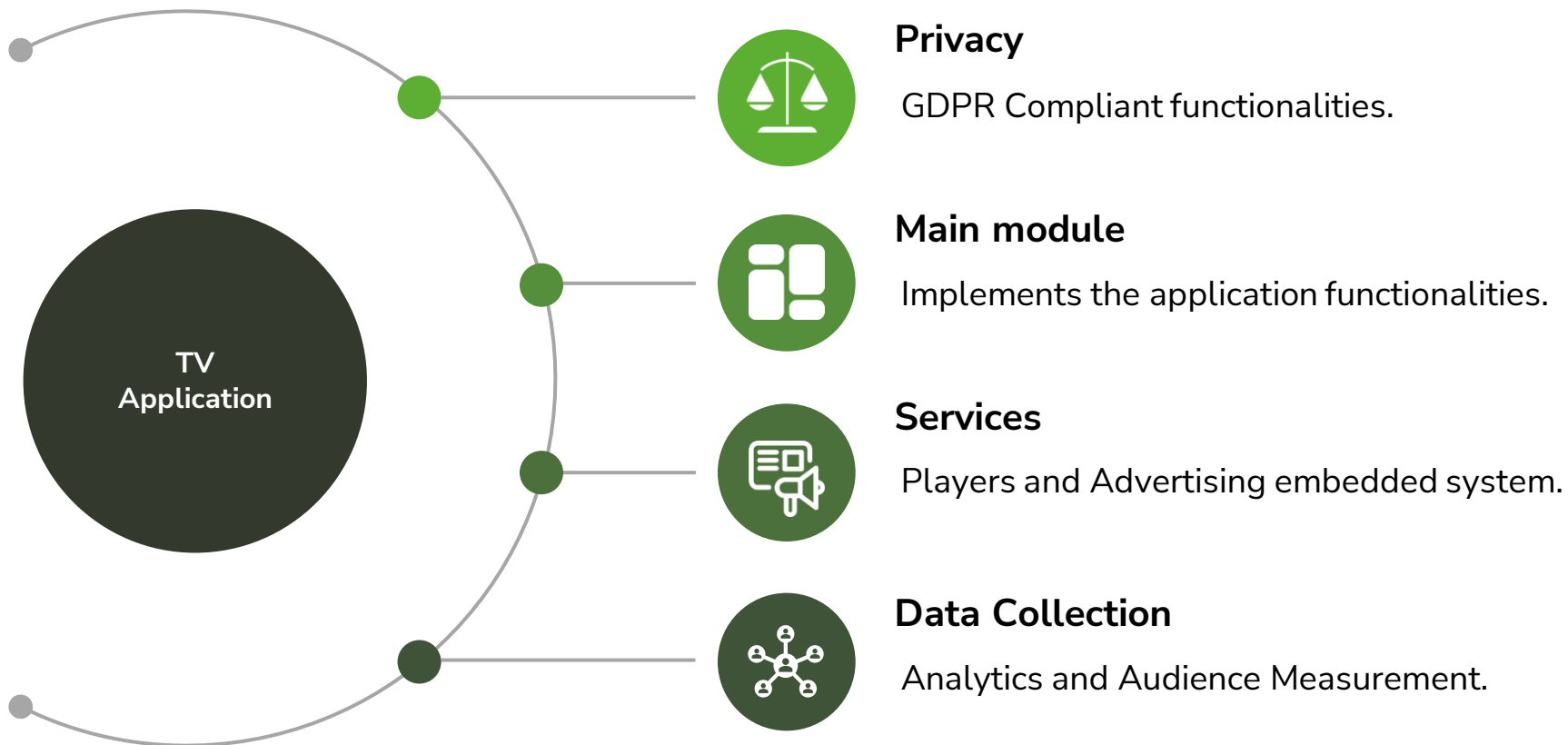
Time-to-market

Our tech stack is crafted to reduce time-to-market.

Kineton's development stack allows to create high quality media/entertainment apps.



Micro-frontend services approach



Every application is composed by an ecosystem of modules which can live by their own.



CMS Connection

CONTENT

Connection to a CMS allows personalization of look and feel, contents and streams



User Interface

Background color or image, fonts, elements composition.



Contents

Items customization in order to decide which contents to provide.



Streams

Playback of the most popular audio/video formats thanks to our player service.



What if

- **Process squeezed**
Giving more control to the customer.
- **Creativity first**
Putting the customer's imagination first.
- **A great tool**
Simple, foolproof, guided and fully validated by our QA.





TV **STUDIO**

Creativity. **Unleashed.**



Easy to use

A Visual Builder to compose your applications.



Integrated CMS

Not just UI/UX, insert add your contents in a while.









Advertising and data



Ready-to-use advertising, data collection and audience measurement.

PUBLISH



IMAGE

 Icon	 Title	 Text
 Image	 Spinner	 Card


FORMS

 Button	 Dropdown field	 Checkbox field
 Slider field	 Password field	 Input field

SCROLL VIEW

 Container	 Row	 Scroll view
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LISTS

 List 1	 List 2	 List 3
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PROPERTIES

Page name
Empty page

Short description
The default empty page

ID
page.Page1

Show spinner on page load

▶ ADVANCED PROPERTIES

REMOVE PAGE

PUBLISH

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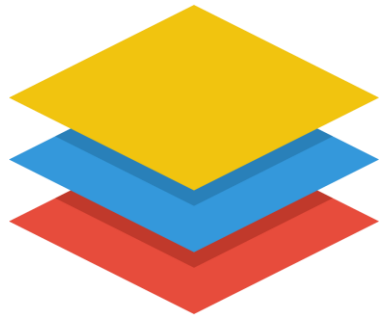
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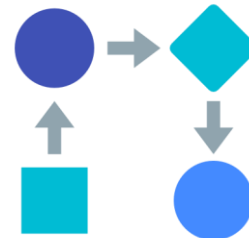


Visual Builder Features



Layering System

Add multiple components on each layer in order to create complex interactions.



Workflow Management

Actions definition to allow page transitions or to trigger a precise behaviour.



Kineton's Tech Stack

All the powerful frameworks and libraries Kineton uses to craft TV Applications.



CMS Features



Content Hierarchy

Rails, shows and episodes to create your own content hierarchy.



Contents Customization

Thumbnails, titles, descriptions to display the content information useful for the watchers.



Play what you want

Kineton's player is able to play the most common stream formats (HLS, MPD, MP4, ...).



KARP

A tool to enhance interactivity

NABSHOW[®]
Where Content Comes to Life

Kineton Presentation



More than advertising

An ad management tool that can be extremely interactive.



User-Friendly

Can be used by anyone, regardless of skills.



Analytics

Accurate and timely data collection.



More than Advertising

01

Broadcast-related

Performs controlled scaling of the broadcast, positioned **anywhere** on the screen.

02

Overlay

An asset that can be resized and positioned at will appears above the channel.

03

Animated

Bodymovin After Effect export which can be used to show complex animations.

04

Interactive

Both video scaling and overlays give the possibility to create scheduled interactive applications.



More than Advertising

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New!

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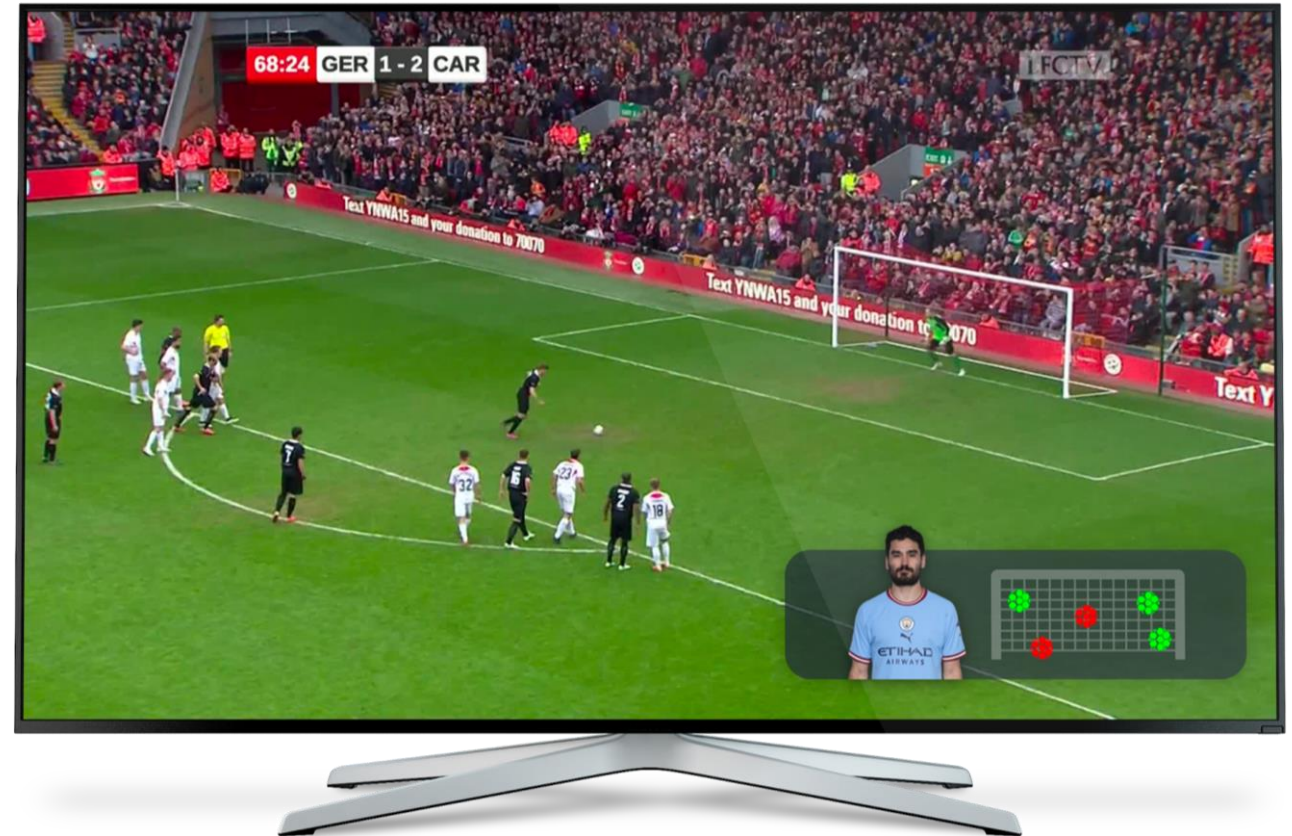
The new **Interactive** creative



KARP now gives the opportunity to enhance interactivity with the **interactive creative**.

It is basically an **application launcher** that can be overlaying broadcast or video scaling.

It can be used if the broadcaster wants to show **dynamic information** retrieved from a remote server, or **interactive applications** which can contain all the applications **common features**.





Interactivity examples



Gamified Adv

The **creatives** can be used not just to show an advertising.

The interactive creative allows you to create a 2D very short **game** experiences.

In this example, if you complete the level a QR code with a **reward** will be shown.





VERY SOON AVAILABLE!

Q4 2023.



KARP

LIVE NOW!

See how it works at our stand.



THANK YOU

10th HbbTV Symposium