

Expanding the potential of HbbTV for TV Nova viewers and business partners

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TV Nova



Content

Motion screen

Immediate evaluation

Persistent Blue button

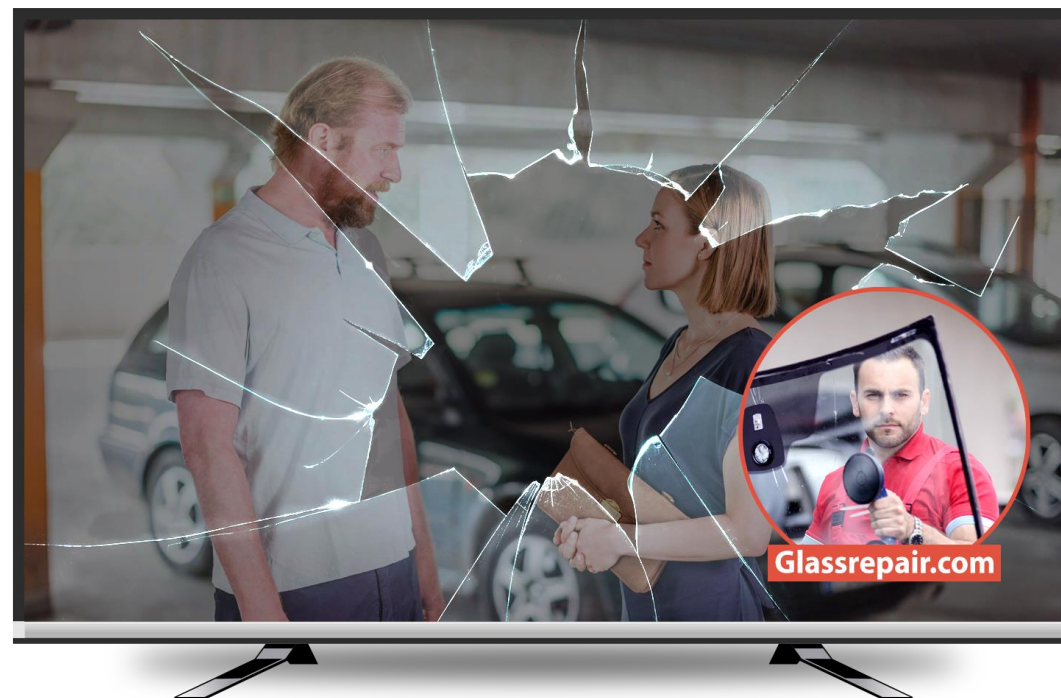


Motion screen

Dynamic visual resembling video

MOTION SCREEN

- TV Nova and CRA Innovation
- Moving pictures in linear layer
- Sequences of rapidly changing images
- Displaying a simple „spot” in a linear layer

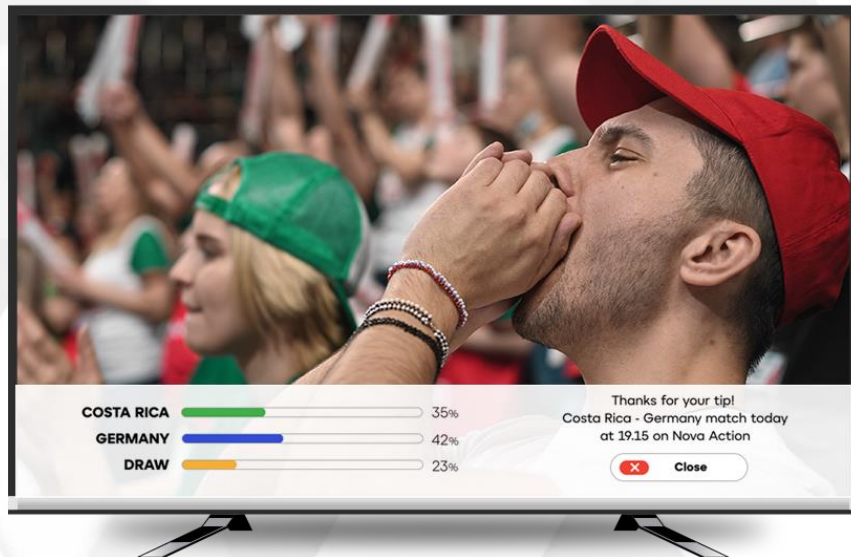
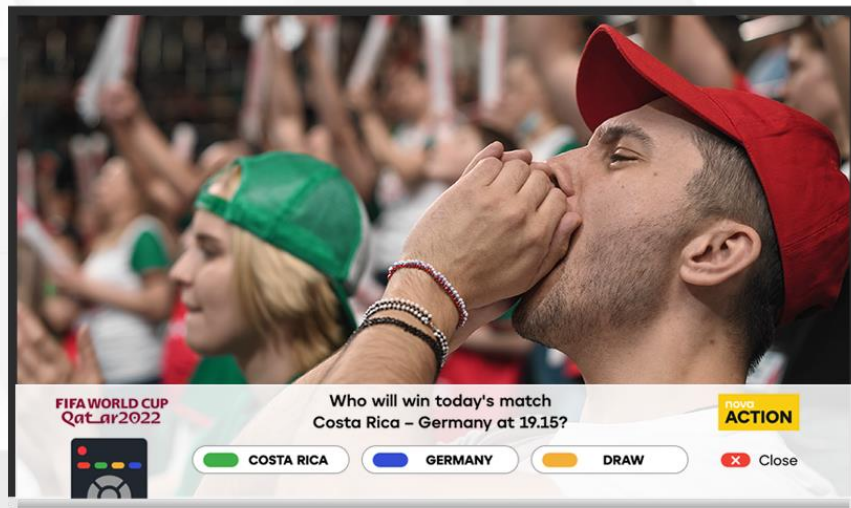


Sales & Marketing

MOTION SCREEN

- Add revenues
 - Innovative leader in HbbTV
 - Exclusively
 - Interesting format
-
- Compatible with all types of targeting
Including MAX REACH





Voting with immediate evaluation

A tool that draws the viewer into the game and increases reach

VOTING WITH IMMEDIATE EVALUATION

- A huge reach in a short time
- Hits all devices in the time slot
- Question with up to 4 answers
- Immediate graph and % evaluation is displayed in linear layer



Wide range of use

VOTING WITH IMMEDIATE EVALUATION

- Political debates
- Sport matches
- Reality shows

- Promoting Broadcasting/SVOD
- Feedback
- Finding preferences



Persistent Blue Button

News in one click



Blue Button = NEWS in one click

- Persistent Blue button
- Anytime
- One click on the TV remote takes the viewer to a live stream of the online news channel
- Development of an online news station
- Combined with Breaking News bar
- >50% of viewing
- approx. >10 min/VV



The background of the slide features a pattern of overlapping triangles in various shades of gray, creating a geometric, low-poly aesthetic.

Thank you!

Any questions?

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