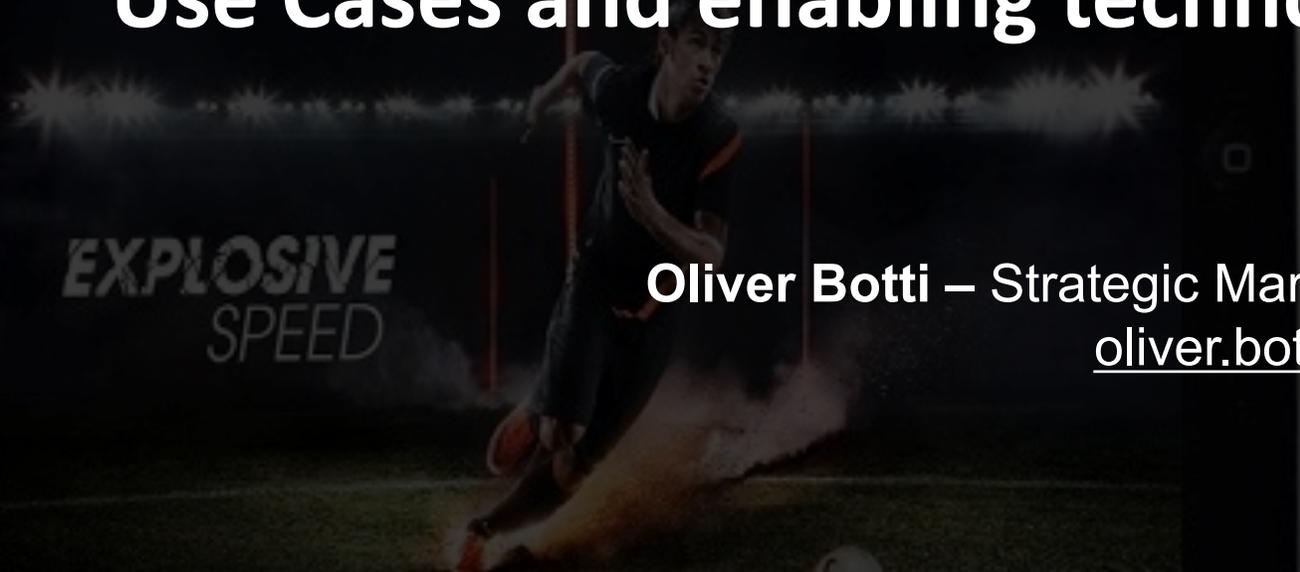




# Interactive TV Services and Innovative Use Cases

## Sport Gamification - Use Cases and enabling technologies



**Oliver Botti** – Strategic Marketing and Innovation Executive Director  
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# SPORTS GAMIFICATION

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

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

**LIVE LINES**

	MONEY LINE	SPREAD	TOTAL GOALS
🦁	+150 ↑	+1.5 ↑	6.5 ↑
🦋	-200 ↓	-1.5 ↓	

GAME PROBABILITY: 🦁 80%

**LEADERBOARD**

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

**How many total goals will be scored in the 3<sup>rd</sup>?**

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

**3<sup>rd</sup> Period goals in Bruins' games:**

0 in 4 GP	1-2 in 5 GP	3+ in 4 GP
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FINCONS GROUP



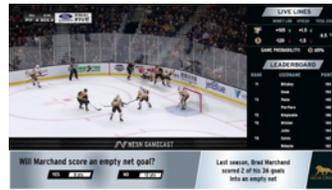
- Questions raised through back office and triggered in sync with video
- Users leaderboard and gamifications rank in addition to real-time statistics

# SPORTS GAMIFICATION

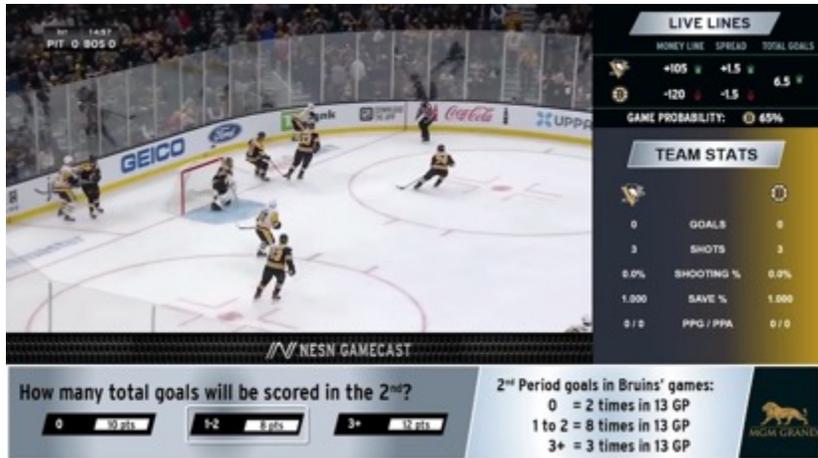
CREATE ENGAGEMENT AND CONTENT VALUE FOR ADVERTISING



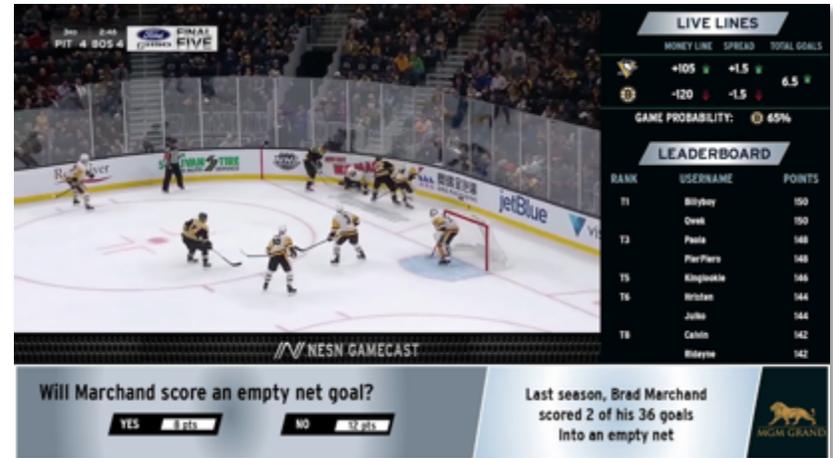
DEDICATED COMMENTATORS



PREGAME QUESTIONS/BETS



IN-GAME QUESTIONS/BETS



LEADERBOARDS, BADGES 



# 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.

**APP NAV CONFIGURATION**

**ADVERTISING CONFIGURATION**

**APP FEATURE MANAGEMENT**

**WORKFLOW ORCHESTRATION**

**MONITORING**

**Smart Digital Platform**

# 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



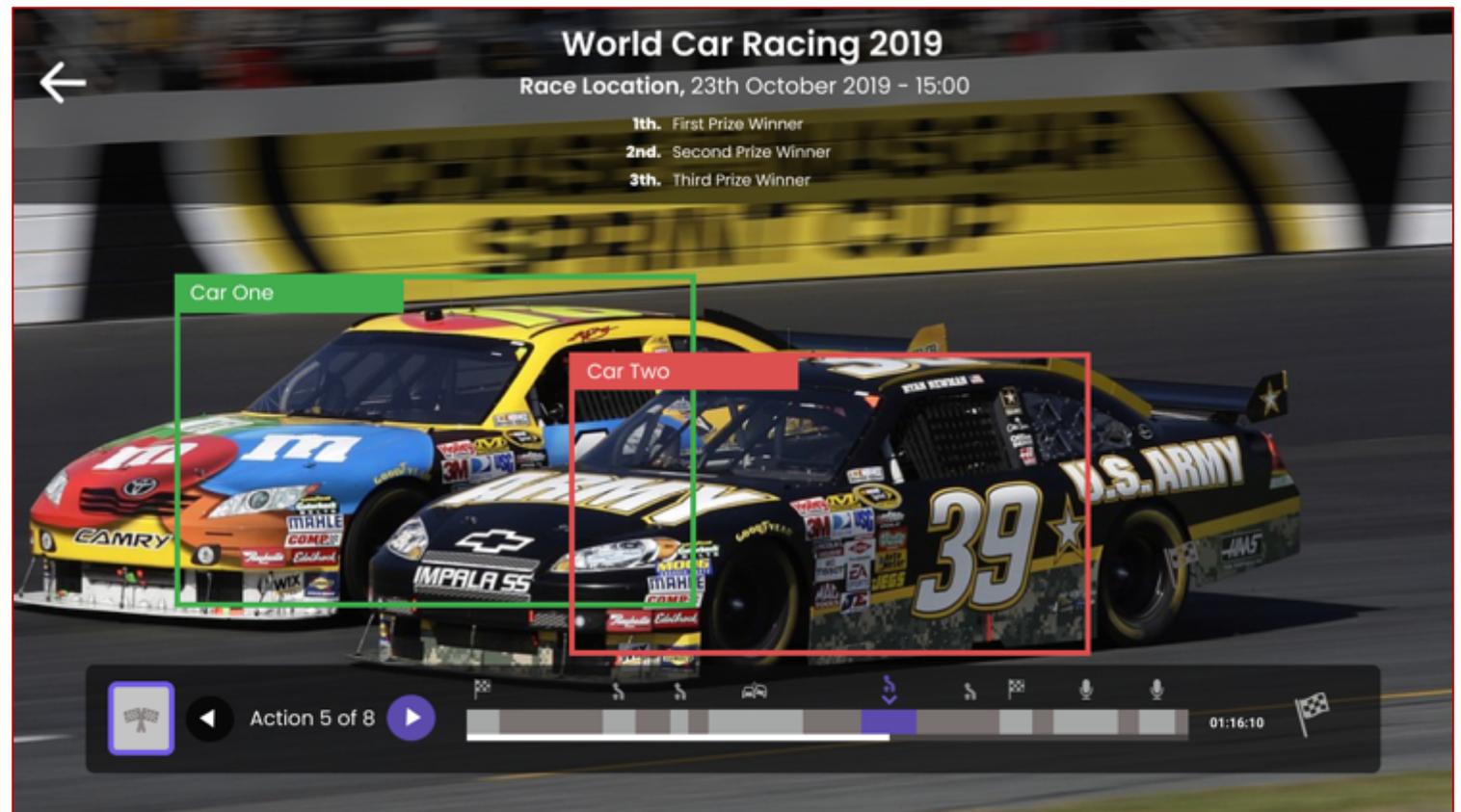
Overtake



Collision



Interview



# SMART WATCHING

## CELEBRITY AND TALENT RECOGNITION



- Video navigation based on **CELEBRITIES** recognition

- Video navigation based on **TALENTS** recognition



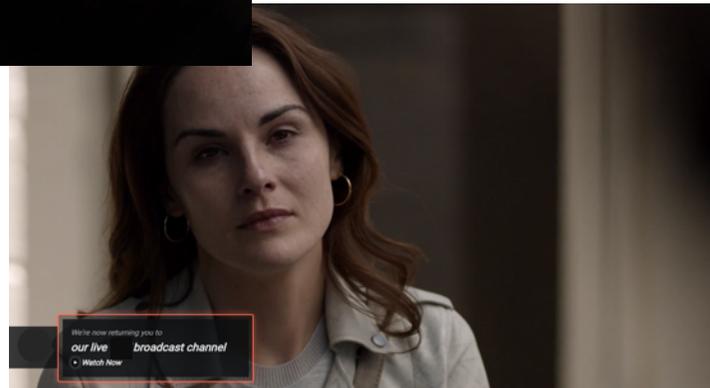
# LINEAR-VOD CONTENT SWITCHING

## LOCK YOUR AUDIENCE EYEBALLS

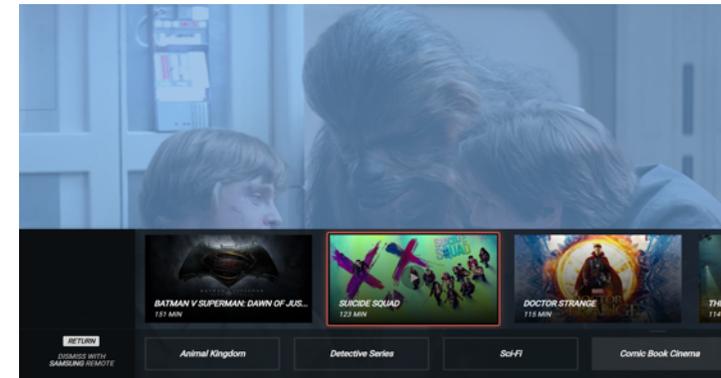
### Hybrid Linear-VOD “Binge Watching”

#### VOD to Live

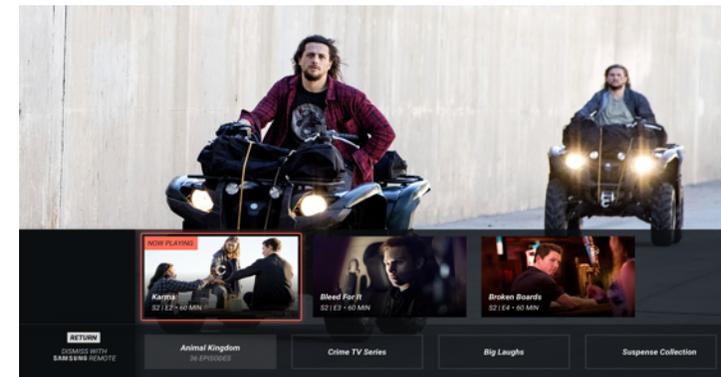
Alerts on live content upcoming on current channel OR channel within the Network



#### Live to VOD



#### Related Shows or Movies Recommendation

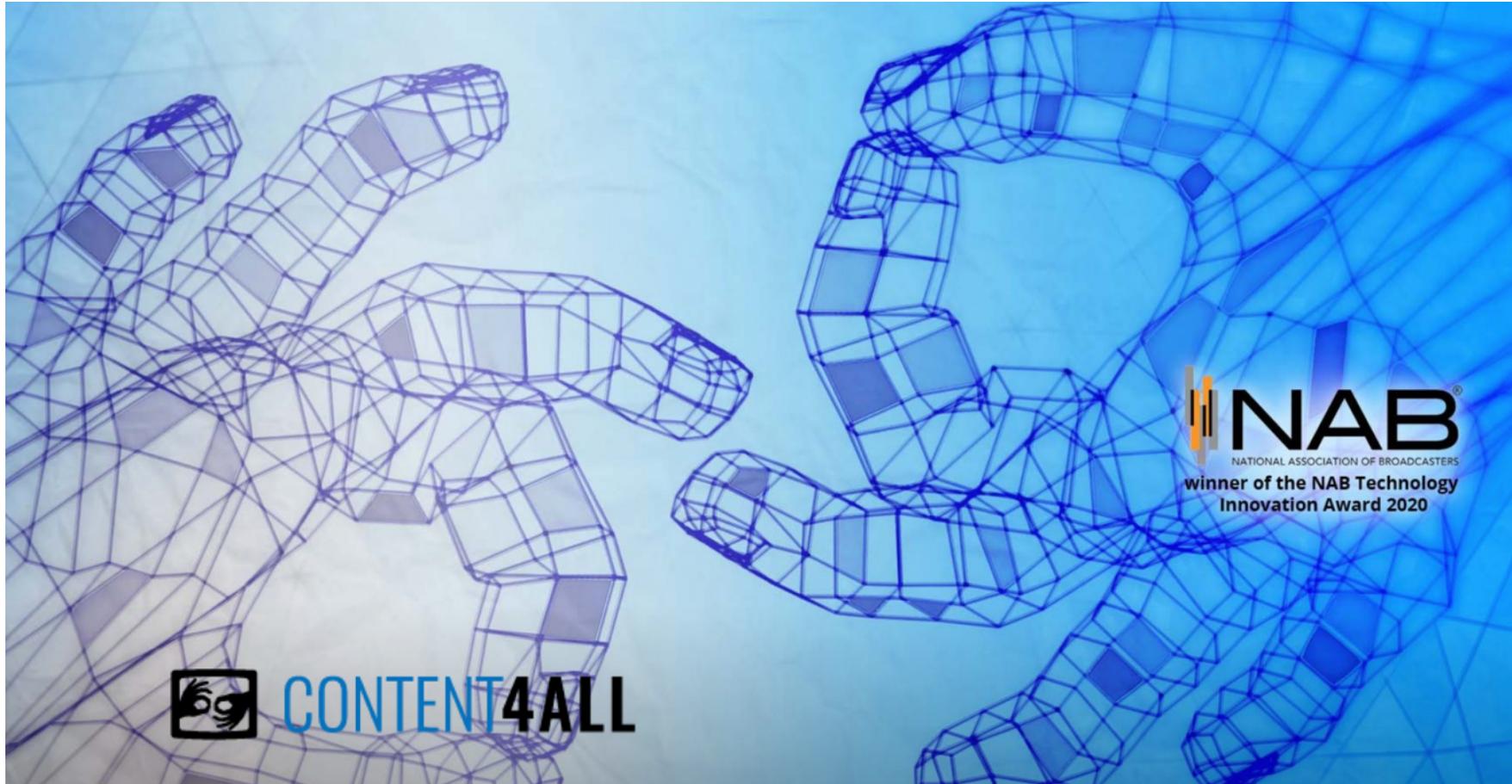


Next Episode of same Series

# 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



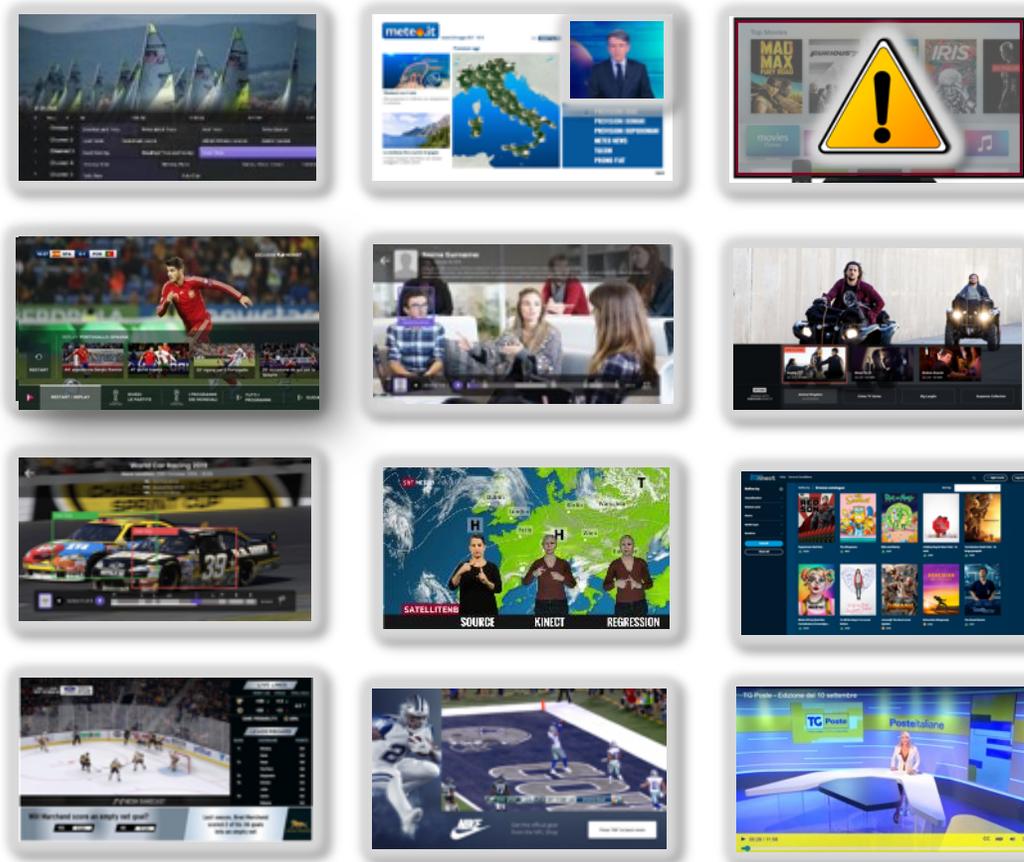
SOURCE

KINECT

REGRESSION

# HYBRID TV APPLICATIONS

A BRIGHT FUTURE



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