



Whitepaper

# 3G-to-TV Video Calling

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The latest trends in Participation TV and a best-practice implementation for 3G video calls broadcasting on TV

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## Introduction

Today millions of people worldwide can make a phone call to TV shows, send an SMS to vote in a TV contest or interact with the television using a remote control. Broadcasters have experienced that **involving the audience** raises **retention levels** and has become a **critical success factor** in the competition with other entertainment sources, not to mention the new related revenue streams; therefore, the number of **Participation TV shows** has been constantly increasing, together with formats variety.

This whitepaper explores the latest evolutions of Participation TV and introduces the Mirial solution for **3G-to-TV Video Calling**, the **new trend in audience engagement**.

## What's new in Participation TV

Making the audience participate in TV shows is to leverage on the people's desire for becoming protagonist and sense of community. Up to now, different methods have been adopted to engage the audience, going from **SMS** and **IVR voting** to **voice calling and remote control interaction**.

Today it is possible to overcome the limits of traditional participation techniques and make the audience join a fun multimedia experience: thanks to an innovative technology, **every viewer can appear on TV** and become a part of their favourite TV show simply **by placing a standard video call from any 3G handset**.



## Innovative TV format examples

### ➔ Breaking News

The reporter makes a video of an unexpected event with his 3G mobile phone and broadcasts it live during the TV news, without needing to wait for the cameras to arrive and interacting in the same time with the journalists in studio.



### ➔ Games and contests

Viewers at home participate live in quizzes, team with contestants in studio and can actively play different roles by video calling a premium number.



### ➔ Auctions

With auction TV shows, viewers get involved in the dynamics of a real auction house without leaving home. Auctions can be moderated by professional staff to ensure respect of rules and fair development.

## Benefits of Video Calling

### Participation TV

Video calling Participation TV gives the audience the chance to appear on TV, while representing an interesting business opportunity for the television industry.

**Broadcasters** can implement the 3G-to-TV video calling technology to:

- ➔ create and exploit advertising opportunities with prime-time Participation TV shows
- ➔ generate new revenue streams from mobile premium video services
- ➔ reach new audience segments
- ➔ increase audience retention
- ➔ create cross-media viewers communities.



Moreover, **Service Providers** can get advantage of 3G-to-TV video calling by **designing** and **licensing** appealing **Participation TV formats**, thus differentiating their offering from the competitors' ones.

## Implementing 3G-to-TV video calling

**Mirial PSE Broadcaster Genie** is recommended for a best-practice implementation of 3G-to-TV video calling.

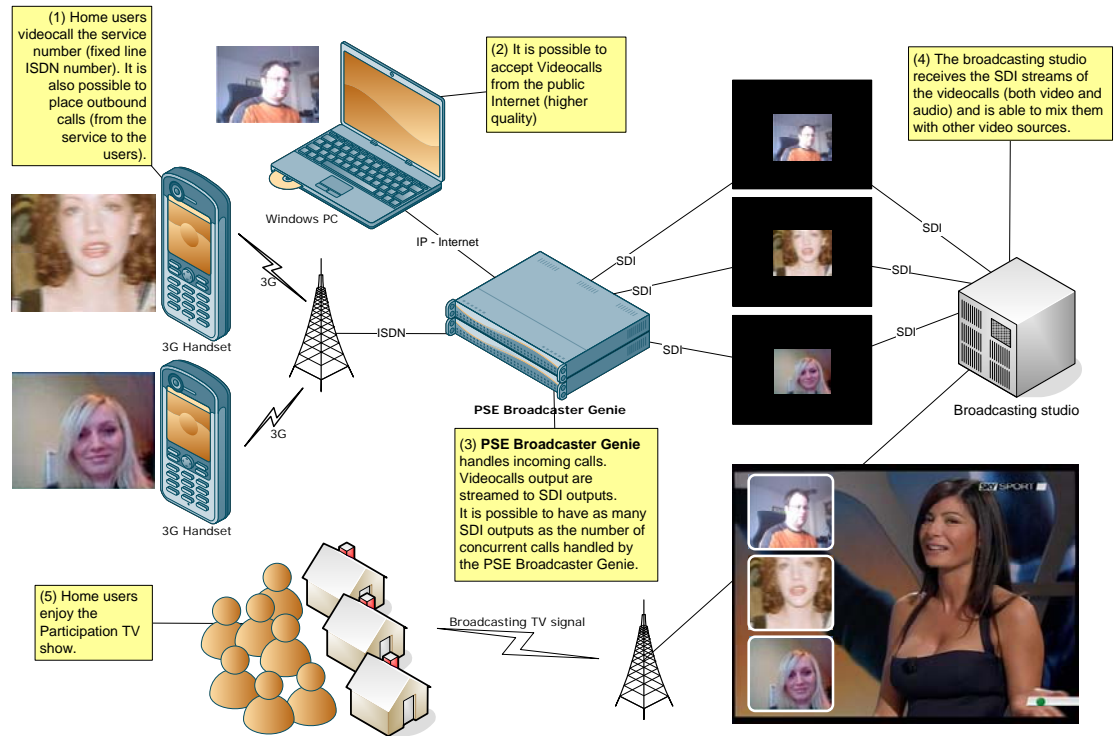


**PSE Broadcaster Genie** is an **all-in-one, plug and play solution for 3G-based video calls broadcasting**; fully interoperating with any 3G handset, it allows 3G users to appear on their favourite TV show by video calling a fixed service number, without the need of **any prior software download**.

### Highlights

- ➔ Support for live and "store and forward" video calls
- ➔ Fault-tolerant and scalable configurations
- ➔ Unlimited SDI video outputs
- ➔ Seamless integration with any broadcasting equipment
- ➔ Simple web-based administration console
- ➔ Integrated Video IVR for waiting room

## Video calling Participation TV sample usage scenario

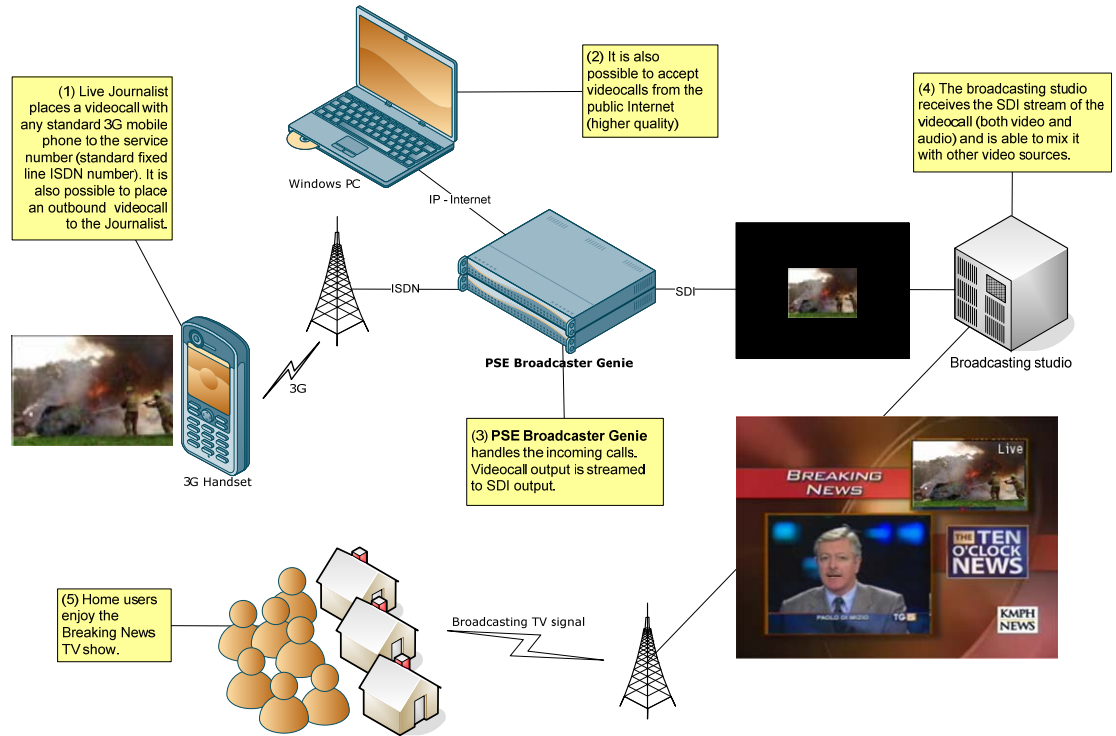


This sample scenario shows the application of the Mirial solution for 3G-to-TV Video Calling in Participation TV Shows.

To appear on TV, viewers owning a 3G mobile phone only need to place a **standard video call** towards a **fixed line ISDN premium number**: PSE Broadcaster Genie handles all incoming calls (from 4 up to thousands concurrent calls) and streams them **directly to SDI output**, giving the broadcasting studio the option to **record video calls**, **screen viewers** and **place outbound video calls**, for the maximum security. Since PSE Broadcaster Genie provides **ready-to-mix videos**, the broadcaster won't need any additional appliance to stream video calls on air.

An optional PSE.BG feature will also allow to accept higher quality Internet video calls.

## Live Breaking News sample usage scenario



Here is another example of PSE Broadcaster Genie usages: since the appliance can be **seamlessly integrated** with any broadcasting equipment, reporters' 3G video calls can be easily broadcasted to the TV studio **in real time**, amazing home viewers with an exciting Breaking News experience. As in standard 3G video calls, a bi-directional, real time visual communication flow is enabled, so that the reporter can interact with journalist in studio while broadcasting a live 3G-made video.

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## Need more information?

For further information about PSE Broadcaster Genie please visit <http://www.mirial.com>

If you have any question or wish to be contacted by one of Mirial sales representatives, please send an e-mail to [sales@mirial.com](mailto:sales@mirial.com)



[www.mirial.com](http://www.mirial.com)

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