



Interactivity Pack

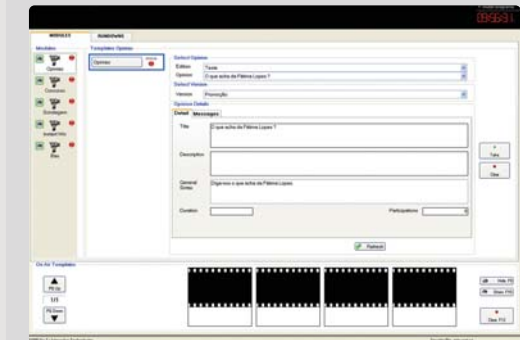
Allow the viewers to be part of your channel with this smart and easily manageable application.

Interactivity Pack is a product that displays several graphical elements related with the channel's interactive broadcast. The system specifies a graphical engine based on a set of rules. These rules are available for each type of service and are used for template creation. The templates are filled in through integration processes with interactive service providers.



This product allows

- Automatic integration with sms services
- Automatic import of poll results
- Automatic import of e-mail and sms messages



Advantages

- Increase in channel profits with the promotion of interactive services
- Direct interaction with the channel/program viewers
- Expansion of the channel to new communication media
- Viewer feedback gathering

TOOLS

INTERACTIVITY PACK ALLOWS THE DISPLAY OF SUPPORT VIDEO GRAPHICS IN A SET OF INTERACTIVITY MODULES, INCLUDING:

Forum

Automatic import of viewer messages
Automatic pagination of e-mail message texts
Ticker display with viewer messages
Guests and program participants' data management

ADVANTAGES

- Direct communication with the viewer
- Message editing process simplification
- Viewers' acknowledgement of their intervention in the channel
- Easy data management

Free Messages

The messages that are sent by the viewers on a given theme are then edited and displayed during the broadcast. The Free Messages application automatically imports the sms and e-mail free messages. It paginates them and displays them on a ticker - a quick, simple process.

This tool simplifies the workflow and the message editing procedure, increasing the interactivity level between the channel and the viewer.

Voting

The viewers participate by choosing one among a set of alternative answers, and the module automatically imports the voting results.

ADVANTAGES

- Easy and automatic display of service promotion and results

Instant win

The received messages are counted and the person that sends the message with a given order number wins a prize, which has previously been attributed to that specific number - automatic import of participation results.

ADVANTAGES

- The system is self-sufficiently managed - automatic results attribution

Quiz

Presents a set of questions to which the participant has to answer correctly in order to win a prize - automatic result import of the contest's participation.

ADVANTAGES

- Smart system that allows management of several polls at the same time
- Ability to manage the results in an automated way

Guess the combination

The participant has to guess a code to win a prize - automatic import of the contest's participation

ADVANTAGES

- Very attractive business model for stations
- Keeps viewers connected to a given show

ADD-ONS

THIS PRODUCT'S BASIC VERSION INCLUDES THE MODULES FORUM AND FREE MESSAGES. THE VOTING, INSTANT WIN, QUIZ AND GUESS THE COMBINATION MODULES CAN BE ORDERED SEPARATELY.



INFOSTUDIO
DATA-DRIVEN GRAPHICS

GoTv Media Software Portugal Largo Pirâmide, Ed. Pirâmide, 3M, Piso 01, Sala F, 2795-156 Linda-a-Velha, Portugal
Tel + 351 214 152 100 Fax + 351 214 152 128 email sales@infostudio.tv site www.infostudio.tv

