



KnowledgeDatabase
MHP-KDB



Information Society
Technologies

The MHP-KDB Project is funded by the European Union (IST 507442)

The Interactive Opportunity 2006

A workshop of MHP-KDB in
collaboration with the EBU and ARD

21.-22. February 2006
IRT, Munich



PHILIPS

DR

ComLabs

telenor

Panasonic

DEUTSCHE WELLE
DW

rbb



Registration: www.irt.de

News >>> "Interactive Opportunity 2006"
or Fax Form

For further questions please send an E-Mail:
presse@irt.de

Location:

Institut für Rundfunktechnik
Floriansmühlstraße 60
D-80939 München

Fee:

Associations of IRT, partnerfirms >>> Euro 200
all others >>> Euro 300

Organisation:

Institut für Rundfunktechnik GmbH (IRT)
Development Planning and Public Relations

Prof. Dietrich Sauter
Carola Schmidle

Phone: +49 (0) 89 / 323 99 204

Fax: +49 (0) 89 / 323 99 205

Following the success of the MHP-KDB workshop in October 2004, this seminar provides the exclusive opportunity to work together with other iTV professionals, to exchange ideas and to learn in a hands-on process how to create successful iTV content and applications.

The new frontier of Europe's creative industries is 'interactive' or 'non-linear' content. This content can be delivered by one or a combination of different delivery means, including via digital television ('Enhanced television'), and via rapidly growing Broadband networks.

The objective of the seminar, organised by the MHP Knowledge Project, ARD, and the EBU, is to provide practitioners and managers with hands-on knowledge of state of the art of interactive television. Throughout Europe various 'APIs' are used; MHP, MHEG, and Open TV. Delegates interested in any of them should find the seminar valuable.

This year the seminar will include a new format element. Delegates will be invited to share the experience of developing the concept for a pilot interactive application. The creation of ideas for pilot applications, in collaboration with peers, will be an integral part of the seminar. The seminar should provide a unique experience for participants. If you believe in interactive television, you need to be there.

Day 1 | 21. February 2006

Session 1

The Morning Briefing

09:30-10:30

Chair: Andreas Weiss, ARD

09:30-10:00

1. What is the future of interactive television?
Speaker to be announced

10:00-10:30

2. What makes a good interactive application really good?
Nicoletta Iacobacci, EBU

10:30-10:35

3. Nomination of Group Leaders for the Creative Process Sessions

10:30-11:00 Coffee break

11:00-13:00 Session 2

The Creative Process Session - Part 1

The meeting splits into four groups. Delegates will be asked to give their first and second preferences of which group they would like to join. They will be accommodated as much as possible, but keeping four adequately sized groups.

- Group 1: Sports
- Group 2: News
- Group 3: Entertainment and Fiction
- Group 4: Information

The task for the morning session is 'brainstorming'. Each group will be asked to discuss the following:

- Concepts/ideas - What interactive application is the world just waiting for?
- Application - How could it be realised with new media elements?

13:00-14:00 Lunch

14:00-17:00 Session 3

- a) Case studies of great interactive applications today, including subject to confirmation, the following:
 1. RAI
 2. ARD/ZDF
 3. RTVE
 4. Lieven Vermaele, VRT

- b) Interactive opportunities
Nico de Abreu, RBB

Day 2 | 22. February 2006

09:00-10:30 Session 4

The Creative Process Session - Part 2

The four groups are asked to reconvene and select the 'best' application option (by voting in the group). They are then invited to develop a prototype, for example in a PowerPoint, and rehearse a 'pitching' presentation.

- Group 1: Sports
- Group 2: News
- Group 3: Entertainment and Fiction
- Group 4: Information

10:30-11:00 Coffee break

11:00-13:00 Session 5

New technologies for content creation and delivery.
Chair: Edgar Wilson, EBU

1. Update on the MHP knowledge data base
Klaus Merkel, IRT
2. Make once, use any - the portable content format in practice
Speaker to be announced
3. What future for services to mobiles?
Natalie Mouyal, DigiTAG

13:00-14:00 Lunch

14:00-15:00 Session 6

The Interactive discussion Session

Chair: Nicoletta Iacobacci, EBU

Delegates will be invited to consider the following

1. How can the EBU help to make members interactive applications successful?
2. Making applications for Broadband - how is it different to Enhanced Television?
3. Will 'Teletext' make the transition to an 'Enhanced Television' application?

15:00-16:00 Session 7

The Creative Process Session - Part 3

Presentation of best applications and feedback for each Group

- Group 1: Sports
- Group 2: News
- Group 3: Entertainment and Fiction
- Group 4: Information

Voting for best concept and award presentation

16:00 Coffee and close of meeting