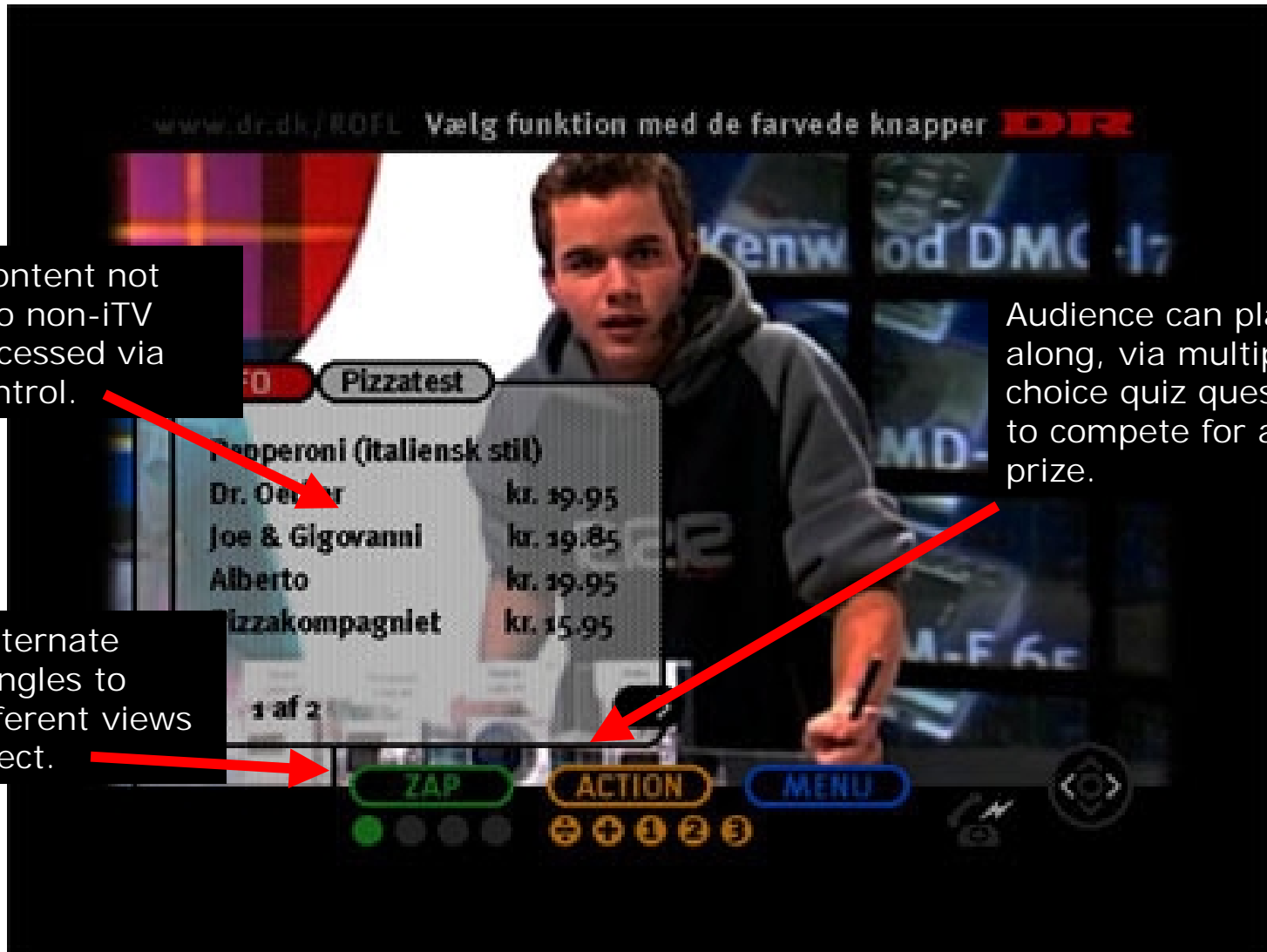


Case Study: ROFL

- Interactive Consumer Guide show
- Audience 10 – 14 year olds
- Weekly show (Live Tues 5.30, Repeat Sat)
- Interactive from the start
- Very popular





Displays content not available to non-iTV viewer. Accessed via remote control.

Audience can play along, via multiple choice quiz questions to compete for a prize.

Selects alternate camera angles to follow different views on a subject.

- More fun than non-interactive show (incremental entertainment)
- More involving (voice and community)
- More control (personalization and choice)
- More informative (incremental engagement)



- More loyal viewers (reduced churn, higher ratings)
- More receptive viewers (attract new customers)
- Better demographic information (improved targeting)
- Longer content life-cycle (more re-use)

