



Here is the third installment of a series of informative articles explaining what integrated media is, how it is being utilized, and why it is so important. Television has also become more complicated in its translation. Here are some new definitions for TV:

Article 3. TV Has A Lot Of Meaning - Acronyms and Definitions

Broadband — is Broad bandwidth that is capable of carrying multimedia files including video. Dial up is narrow bandwidth and is not feasible for video and other multimedia files.

Digital TV (DTV) — is a new format of digitally broadcasting television signals which enables the transmission of high quality images in a number of display formats, including high- and standard-definition television, both in conventional and wide-screen versions. In the standard-definition mode, broadcasters will be able to transmit up to six completely separate channels simultaneously. In addition, broadcasters will be able to send ancillary digital material. This also includes HDTV. The deadline for broadcasters to convert from analogue to digital is February 2009.

HDTV — stands for High Definition Television. It is digital wide screen TV with CD-quality audio of up to six channels of surround sound. HDTV's picture with 1125 lines of resolution is higher quality than that of NTSC, which has 525 lines. The ratio for traditional NTSC format is 4:3, whereas the ratio for HDTV is 16:9.

DVR — is an acronym for Digital Video Recorder. It can be in a set top box or as a stand-alone unit.

TiVo — is both a verb and a noun, TiVo is a DVR in constant record mode set up as a file server. TiVo has renovated the way we watch television and the way we speak. When you TiVo something, you are recording television to watch at your convenience. With TiVo, you can pause or replay

Continued



Alexandra Nevins

iSyncTV.com

hits@iSyncTV.com

917-747-7769

live TV. TiVo or the technology of TiVo is being incorporated into set-top boxes. There are other home –based file server entertainment centers such as Moxie Box and Windows Media Center. Many of these devices come with a dual tuner so that you can record one show while watching another. The SlingBox and Windows Media Center will put TV on your computer. More interesting to the integration revolution is that Apple is predicted to come out next year with a device that will put the Internet on your TV - iTV. Microsoft's gaming console Xbox already brings elements of the web to your TV.

ITV – is Interactive TV. There is two-way communication between the viewer and content provider. Another feature common to all iTV systems is the ability to offer each TV set, or each viewer who uses that TV set, a different choice of content, including games, shopping and other customized information. The cable set top box is currently a computer without the hard drive, so there is no storage. The cable providers have been working on that and now you are able to use your set top box as a DVR. The current problem for the cable operators is the advertisers who don't want to loose their captive viewers. With the set top box the cable operator can offer a stimulus to the viewer, record the viewers' response and track the analysis. This can be very useful to advertisers, who can target their audience by zip code, content preference, and other demographics. Interactive TV also offers more layers of programming that the viewer can control. USA Networks, owned by NBC Universal, partnered with DirecTV to deploy interactive programming for the US Open. DirecTV is also offering an interactive package with NFL Sunday Football that includes Stats and New Player Tracker. IPTV is not always interactive and subsequently is not necessarily ITV. Here's an interesting link - <http://www.itvalliance.org/> The Interactive Television Alliance.

IPTV – is Internet Protocol Television. Video signals are distributed to subscribers or viewers using a broadband connection over Internet Protocol. Often this is in parallel with the subscriber's Internet connection, supplied by a broadband operator using the same infrastructure but over a dedicated bandwidth allocation. Telcos (such as AT&T), Broadband IP operators (such as AOL) & cable TV providers (such as Comcast) might offer IPTV. IPTV is a more efficient distribution system than broadcast. Of current importance is that IPTV allows viewers to download programs of any length with the quality of high-definition television.

Long tail – is the rate at which less popular programming is requested. The long tail is based on the x and y axis of a graph. Blockbusters are high and sharp, but more obscure programs on the graph are not so high and gently slope down. Because of the low cost of Internet and some cable distribution coupled with the lower cost of digital video production long tail content is extremely viable. There is a theory that long tail can be more profitable than the blockbusters. Some producers refer to this trend as the long tail ghetto, particularly when only distributed online. At a broadcasters event, I noticed that representaives

Continued

from online portals were trying to strike deals for broadband content. (Google was one of these companies.) They offered producers pay per click compensation for their video. Needless to say, the portals reps were not successful. The producers felt that the Internet has much less cache than the networks and they could not see that the pay-per-click model would offer appropriate compensation. Producers understand that airtime is valuable and broadcasters have a vested interest in promoting their programming. Whereas Internet space is not as valuable and online portals do not have as much vested interest in pushing a particular video, therefore producers feel that they are assuming all the risks and the online portals none.

PDA's — stands for Personal Digital Assistant. A handheld device that combines computing, telephone/fax, and networking features. A PDA can function as a cellular phone, fax, and personal organizer. Palm Pilot, Sony Clie, iPAQ, next-generation Cell Phone, or RIM Blackberry are PDA's. Many of these devices now provide the ability to access web content remotely, over wireless networks. Depending on the device, PDA's can either display native HTML web content, or re-format to the WAP (Wireless Application Protocol) markup language, stripping out the HTML thereby removing all imagery and transmitting only the text portion. Many cell phones use WAP to display web content.

iPod and MP3 players — are portable digital audio and video players. Users can download Podcasts, watch TV, video and movies from a small device that fits in your hand.

Podcasting — is a method of publishing files to the Internet, allowing users to subscribe to a feed and receive new files automatically by subscription. They are usually audio files and can also be video.

Podcatchers — are applications that are either online or on the computer, which check podcasting updates and organizes them in an easy to read format, and news aggregators are another form of Podcatchers used for text.

Here are some Podcatchers:

- iTunes
- Juice (audio)
- Doppler (PC)
- FireANT

RSS — stands for Really Simple Syndication. It is an XML based format that delivers text, audio, and video files to subscribers through syndication. XML stands for extensible markup language. HTML stands for hypertext markup language. XML allows programmers to create their own tags to define structure and exchange of data. Chicklets are feed icons or buttons that when clicked should set up your RSS reader. Many times you will just get a

Continued

page of XML gibberish, just copy the URL and paste it in your reader subscriber. RSS was developed in 1990 by Netscape to facilitate easy delivery of published blogs. Here are some samples of chicklets :



RSS

XML

Mashups – are found content, which can be images; video; and music, from the web that is mixed, spoofed, mocked, and re-purposed into a new creation. There is concern about copyrights and intellectual property. This could also be a fabulous opportunity for marketers!

Mobisodes – are a very short episodes produced for cell phones. Broadcasters may do scheduled mobicasting, which shouldn't be confused with mobcasting.

Mobcasting – is when a group of people use their cell phones to send videos on a common subject.

Progressive download – is online video that starts immediately but will periodically “buffer” as it waits for the rest of the video to download to the desktop. This allows for transfer of the video to an mp3 player.

Streaming media – does not start up right away and does not load on the desktop. The video doesn't start always start immediately and since it's being streamed by the site's server it does not have the staccato effect of “buffering”. The viewer cannot download the video unless they have special software. You can sample streaming video on my website. (http://www.alexnevins.com/nevins_reel.html). Video on the web and from the web is now referred to as streaming media.

Wiki – is a web application and collaborative software that allows anyone to add and edit content on a website, and is instrumental in creating an Internet forum. Hence, Wikipedia.org, is an excellent example.

Blogs – are short for Web logs, online journals, where the entries that are frequently updated by the author and shown in reverse chronological order. Software makes online publishing easy for web neophytes. Here are some samples of Blogs- <http://tv.blogdig.net/> and <http://www.bloogz.com/rank/> , which lists blogs by their popularity. This is a blog about RSS- <http://www.kbcafe.com/rss/?guid=20061202170604>

Continued

Vlogs – are online video journals. Here's an example: <http://www.freevlog.org/> . Boston politician, John Tobin is taking a grass roots approach to his campaign with his vlog <http://www.votejohntobin.com/blog/Videos> and his RSS feed

Flogs – are fake blogs that are usually set up by companies masquerading as consumers. There can be a backlash if the company gets caught, which is often since the online consumer is quite savvy.

“Walled Gardens” – is the term used when the mobile phone carrier offers the user a very prescribed choice of offers in a set environment. Most cell phone mobile services offer walled garden of mobicasts. Many of these same services are IP enabled allowing Cell phones and the new blackberries users unrestricted access to the web. Provided the site is designed for on the go viewing. Being WAP enabled makes mobile viewing easier. (For a description of WAP see PDAs above)

MSO – is the acronym for Multiple Service Operators. It is a cable franchise that owns more than one cable system. It now also includes a cable TV provider that also offers Internet and voice telephony.

VOD – stands for Video on Demand

OPAC – stands for OpenCable Application Platform and is a series of software that resides between applications and the operating system within a consumer electronics device such as a set-top box or OCAP-compliant TV set. The set of software allows for user-friendly interactivity. This allows for seamless VOD and other great MSO offerings.

FMC – stands for Fixed Mobile Convergence. It is a mobile-base application sever that amalgamates voice and multimedia over IP enabled broadband cable networks.

Web 2.0 – is the next version of the world wide web. It will be more than just transferring data, it will be the www will be the platform for applications and functions that are not performed on the user's desktop. Here's an interesting article that goes in depth about web 2.0: <http://www.oreillynet.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html?page=1>

Meta tags – exists on the client side source html code. It contains key words and descriptions that are not seen on the screen, but help search engines in finding that particular page.

Stay tuned because without the Internet there would be no integrated TV.

Continued

I am interested in your opinions. E-mail me at hits@iSyncTV.com or call me at 917-747-7769.

Alexandra Nevins

www.iSyncTV.com

Cross-Platform, Integrated Media Development & Production Specialist

* The sources used for these articles: Adtech, Adweek, Broadband Directions, Broadcasting & Cable, Cable360, ComScore, CTIA- The Wireless Association, Forrester, Hollywood Reporter, Tracy Swedlow's InteractiveTV Today [itvt], Marketing Evolution, Mediapost, Mediaweek, Multichannel News, New York Times, NATPE, PricewaterhouseCoopes, Stategy Analytics, TV Week, Wall Street Journal, World Screen