

Interactive Television Payout Solution

MediaSphere

Delivering value with interactive TV

With a broad range of global media sources across a plethora of platforms, broadcasters and content providers fiercely compete for attention. Now television is no longer just for viewing, 'Television 2.0' turns the passive digital TV viewer into an active TV user.

In the increasingly competitive digital age of television, broadcasters have to develop greater brand loyalty to attract repeat viewing, ultimately realizing higher revenues and margins from advertising and other applications, such as gaming.

To achieve this broadcasters need a reliable, cost effective solution that enables them to rapidly test, and easily payout a large number of interactive TV applications, with fast access to verification of successful payout.

Ideally the solution should also be flexible enough to handle payout across multiple formats, as well as having integration with automation systems and remote management to reduce the time and cost involved in managing application payout.

Softel – Turning vision into reality

As ITV, who as the largest commercial broadcaster in the UK payout over 3000 applications per month, puts it, "The key to success in the digital environment will be the ability to create and control high quality content". When it comes to controlling and delivering high quality interactive content, MediaSphere from Softel is the solution of choice for many leading broadcasters.

Backed by three decades of broadcast experience, MediaSphere is an integrated suite of complementary solutions that enables the delivery of innovative, rich 360° viewer experiences, encompassing the complete interactive application lifecycle:

- **Develop and test:** MediaSphere Desktop & MediaSphere Lab
- **Payout:** MediaSphere TX
- **Manage:** MediaSphere Monitor, MediaSphere Manager & MediaSphere Archiver

Key features

- Shorten time to market with rapid test and deployment of applications
- Highly scalable
- Easy STB platform updates enabling innovative new services
- Increase productivity with easy automation and remote management
- Maximum viewer reach through support for multiple middlewares over multiple platforms
- Proven with best of breed creation environments



Highly scalable, open and highly adaptable, MediaSphere adds value and plays an integral part in all stages of content delivery from platform development through playout to managing live platform updates. MediaSphere helps broadcasters to meet the challenges of developing brands and enhancing value to advertisers and sponsors, by offering a flexible platform to innovate and reliably playout high volumes of interactive content.

Save application test time and cost

The core MediaSphere carousel playout solution is also available as a low cost application test platform, designed to support local loop test deployments of new applications. This can help rapidly prototype and test applications, reducing the costs associated with this process, shortening time to market and enhancing competitive edge.

Flexible, reliable

MediaSphere supports the full range of iTV standards and protocols, including ACAP, ETV-EBIF, MHEG-5, MHP, OpenTV™ and tru2way™, enabling consolidation by allowing parallel playout across multiple formats from a single unit. MediaSphere TX can operate as a standalone playout solution, for example using manual control in smaller deployments. Alternatively it can be combined into the broadcast ecosystem via a flexible SDK for extensible integration to any workflow. This allows easy scalability and enhances efficiency.

The MediaSphere Archiver records playout activity and can be used as proof of playout and compliance for regulatory bodies, further reducing administration time and cost while fulfilling legal obligations.

Developed with the real world in mind, MediaSphere has reliability designed in and can be implemented in high availability configurations, in fact more interactive applications are played out by MediaSphere than any other product. It is also well supported by a global community of partners, system integrators and application/content developers via the MediaSphere Alliance Program, making it easy to develop and deliver innovative interactive services with MediaSphere.

Softel integrated broadcast solutions

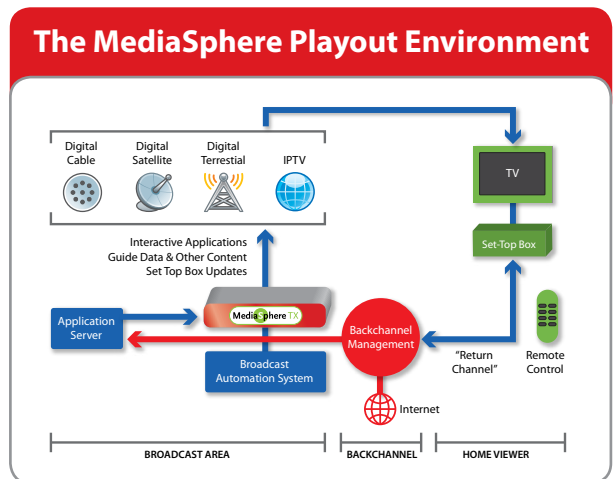
MediaSphere is part of a family of broadcast products from Softel that include the Swift end-to-end subtitling/captioning solution, from subtitle creation through to time-of-air insertion and monitoring. Contact Softel to find out more or visit our website at www.softel.co.uk.

Maintenance, support and services

Support is always a key component when creating an integrated solution, that's why in addition to providing full consultation when delivering a solution, Softel also offers in-house expert support. A tiered range of support options, known as Softel Care, are available spanning from simple software updates to full 24 x 7 x 365 telephone and on-site support. To discuss your support requirements in more detail please contact your Softel account manager.

Softel Customers

- Time Warner
- Comcast
- Discovery
- Nickelodeon
- Disney
- Universal
- E! Entertainment
- CBS
- Showtime
- MTV
- ITV
- BBC
- Channel 5
- UKTV
- RAI
- SVT
- CBC Canada
- SBS Sydney
- Turner
- Mirada
- MediaCorp
- Arqiva
- Red Bee
- Telson
- S4C
- BT Broadcast
- Top Up TV
- Teletext
- Cox



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Powering Television Beyond the Video™