



PC-TV Companion Cursory Competitive Analysis

Onscreen Systems

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Revision 1

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COMPANY CONFIDENTIAL

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1. Introduction

There is a large amount of TV content on the Internet today. The existing web sites can be categorized as follows:

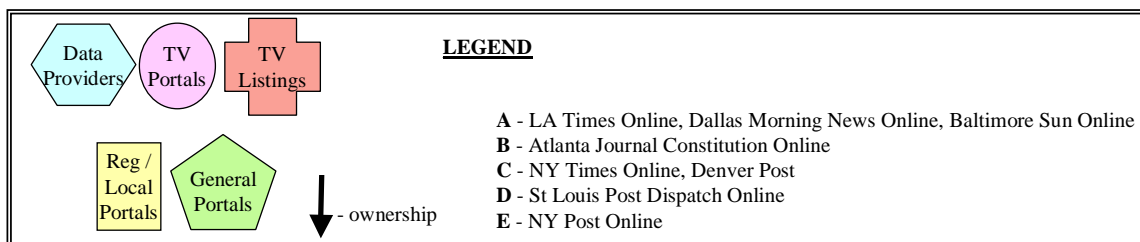
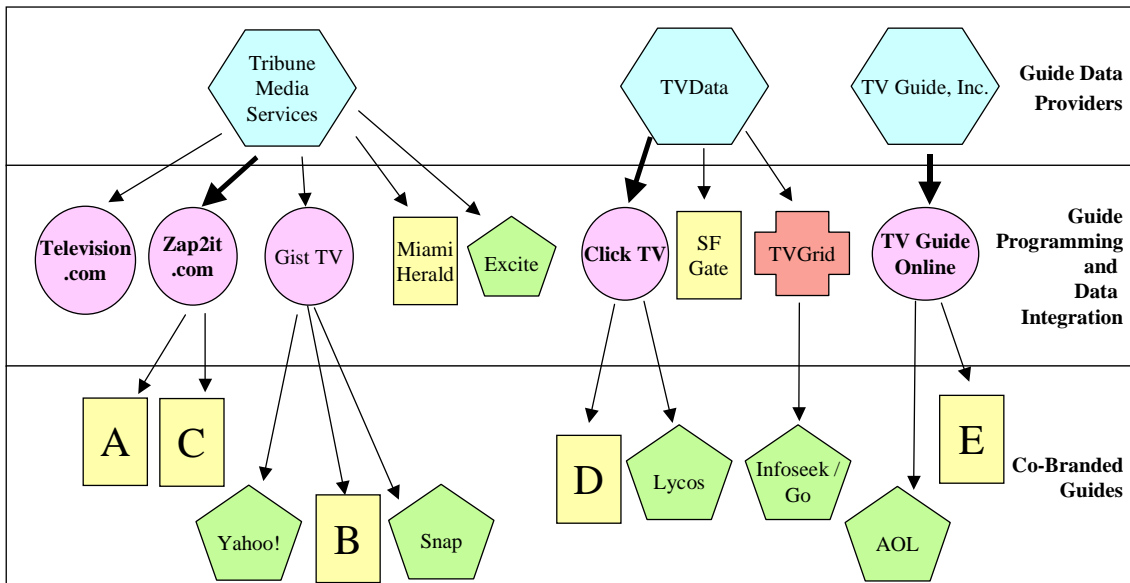
- **TV Listings** - These sites provide just the grid-type listing of what is on TV and can be localized by the user based on zip code and service provider. These sites generally exist to be licensed for co-branding at other sites.
- **TV Portals** - These sites provide a tremendous amount of content around the TV listings including TV “community” aspects like fan clubs, bulletin boards and chats as well as show reviews, games, links and more. The TV Portals have all created their own guides using data from one of the three guide data providers: Tribune Media Services, TV Data or TV Guide Inc.
- **General Portals** - These sites (like the Entertainment section of AOL or of Yahoo!) provide content on entertainment (usually centered around TV and movies). They will often have a guide that they license from one of the TV Portals or TV Listings and co-brand or that they produce in-house.
- **Regional or Local Portals** - These sites are mostly newspapers online and provide local or regional TV content as a part of their overall content and often have a guide that they license from one of the TV Portals or TV Listings and co-brand or one that they produce in-house.
- **Other Sites** - Various sites that, for some reason, want to provide TV guide listings. These sites all license a guide from one of the TV Portals or TV Listings.
- **Network Sites** - Sites run by the various networks themselves (NBC, ABC, ESPN, WB, etc.). All sites have a grid of their own shows. Two of the major networks license grid technology, the rest build the grid in-house.
- **Show Sites** - Sites for specific shows (like Rosie O’Donnell, the Oscars, Who Wants to be a Millionaire). Some of these are independent sites and some are a part of the network sites. The independent sites have no reason to put up a grid-type guide since they are focused solely on a single show.
- **Interactive Sites** - These sites are trying to provide an interactive TV experience through the web. They don’t also provide guide or community information.

2. Guide Data

The basic TV guide data comes from one of three companies: Tribune Media Services, TV Data or TV Guide Inc. These three companies provide data to a variety of outlets including print media, onscreen and online. Each of these companies has created or acquired their own online TV Portal. Tribune Media Services and TV Data also sell their raw data directly to other web sites while TV Guide, Inc. provides its raw data only to its own TV Portal—TV Guide Online. The TV Portals all license co-branded products which are used by General Portals, Regional/Local Portals and Other Sites.

Tribune Media Services also acquired its own TV Listing, TV Quest which licenses a co-branded guide grid.

The path of guide data to the user looks like this:



All the sites in the Guide Programming and Data Integration layer (the middle layer) receive raw data from the guide data providers and do programming and integration work to create a web guide. These sites are discussed individually later in this document.

As you can see from this diagram, there are four major portals: Ultimate TV, Gist TV, Click TV and TV Guide Online. Three of the four portals are owned by the three Guide Data Providers. Only Gist TV is independent, but it gets its data from the Tribune and is therefore using the same raw data as Ultimate TV.

TV Quest and TV Grid are the two major TV Listings on the web. They get their data from different sources and TV Grid is independent of the guide data providers while TV Quest is owned by the Tribune.

Most of the General Portals, Regional/Local Portals and other sites that have grid/guide information license these from the TV Portal or TV Listing sites. However, some of these chose to get their data directly from the guide data providers and do their own programming to create the grid/guide. The Regional / Local Portals in this diagram represent the ten major US newspapers that are online. Of these, two chose to do their own programming with the raw data (the Miami Herald and the SF Gate) and the rest license and co-brand.

There are various other sites that have grid/guide data on them including MediaOne Search TV, Garfield.com and The Health Channel. These sites and others like them almost invariably license and co-brand from one of the TV Listings or TV Portals.

3. Guide Programming and Data Integration Sites

The presence of four major TV Portals with their ownership / backing and established relationships shows that this space is somewhat more mature than we originally thought.

For both the portals and the listings, all the grid/guides are HTML based.

Comparative Performance Data (28K dialup, NT 4.0, IE 5.0 - non prime time (11:30am PST*)):

	Technology	To Reach Home Page	To Get Through Setup (one time)	Grid Movement Some data / all data	Extended Info
Ultimate TV	ASP	~ 1min	2min 30sec	10sec / 35-60sec	3sec <ul style="list-style-type: none"> • basic info • small, separate window
Gist TV	JSP	30sec	1min 30sec	20sec	10 - 20 sec <ul style="list-style-type: none"> • some w/ just basic info, some with extended info including links to network and fan sites. • New page
Click TV	ASP	~1 min	2min 30sec	12-15 sec for 25 channels	5-8 sec <ul style="list-style-type: none"> • basic info • small, separate window
TV Guide Online	ASP	2 min, could not fully load	8 min, had HTML errors	8-20 sec when site is functioning	5-10 sec <ul style="list-style-type: none"> • small, separate window • better basic information but no links
TV Quest	CGI	30 sec	3 min	10 sec / 30 sec	3 sec <ul style="list-style-type: none"> • basic info • in frame of browser window

* performance varies greatly in primetime. For example at 5pm PST on the same day, UltimateTV was almost unusably slow in bringing up the grid from the cable modem while TV Guide was fine from the cable modem at the same time.

Comparative Grid/Guide Features (all guides are localizable by zip code and service provider):

	Customizable Time Span	Color Coding	Sort By	Search	Extended Info
Ultimate TV	YES, 1-6 hours 3 hour default	Sports, Movies, News, Series, Specials, All Others	32 different categories plus "my categories" which allows user to chose any combination of the 32 for simultaneous display.	Pretty extensive Search and separate Sports Search. Sports search has scroll down list of sports.	Has show info plus video clips for some shows (clip is the network ad for the specific instance of the show). Shows with video clips have pic in grid. Links on show stars that search guide data for other shows where that star appears. No external links.
Gist TV	YES, 2-5 hours 3 hour default	Soaps, Sports, Movies, News, Comedy, Drama, Sci Fi/Fantasy, Kids	22 different categories plus "my categories" which allows user to chose any combination of the 22 for simultaneous display. Also all stations, a single station or "my stations."	Open text search with radio buttons for "tv show" or "tv star"	New browser page. Some shows have lots of extended info including a picture plus links to: <ul style="list-style-type: none"> • Network site • Genre Sites • Official Sites • Unofficial Fan Sites This is mostly for the prime time stuff.
Click TV	YES, 2-6 3 hour default	Movies, Sports, Kids Shows, Music, Specials, Sci Fi,	All Channels, "my channels" and hidden channels. Cannot filter by categories.	Extensive search with Basic, Advanced, Movies and Sports interfaces.	Complete TV Data listing but no extras. Can customize to have whole listing in the grid.
TV Guide Online	NO 2 hour block	Movies, Sports, Pay per View	12 categories	Search by keyword or by one of 20 genres.	Basic listing information. Very few programs have video clips (seems to be movies). No links.
TV Quest	NO 3 hour block	None	None	Title, keywords, category, cast name	Basic. Some shows have links by cast member name to list of other shows that star is in. Some shows have links to TV Store (by emarket.com)

3.1 TV Portals

3.1.1 Ultimate TV <http://www.ultimatetv.com/>

3.1.1.1 Business Info

Ultimate TV is part of JDTV which was just (Feb 2000) bought by Tribune Media Services (TMS) which is a subsidiary of The Tribune Company (symbol TRB)

From Hoovers:

Tribune Company has immersed itself in media. The company's publishing interests span four daily newspapers (including the *Chicago Tribune* and *The Orlando Sentinel*), Tribune Media Services (a syndicate), and regional cable programming. Its broadcasting interests include 22 TV stations (including WGN in Chicago), four radio stations, Tribune Entertainment (TV programming), and 25% of The WB Television Network. Tribune is the #1 publisher of K-12 supplemental education materials and has added minority interests in Peapod and iVillage to its growing Internet portfolio. Tribune also owns Major League Baseball's Chicago Cubs. It is acquiring Times Mirror, owner of the *Los Angeles Times*, creating the #3 US newspaper firm.

Fiscal Year-End: December

1999 Sales (mil.): \$3,221.9

1-Yr. Sales Growth: 8.1%

1999 Net Inc. (mil.): \$1,480.0

1-Yr. Net Inc. Growth: 257.2%

1999 Employees: 13,400

1-Yr. Employee Growth: 5.5%

Voted best TV Web site by readers of USAToday.

3.1.1.2 How they describe themselves

From the Ultimate TV Web Site:

UltimateTV - Your source for EVERYTHING Television

What is UltimateTV? - UltimateTV has grown into the world's most comprehensive online television site. As the TV and PC move closer together, UltimateTV's mission is to be the No. 1 service to enhance traditional television by creating and distributing: TV News Daily; TV Listings; comprehensive information on shows, stars, networks and stations - local and national.

From The Tribune's Web site:

The interactive information hub where millions of consumer TV entertainment fans go for rich editorial content, programming, video clips, Real Audio, news bites, live "Star Chats" and more. Boasting nearly five million pageviews each month, UltimateTV is one of the most popular television entertainment sites on the Web. In fact, it was rated #1 online television site by *USA Today* readers and named one of the 50 most useful sites on the Net by *Yahoo!* magazine.

3.1.1.3 Site Info (in addition to the comparative grid/guide table)

- Lots of TV content in a slick look (like TV Guide, but not as good in my humble opinion)
- Open chat and live event chat and scheduled show chats -- there is a chat lobby and always existing chat rooms for many shows (usually empty). Then there is a schedule for show-based hosted chats in the show specific chat room and there are live, auditorium chat events.
- Show specific boards with an index that shows the number of posts and date of the latest posts and icon to show if there are new posts since your last visit. Some are active, some are not. (most active board by far as of Mar 10 - for the show Third Watch).

3.1.2 Gist TV <http://www.gisttv.com/>

3.1.2.1 Business Info

Investors:

Gist was founded in May of 1996. Gist's principal investor is Neptuno GmbH, a subsidiary of Sal Oppenheim jr. & Cie. of Cologne, Germany. The Oppenheim bank is the largest and oldest private bank in Germany.

Won the Webby in 1997. Other nominees were: Edrive, PBS Online, UltimateTV, The Biz.

3.1.2.2 How they describe themselves

From the Gist web site:

Gist Communications, Inc. is the leading independent producer of TV listing guides and entertainment content on the Internet. Millions of users have customized their listings on Gist TV (www.Gist.com), the company's flagship TV-entertainment Web site, whose proprietary software enables users to create and search free TV listings by day, time, program category or specific channel. Named the Internet's "Best Online TV Listings Guide" by *Entertainment Weekly*, the winner of a prestigious Webby award for Best Internet TV Site, and one of the Web's top 50 sites by both ZDNet and Yahoo! Internet Life, Gist TV also presents original news and entertainment content, including in-depth coverage of what's worth viewing on TV.

In addition to its flagship site, Gist provides interactive TV listings and content for partners including Yahoo!, Alta Vista, TV Mag (France), NBC Interactive, CNN Interactive, snap, USA Today and Hewlett-Packard's "Instant Delivery" service. Another Gist Web site was introduced in 1999: Documall.com. Documall.com, "The Documentary Superstore" (www.Documall.com), offers comprehensive information and e-commerce shopping options for documentary film fans and people looking for gift ideas.

Through relationships with market leaders Tribune Media Services and Nielsen Media Research, Gist integrates programming information covering the entire country, encompassing more than 41,000 U.S. zip codes and 11,000 cable systems, plus all major satellite services. Gist was the first company ever to provide complete cable maps for the entire country, making up-to-date TV listings available at the click of a mouse. By simply inputting their zip codes, Gist users can create customized television listings guides with easy-to-read grids that display the channel numbers and call letters for all broadcast, cable and satellite programming in their area.

Gist's editorial staff, the most experienced of any online entertainment service, presents daily in-depth coverage of what's worth viewing on TV and the Internet, providing original features, interviews and viewing recommendations.

In addition, Gist enables broadcast and cable networks and affiliates to further enhance TV listings. Using Gist's proprietary NetWorks' Tools™ software, cable and broadcast networks can make scheduling changes, enhance program summaries and add hot links to chats, bulletin boards, special contests, or other promotional areas. The enhanced descriptions and promotional links appear on the TV schedule information grids across Gist's network of TV-listings guides.

3.1.2.3 Site Info (in addition to the comparative grid/guide table)

- TV Calendar - can add show once or ongoing (and can remove). Can sign up for email reminder by show.
- Customizations -
 - Show types
 - Which channels
 - Starting hour (current or specific)
 - Blocks from 2-5 hours
 - Grid name
 - Max channels per page
 - Font size
 - Display as grid or text
 - Colors on or off
 - Program descriptions on or off
- Listings available online, in print version and on handheld devices
- Can have daily TV grid emailed to you automatically.

Site Sections are:

Soap Updates

- TV Picks & Pans
- TV Gossip & News
- TV Features
- TV FanClubs
 - Include home page per show

- Message board per show
 - Bios of cast members
 - Episode Guide
 - Polls
 - Photo Gallery
 - About the host (each fan club is hosted by non-gist person - reminiscent of the Georeps)
 - Links to:
 - Features (in Gist)
 - Hot Topics (in Gist)
 - Official Web sites
 - Fan Web sites
 - Horoscopes
 - PPV Previews
 - The Daily Gist
 - Handheld Gist
 - Gist on the Dial
- And there is shopping.

Hooked up with MediaMark to do research on visitors to the site (got really annoying and the “want to do a survey” screen popped up multiple times, even after I did the damn survey).

3.1.3 Click TV <http://www.clicktv.com/>

3.1.3.1 Business Info

Owned by TV Data. I am having trouble finding information on TVData. They appear to be privately held.

From Click TV Web site:

TVData is the pre-eminent source for information about what's on television.

TVData has been compiling television information for more than 30 years and is the leader in this complex and rapidly changing industry. More than 2,500 businesses in 20 countries rely on our information, including newspapers, cable companies, research and royalty associations, producers and distributors of television programs, networks and suppliers of online and on-screen television guides. TVData's information guides over 50 million viewers each day in their viewing choices.

TVData. We Tell The World What's On TV.

3.1.3.2 How they describe themselves

From Click TV web site:

clickTV is the online interactive source for TV listings and entertainment features brought to you by TVData, the leading supplier of television information in North America. clickTV offers 14 days of the most up-to-date and comprehensive TV listings online for broadcast, cable and satellite lineups. Everyday, movie fans, sports fanatics, soap fiends and TV enthusiasts will enjoy clickTV's extensive search capabilities, customizable listings, reviews, previews, soap opera columns, interactive puzzles and more!

From TV Data web site:

clickTV - Get TV listings the way you want

TVData has created the online TV listings service users demand with clickTV, providing everything you need to make daily viewing decisions:

- 14 days of local TV listings for 378 U.S. cities
- Personalization tools to edit grids, channels and other details
- Daily updates to capture sports playoffs and other late-breaking program changes
- Comprehensive search engine to find favorite actors, shows, movies, directors
- Hyperlinks to program details such as descriptions, actors, star ratings, parental ratings, closed-captioned symbols, durations and airings
- Hyperlinks to the Internet Movie Database, networks and other television Websites to augment clickTV's information

- Hyperlinks to performers and directors listing every appearance in the current week
- More than a dozen pages of reviews, previews, behind-the-scenes articles, puzzles, soap news and TV-related humor.

Don't miss out on best TV listings on the Web. Make clickTV part of your daily surfing - and viewing - routine.

Dynamic local content for commercial Websites

clickTV's TV listings and features content is available for commercial Websites. Newspapers, cable systems, Internet service providers and others can sponsor co-branded, cable-system specific lineups for their market(s). It's an affordable, easy way to add local information to your Website and capture online ad revenue.

clickTV's turnkey service provides everything you need to add timely, comprehensive TV listings to your Website with minimal effort:

- Complete local coverage
 - Unlimited number of channels per lineup and unlimited number of cable system and satellite lineups.
- Daily updates
 - Listings are updated on clickTV's server early each morning, ensuring the timeliest possible updating of programming information.
- Rotating banner advertising
 - Ability to serve ads on any page of clickTV, so your local ads can be targeted to specific page(s).
- Full statistical reporting
 - View pertinent traffic info including total page views, views per page and referring sites.
- clickTV Intranet
 - Gives you access to your site's statistical information, as well as the ability to serve ads and make banner changes to your co-branded clickTV Website.
- Automatic updating of cable system channel lineups
 - Our database of more than 11,000 U.S. cable system and satellite lineups is updated every 30 days.

As a premium service, clickTV's listings and functionality can be customized to your specifications and incorporated into the look and feel of your Website.

3.1.3.3 Site Info (in addition to the comparative grid/guide table)

Encourages membership. Cannot customize without becoming a member.

3.1.4 TV Guide Online <http://www.tvguide.com/>

3.1.4.1 Business Info

A division of TV Guide, Inc.

From Hoovers:

TV Guide is all for changing channels. The company owns *TV Guide*, the best-selling (11 million circulation) weekly publication in the US. It is transforming its flagship magazine for the digital age with TV Guide Online, cable's TV Guide Channel, and TV Guide Interactive, an on-screen listing for digital-television users. TV Guide (formerly United Video Satellite Group) also operates satellite broadcasting services, including an 80% stake in Superstar/Netlink, which distributes CNN, ESPN, and HBO to home dish users. It also distributes superstations such as Chicago's WGN. AT&T's Liberty Media and News Corp. each own 44% of the firm. Videorecording technology maker Gemstar International is buying the company.

Fiscal Year-End: December

1999 Sales (mil.): \$1,135.3

1-Yr. Sales Growth: 89.7%

1999 Net Inc. (mil.): \$4.7

1-Yr. Net Inc. Growth: (92.7%)

1998 Employees: 1,700

1-Yr. Employee Growth: 13.3%

3.1.4.2 How they describe themselves

Part of the 47-year-old TV Guide brand, TV Guide Online brings new audiences into the ultimate portal on entertainment guidance. Cited as the number one TV information and guidance site on the web today,* (*Nielsen Net Ratings, Jan. 2000) TV Guide Online features enhanced interactive TV listings that can be customized to individual interests and location, expert reviews on television programs, movies and videos and access to the latest entertainment news and celebrity happenings.

"This redesign [redesigned site was released in Mar 2000] incorporates new content into a presentation that better delivers the three things we do best: enhanced customized TV listings, expert guidance, and insider access to the entertainment world," said Tom Hagopian, president of TV Guide Online. "We are a great resource for people to deal with the incredible amount of entertainment options they now have every day."

3.1.4.3 Site Info (in addition to the comparative grid/guide table)

- Much of chat done through AOL.
- Very flashy - lot of graphics -seems to have a number of focused "mini-sites" for movies, insider info, soaps, etc.
- Has chat as a live event (hosted chat with a guest star) but no open chat or bulletin boards that I can find.
- Has "ask the experts" in various areas through email.
- Draws heavily from TV Guide Magazine content -- lots of "articles" and insights into media / personalities and things like magazine subscriber services and cover gallery.
- Also gets content from www.pagesix.com from the New York Post -- celeb gossip.

3.2 TV Listings

3.2.1 TV Quest <http://www.tvquest.com/>

3.2.1.1 Business Info

See UltimateTV above for Business info on Tribune Media Services which owns both UltimateTV and TV Quest.

3.2.1.2 How they describe themselves

From www.tvquest.com

TVQuest is a product of Tribune Media Services, a leading provider of information and entertainment products to newspapers and electronic media. We syndicate and license comics, features and opinion columns; television listings; Internet, online and wire services; and advertising networks. For further information please go to <http://www.tmstv.com>.

From www.tms.tribune.com

A Web site with your brand enhances your competitive edge by connecting users to the most up-to-date TV listings information. When users enter their ZIP code into your site, they'll find your logo and brand identification, local listings, and a searchable database with a printable planning guide, lively editorial features and complete local listings. National advertising sponsors generate revenue through our interactive ad network. Customizable print and online promotional ads available.

3.2.1.3 Site Info (in addition to the comparative grid/guide table)

Very basic grid site with no additional content. Extended listing information appears in a frame at the bottom of the page. Co-branding is the big thing here.

3.2.2 TV Grid <http://www.tvgrid.com>

3.2.2.1 Business Info

Private company owned by Student Net Publishing LLC who also own /runs Student.com. Thirteen employees. It is very fiult to find information on TV Grid.com -- even to find out how to license it. Appears to be licensed to MediaOne SearchTV, Garfiled.com, the Health Channel (www.healthchannel.com).

Doesn't seem to focused on the business aspect of things. On the site there is a page with details on how to include TVGrid.com on your web page and it includes the HTML you need to put it in a frame.

3.2.2.2 How they describe themselves

From Student.Com web site:

What's doing at Student Net Publishing, Student.Com and TVGrid.Com.

Student.Com, Inc. was founded by six students at Yale and Columbia Universities in 1995 to provide college students with high-quality online content. Today it is a leading Internet publishing company, led by a highly regarded management team and backed by MediaOne Group and other sources. The company derives revenues from multiple sources, including advertising, electronic commerce, and content syndication.

3.2.2.3 Site Info (in addition to the comparative grid/guide table)

Encourages membership. Cannot customize without becoming a member.

Grid plus content including:

- Best Bets
- Cover Story
- Cable Hookup
- TV Pipeline
- Talk the Talk
- Unglued from the Tube
- Soap Talk
- Soaping Up
- Soap Synopsis
- Horoscope
- Crossword

All content is from TV Data Entertainment Features Syndicate. "Talk" sections are not chat or bulletin boards but "insider" columns.

Has "remind me" feature for shows.

3.3 Other

Of the major General Portals and the top ten Regional Portals (newspapers), Excite, the Miami Herald and SFGate all take grid information directly from TV Data or Tribune Media Service and do their own Guide programming and integration. None of these sites co-brand or resell what they have developed.

4. Interactive TV Sites

4.1 Hyper TV

4.1.1.1 Business Info

Owned by ACTV, Inc.

From Hoovers:

ACTV wants you to surf TV and watch the Web. All of the company's sales come from subsidiary HyperTV Networks, which makes software that synchronizes TV programming with Internet content delivery. HyperTV technology enables television programmers to direct relevant Internet content to customers' computers as they watch TV, and the eSchool Online software suite creates a virtual classroom by combining Web information, chat capabilities, and educational videos. ACTV is also developing Individualized Television, which lets viewers choose camera angles, find additional information, and request instant replays. Georgia Public Television and the School District of Philadelphia together account for about 55% of sales.

Financials at <http://www.hoovers.com/quarterlies/8/0,2167,45008,00.html>

Latest quarter (ending Sept 1999) = \$0.5 income, \$1.2 expenses = (\$0.7)loss

From the 10Q (Quarterly Report):

We have developed proprietary and patented software technologies for two principal business segments, Individualized Television and HyperTV. Individualized Television software provides the tools needed to create live or pre-recorded television programming that individualizes what the viewer sees and hears. We have recorded revenues related to Individualized Television, applications of which we expect to distribute both nationally and regionally in the U.S. HyperTV software enables the simultaneous delivery of television video and complementary web content. HyperTV is targeted at both the entertainment and education markets. Our presentation of the operating segments, Individualized Television and HyperTV, is based on the way we manage our business.

We expect the sources of revenue from the entertainment market to be software licensing and program hosting fees, Internet advertising and commerce, content creation fees, and data management services.

Through September 30, 1999, we had an accumulated deficit of approximately \$88 million. Our cash position on September 30, 1999 was \$12,865,033

Financial Outlook:

We believe that our current funds will enable us to finance our operations for at least the next twelve months. While we believe that we have adequate funds to launch our first planned regional network, we will need additional funding to launch networks in other regions. We currently have no commitments from lenders or investors at this time, and there is no assurance that we will be able to raise the necessary capital to effect additional regional network launches.

Owns 19 patents on Web/TV Technology. See - <http://www.actv.com/actvpatents.html>

4.1.1.2 How they describe themselves

HyperTV™ is the newest, coolest way to interact with your favorite TV programs. HyperTV sends web content to your computer that is in sync with the program you're watching on TV. You'll get exclusive web content, plus chat, interactive games and on-line shopping -- all at the same time!!

HyperTV is teaming up with some of the best entertainment companies in the world to bring you exciting new convergent programming, including Turner Entertainment, The Box Music Network, New Line Cinema and Showtime Networks.

Our proprietary HyperTV technology uniquely positions us to capitalize on this anticipated convergence of television and Internet content. Like Individualized Television, HyperTV is a software-based system. We offer free HyperTV software through downloads from our hypertv.com website. We market HyperTV to television networks and other television content and advertising producers as a turnkey system consisting of user software, Web content creation software and creative services, database management and analysis and program hosting. We have already built our first program hosting facility capable of delivering HyperTV-enhanced content to mass audiences and will scale up our capacity as demand increases.

eSchool content creation software allows instructors to easily integrate into their curriculum the most current information published on the Web, through an easy-to-use interface. The Web sites and questions can be assigned times and sent automatically to the desktop of each student in the virtual community either during playback of a pre-recorded program or during a live event. The instructor can trigger any Web site or question to be sent to the students at any time.

Requirements:

You must have a TV and computer in the same room. The computer must be a Pentium II computer or better with at least 64 MB of RAM and a 28.8 modem running Netscape 4.5 or better or Internet Explorer 4.0 or better.

In addition, HyperTV now supports Macintosh users with a G3 or better with at least 64 MB of RAM and a 28.8 modem running Netscape 4.5 or better (support for Internet Explorer is coming soon)

Requires HyperTV plug-in to be installed (click Download on site).

Registration after download at <http://www.hypertv.com/register.html>

4.1.1.3 Site Info

No TV Guide data or anything other than the interactivity to draw users to the site.

There is currently very little content. The two shows listed are Box Fusion from The Box Music Network and Stargate SG-1. The demo shows something with the second Austin Powers movie when it aired on TNT. I cannot run anything other than the demo as Stargate SG-1 is not being broadcast anytime soon and the Box Music Network says to come back on April 3rd for the relaunch of the interactive site.

Requires user to download a plugin.

From HyperTV's web site:

What You Need To Use HyperTV:

You must have a TV and computer in the same room. The computer must be a Pentium II computer or better with at least 64 MB of RAM and a 28.8 modem running Netscape 4.5 or better or Internet Explorer 4.0 or better.

In addition, HyperTV now supports Macintosh users with a G3 or better with at least 64 MB of RAM and a 28.8 modem running Netscape 4.5 or better (support for Internet Explorer is coming soon).

In the demo, you see a separate app where the window is divided as such:

Screen is divided into 4, non-equal sections with a status panel across the top.

Push Frame - upper left - content and ads pushed from the server

Chat Frame - upper right - Chat with others in HyperTV event

Sponsor Frame - lower left - info on tie in products and "buy here"

Content Frame - main portion (lower right) - main interactive content (polls, quiz, games, trivia)