



# IncenTV:

pay TV with a difference

We pay ***you*** to watch and record TV, listen to music, browse iPlayer, listen to and record radio, load up your iPod ...



- *This version is the FULL MONTY for those familiar with the DOOH and digital media industry and who are not too easily scared by detail.*
- *It includes ALL the slides which means that those marked {{ }} are generally excluded*
- *So please don't tell us that this is too complex/wordy/detailed for the "average" banker/investor. We already know.*



# IncenTV:

## the basics

- *INCEN TV – is the only demand driven media service that meets the needs of the three main contributors to successful commercial video based media (TV): the viewer, the content provider and the commercial advertiser/sponsor.*
- *It does so by providing advertisers with a targeted qualified audience that have confirmed their wish to watch the advert and respond to the advertiser. The fee paid by the advertiser for this service is split between the content provider, the consumer and IncenTV.*
- *The benefit to the advertiser is self explanatory; the benefit to the content provider is that the most popular content will attract the highest revenue, as it does now; and the benefit to the consumer is that they get paid to watch their favourite content and participate in exclusive promotions.*



# IncenTV: the good news

Just as the world is looking for ways to cut costs and save money – and earn a little extra...

- *Stop paying the monthly Sky tax?*
- Get a feature-crammed Freeview+ TV box  
*...with many extra features and facilities*
- Cut shopping bills
- Get your friends involved, and make money



# IncenTV



A *subscription-free* FreeView+ TV recorder that **also** provides “pay as you go” access to current movies and premium TV. *Plus a lot more besides....*



# The box, in a nutshell

- Live TV with pause, full feature 300G HD PVR
- Twin tuner Freeview Digital TV recorder
- RADIO (even Sky+ doesn't do radio scheduling)
- IPTV on a real TV at last
- BBC iPlayer at full screen on your TV
- Home media hub – even a “picture frame” mode
- VOD library of current movies and TV shows (PPV)
- Integrated Internet access

*and it's better than just “FREE”...*



# Watch TV, save money

- Commercials for IncentTV can be uniquely targeted
- They do not have to be delivered in the broadcast programme stream
- IncentTV adverts can even *replace* broadcast adverts in real time





# Watch TV, save money

- IncentTV adverts are interactive
- They can play full screen or in windows
- Adverts can carry “e-vouchers” for incentives
- e-Vouchers can link **direct** to store loyalty schemes



*An option to watch a commercial and save money pops up for a user-definable period - there's also the option to pause the show to watch the commercial and follow any links*



# Watch TV, save money

- Time is precious – don't waste it watching the same old programme intros and exits
- Users can opt to watch commercials that overlay standard show intro and credit sequences
- *And make money while doing it*



*Opening credits repeated every time a show airs are an opportunity to play a targeted commercial in a window until the action gets going*



# Watch TV, make money

- eVouchers can be dynamic
- for example...
- Initial value £1 if green button is pressed within 30 seconds
- eVoucher value drops over time
- *So get a move on!*



*reminders can be inserted in various formats*



# Pass it on...

- One of the internet's more significant phenomena has been the growth of "peer recommendation" – and this means that our best sales people are going to be users who want to show their new gizmo to their friends – so we will reward them to help us spread the message, using classic referral marketing schemes.



# Rewarding responses

- All Viewers are asked to profile themselves (potentially, each viewer in a household can have a separate profile)
- Advertisers are encouraged to offer vouchers that will get viewers to respond by pressing their green button to save the voucher to their loyalty account.
- *Some bigger ticket items would include commissions payable to the original “introducer” of the box ...*



# {{ Example commission path

- Customer XYZ buys a unit direct from us, and then convinces his/her friend ABC to get one too, and gets a £20 bounty
- Research tells us that viewer ABC has a 6 year old washing machine
- Zanussi pays us to send a commercial with a link and £10 off voucher
- ABC reviews the link, registers an enquiry and ultimately buys the product using the voucher
- XYZ finds a £10 bounty paid into their IncenTV account. }}



# Store loyalty rewards

- IncenTV can work *directly* with online store loyalty schemes: but maybe the full value of the e-vouchers should only be sent directly into a store card account of the store that provides users with a subsidised box ..?
- *“It sounds complicated, why should we bother?”*
- Well, if you won't do this, ASDA, then Morrisons or Somerfield will – maybe even Lidl, Aldi, Metro or Carrefour.
- IncenTV is a great way for a new marketing force to enter a new market.



# A direct route to customers

- IncenTV provides the ideal way to communicate with customers in real time
- An ideal channel for delivering local advertising
- IPTV means on-demand (and live) shopping channels at low cost compared to any traditional broadcast
- Too many lemons in the Chelmsford store? Then push *“a hundred and one things Jamie Oliver can do with a lemon”* to the users in the CM1-CM3 postcodes



# The answer is a lemon...

- You thought you were watching 15:1, but suddenly there's Jamie tempting you to click off and see what special promotions he's pushing today
- But put 15:1 on hold, and don't miss anything!



*IncenTV can overlay programme "interrupts" and adverts, irrespective of the main channel content*



# What's the IncenTV business model?

*Many possible revenue streams, including:-*

- Supply of equipment to partner
- Operation of basic infrastructure
- Management of interactive advert platforms
- Operation of advert auction platforms
- Management and sale of viewing statistics
- Sale of ancillary hardware and software
- Sales of content; licensing IPR



# The background

IncenTV is much less concerned with technology than simple selling. We address the age-old commercial imperative to introduce willing buyers to eager sellers.

The team developing IncenTV has been pioneering in IP and IPTV technology since the dawn of the commercial internet in the early 90s, and we have seen many boxes and gizmos come and go.

IncenTV creates a sustainable “commercial media ecosystem” where content producers, consumers and advertisers can all coexist and get what they want.



# The bigger picture

{{The technology at the core of the system supports a wide variety of applications and possibilities - including the ability to connect boxes together and deliver “managed media” around the home (or office).

There are many opportunities to make money from extensions of the system to address specific requirements – for example:

- Hotels: in-room entertainment with no local administration
- Hospitals: Patientline is still a problem eare
- Ambient media: digital signage is everywhere....}}



# {{IncenTV

A glimpse of the bigger picture}}

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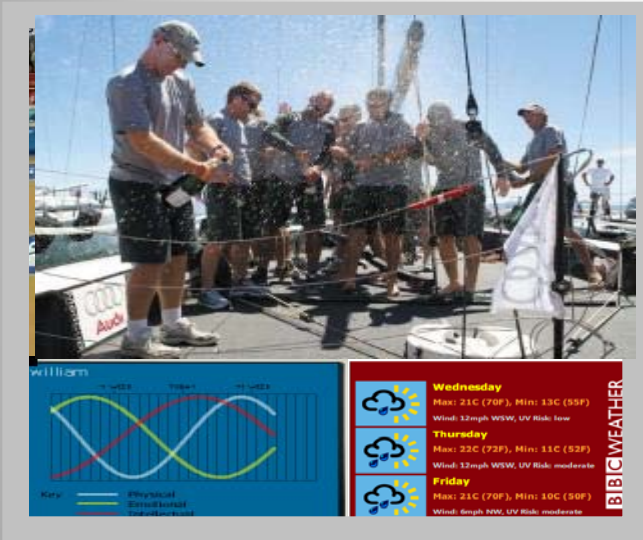
Pats appd for - confidential

5/22/2010

USP Networks Limited, Hockham Hill, Spring Elms  
Lane, Little Baddow, Chelmsford, Essex, CM34SD  
01245 224065 info2008@usp.net



# {{ Watch TV: watch the power bill



- IncenTV technology can insert information delivered over the internet in pop-up windows while you watch TV
- You could even watch your home power consumption
- The rush hour traffic report
- Check the weather
- Email/ SMS alerts .... }}



# {{ Keep in touch



- Get email/ SMS alerts on the screen
- Check instant messaging services (AIM, Google chat etc)
- Watch your eBay action as it happens }}



# {{ Play games and watch TV



- The history of the web does not favour walled garden tactics in the long run
- The IncenTV platform is intended to provide an “open” opportunity for 3<sup>rd</sup> party games developers
- However, we will do our best to ensure that secure payment is managed via our user accounting API }}



# Cellphone = Remote Control

The cellphone has become the inescapable fulcrum of many 21<sup>st</sup> century lifestyles.

A cellphone can do more than make phone calls and send texts: one simple application is a universal remote control (and secure transaction authoriser) within the IncenTV environment.





# IncenTV at large: advertising evolution


- You spot an advertising screen somewhere in public – a rail station, shopping mall etc.
- A TV programme trailer is shown – the screen shows a code and 6 digit screen ID
- Just enter those numbers on your handset, dial the number displayed and IncenTV will record that show for you on your PVR/home server.
- *Add an extra 99 on the end of the number - and your IncenTV system will automatically convert the show to a format, ready to download...*





# What did you just do?

- 1) You sent a message to record a show on your IncenTV PVR (*or your grandmother's*) from anywhere on the planet
- 2) And you *also* provided priceless marketing information to the programme provider that will enable them sell the commercial opportunities in and around that show on the basis of understanding the audience **before** the show airs – not just afterwards, as provided with current TV audience ratings systems

A photograph of a subway station with a digital display showing audience demographics. The display is yellow with black text. The background shows a crowd of people and subway signs.

Dear advertisers, this show is going to be seen by an audience comprised 28% of ABC1 males aged 15-30, 22% ABC1 females aged 15-30, 22% C males aged 30-60, 17% C females aged 30-60

Subscribe to IncenTV rating services for a more complete demographic analysis



# Bet on anything that moves...

The screenshot shows a live broadcast of a 100m sprint race. The race is in progress, with several runners visible on the track. The interface includes a betting table and a congratulatory message.

**Mens 100m final**

Lane	Bet £1	
1	4:1	<input type="checkbox"/>
2	3:1	<input type="checkbox"/>
3	1:3	<input type="checkbox"/>
4	3:1	<input type="checkbox"/>
5	4:1	<input type="checkbox"/>
6	2:1	<input type="checkbox"/>

**Congratulations!**

You win 30p,  
plus stake  
= £1.30

- The nature of the system allows viewers to bet on anything they are watching (live!)
- Any live content from any broadcaster could be the subject of a wager
- Betting could be provided using a Betfair “peer-style” scheme, or via a traditional bookie



# Who are we?

The core team and “friends of the IncenTV family” includes technical and commercial experience drawn from across the technology and media industries

- Many pioneers of TV, Internet and IPTV technologies
- Plenty of start-up experiences (including IPTV pioneer [Amino Technologies](#))
- A former CTO of BT
- A leading authority on ecommerce law & privacy
- A finance director with wide IPO and plc experience
- A former director of Saatchi Worldwide
- A former MD of global consumer electronics plc
- Totalling over 200 years of directly relevant experience



# {{ So what next?

- R&D done, the generic project is shipping:  
SmartBox 8000 – A Freeview PVR with pay-per-view VOD service
- The perfect platform on which to launch IncentTV.
- There are many ideas for seeding the distribution process – but it would make sense to secure funding before committing as that will likely include direction }}



# What does it take?

Low key: 50k users after 12 months

- £1m to complete development of interactive advert/evoucher delivery and response management systems
- £5m to launch

Full-on: 500k users after 9 months

- £2m to complete development of interactive advert/evoucher delivery and response management systems
- £20m to launch



# Brief numbers

- Cost of dedicated set top box £30-£150 (depends on size of storage attached)
- ARPU? 30 ads per TV session, 220 sessions a year – pick a cost per advert, and do you own sums.
- “Back office” cost per viewer £10 pa
- Minimum deployment required to “break even”: 50k users