

## **TVEED - TV data feed to build internet-enhanced, interactive TV applications**

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Press release from: [mm1 Consulting & Management Partnergesellschaft](#)

Stuttgart/Las Vegas, 01/05/2009 – mm1 Consulting & Management of Stuttgart, Germany presents TVEED as a proposal to wed traditional TV broadcasts with interactive, internet based content. “Next to its simplicity, TVEED is extremely efficient and allows TV stations not to change any production or transmission setup” states Helge Di Marino, Senior Consultant with mm1. “Additionally, TV stations remain in full control over their TVEED data, enabling them to further monetize on their audience by directing it to additional content, advertising or online order systems”. TVEED integrates with IPTV as well as with traditional over-the-air transmission or cable TV technology.

TVEED will enrich television programs and integrates smoothly with established TV usage patterns. It enables TV broadcasters to initiate and control internet usage related to their transmitted TV content. TVEED builds a bridge between passive television consumption and active internet use without discontinuity of media and is suitable for stationary and mobile use. The technical simplicity of TVEED requires only a slight extension of current AV technology.

TVEED is a new standard for delivery of a data feed provided by TV stations and delivered over the internet. Systems supporting TVEED may be any kind of devices, e.g. television sets, set top boxes, consumer PCs or mobile handsets. The data feed includes all internet addresses (URLs) which relate directly to the TV broadcast of any given station. This allows the consumer to access internet content while watching the program without having to care about starting a browser or entering an URL. The consumer will not lose any broadcasted content due to automatic time-shift functionality.

To support traditional TV settings (cable, DVB-T), TVEED includes location-specific tables which provide information about local channels and frequencies and associate these with the relevant channel descriptions. Stationary end devices load up the relevant table once on setup. In mobile use a table for the new location may be accessed in the event of deterioration in quality of reception. Of course, TVEED also integrates well with IPTV technology.

The proposed technique is aimed to support the combination of individual TV content, whole programs, parts of programs or specific commercials with designated interactive services that are delivered via the internet. The TVEED information to couple TV and relevant interactive content has not to be produced and transmitted as part of analog or digital TV signals but is available as independent information through the internet. The TV signals have not to be altered or adapted in any way, thus ensuring that TV producers or delivery networks will not have to change their transmission setup (cabling, transponders, switches etc.). Since TVEED allows preloading of all relevant data it will work even with a slow internet connection.

mm1 seeks partners to further develop TVEED and to build a first prototype. We want to address TV broadcasters, production companies, service providers as well as manufacturers of playout systems, set top boxes or TV sets to support an initial application (trial), to kick-start the TVEED eco-system and to help to shape the further development of TVEED.

Please feel free to order our whitepaper on TVEED at [www.mm1-consulting.de](http://www.mm1-consulting.de).

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