



**Viewer interaction and participation have been recognized as the most potent weapons available to TV producers in their quest to capture and retain today's spoiled audience. Quios can connect the TV screen to viewers via the most personal of all communication terminals - the mobile phone.**

**With Quios SMS TV viewers can instantly transmit their opinions and desires to the producers of live shows, see their opinions count, influence the outcome, and support their favorite programs by ordering fan merchandise on the spur of a moment.**

**SMS TV Services rely on standardized and scalable yet highly customizable infrastructure. The service can be configured to meet the unique creative needs of different programs within days of contract signature. The fully hosted enterprise platform is managed and operated by Quios' specialized 24x7 Network Operations Center (NOC) ensuring an unparalleled level of Reliability, Scalability, and Quality of Service, so critical for managing highly peak driven traffic.**

### Broadcaster Benefits

Quios SMS TV Services allow producers and broadcasters to radically change their relationship with the audience:

- ◆ Receive (and even display) viewer remarks in the course of live programs
- ◆ Conduct real-time viewer polls and make results immediately available to the audience
- ◆ Drive live programming based on

viewer input

- ◆ Elicit donations to the worthy causes
- ◆ Instantly notify prize winners
- ◆ Conduct sales of content (like tunes and photos) and merchandise inspired by the programming
- ◆ Create new revenue stream with 'pay-per-message' interactive events.
- ◆ Develop long term one-on-one relationships with the viewers.
- ◆ Increase advertising value by discouraging time shifting.

When leveraged creatively, these already revolutionary features can turn a merely successful program into a nation-wide sensation. With Quios the possibilities are truly infinite!

### SMS TV: What it does, How it works.

Quios provides a wide range of off-the-shelf SMS based TV applications based around a powerful interactivity engine:

1. During a live broadcast a station can publish a shortcode for viewers to sub-

**Table 1: Usage Scenarios**

Application	Usage	Comments
Voting	Prime Time, Off Peak, Filler	Viewers vote on certain topics
Rating	Prime Time, Off Peak, Filler, Spot	Viewers rate multiple alternatives (eg rating players during sports game)
Interactive formats	Prime Time	Integration of messaging in popular formats eg. Who Wants to be a Millionnaire
Games	Prime Time, Off Peak	Games can be integrated in advertising
Chat/Dating	Prime Time, Off Peak	Various formats available, either standalone or integrated within existing programs
Video Juke Box	Prime Time, Off Peak	Viewers select videos
Avatars (Virtual Rooms)	Off Peak	Viewers create their own persona
Interactive advertising	Prime Time, Filler	Customised for brands/ads



- mit their messages to.
2. Viewers generate SMS traffic directed at the announced shortcode.
  3. The SMS TV engine receives the traffic and pre-processes/consolidates it for the TV program.
  4. The results of the pre-processing (for example, message count in case of a poll) or live message traffic are passed on to the broadcast studio for incorporation into the live video stream. A good example is a real-time poll count displayed in a corner of a screen during a news broadcast.
  5. TV producers may create complex interactivity scenarios with multi-step viewer communication, where the first message generates, for example, a response containing a phone number to call (for game winners, to order a product, or to connect live to the program.), using Quios TxtXPress product - see brochure.
  6. Some applications, live chat and TV games, may generate direct monetary transactions using Premium SMS, where

the transaction is instantly processed via the phone (no credit card required) and appears on viewer's next phone bill.

Quios SMS TV interactivity engine allows new applications and customized graphics to be developed upon request. TV stations can easily create their own applications with the Java based API (Quios is happy to offer its implementation services to facilitate this process, see below for details). Producers can email new applications to the TV stations to be integrated into the program within minutes.

Table 1 provides an overview of the most popular applications and their usage.

### Architectural Overview

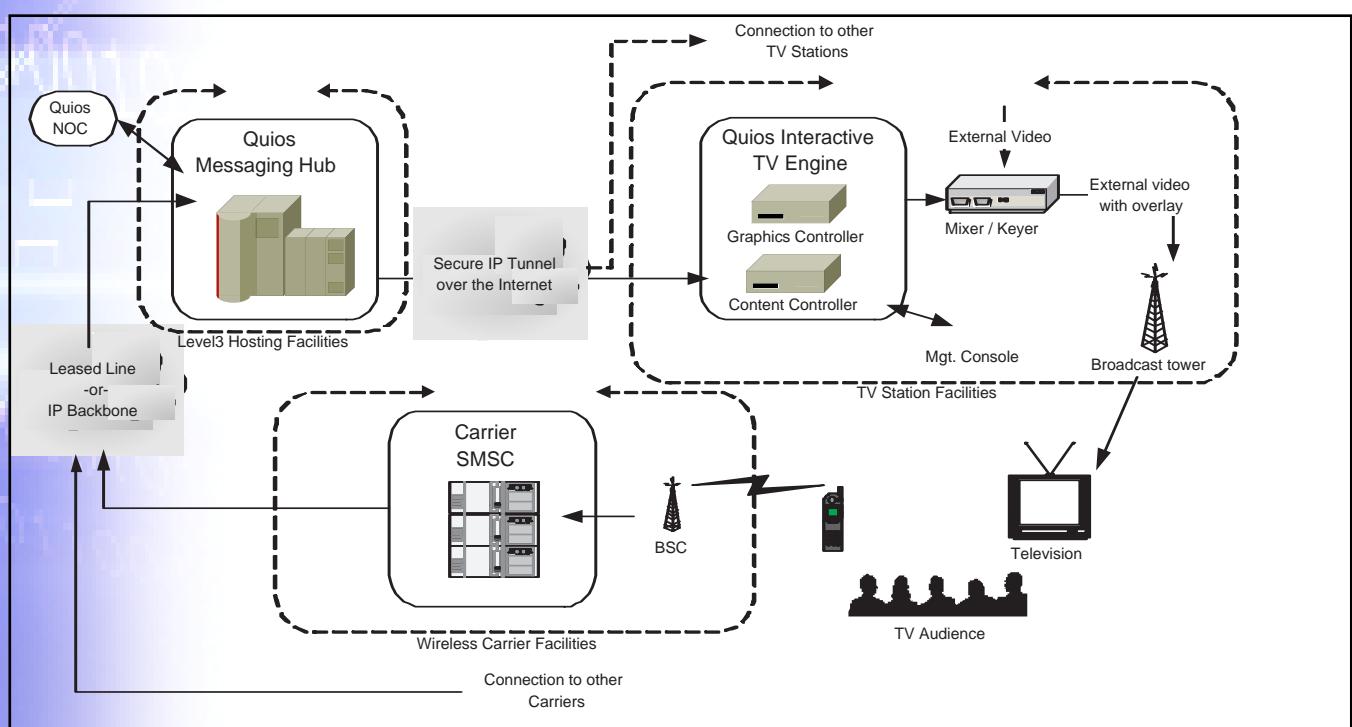
Quios SMS TV Services consist of 5 components:

1. The Message Router interfaces between wireless networks and the Application Server.
2. The Application Server receives and

processes the messages from the mobile users, and pre-compiles the data for the integration into the broadcast. The Message Router and Application Server are deployed at the Quios Messaging Hub.

3. The Content Controller receives the compiled message data from the Application Server, and inputs it into the Graphical Controller. Its Management Console gives the producer full power to screen the data, modify it when necessary (e.g. edit abusive language), and time its appearance.
4. The Graphics Controller receives the data from the Content Controller, and converts it into a video stream to be used by the broadcaster.
5. (optional) The Video Server handles the display of video for certain interactive video based applications (such as the music video juke box).

The Content Controller, Graphics





Controller, and Video Server are turn-key servers designed to be easily deployed at the TV Station.

### **Effortless Implementation**

Quios SMS TV Services are based on the carrier-grade Quios Messaging Platform hosted by Quios on behalf of its customers.

Quios Interactive TV Engine is deployed at broadcaster's premises. It has been designed to easily integrate into the standard broadcasting infrastructure, and incorporates extra remote monitoring, diagnostics, and maintenance facilities, so essential for efficient support by Quios' 24x7 Network Operations Center.

- ◆ Dedicated support team for the whole period of implementation
- ◆ Standard interfaces to all broadcasting equipment
- ◆ No changes to the existing broadcasting infrastructure
- ◆ 24x7 technical support
- ◆ User-friendly interface does not require technical training of the producers and their creative staff

### **QMP Integration**

Quios SMS TV Services are tightly integrated with Quios' acclaimed message delivery service (QMP) - a carrier grade global message delivery platform, connected to over 400 operators worldwide.

QMP services include:

- ◆ Extensive reporting with Web-based extranet access. Statistics by message type, carrier, country, as well as real-time status queries.
- ◆ Secure management access over HTTPS or IPsec.
- ◆ Support for premium billed SMS (reverse billed or premium Mobile Originated).
- ◆ Instant integration with other Quios applications

### **Consulting and Support**

Quios experts team up with the producers to nurture creative ideas from the conception stage, infusing them with the strengths of mobile messaging, and assisting TV stations through the production process .

This proven integration process has led to many a spectacular success. Several TV stations (SBS, Viasat, Canal+, et al.) have developed totally new programs to benefit from SMS interactivity.

### **Unlimited Opportunities**

While SMS TV already opens many new horizons, it is impossible to overestimate the business impact of combining it with other Quios applications:

- ◆ SMS Marketing (via Q200 or Quios TxtXPress) is a great way to alert the audience to the new shows, program developments, and promotions, just simply keep in touch with the fans.
- ◆ Quios Multimedia Content Push can deliver video clips (previews, outtakes, program highlights, etc.) straight to viewers' phones.
- ◆ Quios Global Delivery would enable a broadcaster to reach international audience (for, say, live satellite programming)
- ◆ Q700 Micropayment service is the easiest way to convert those loyal fans into a real revenue stream by allowing them to instantly buy show tunes, souvenirs, or even vote ("put the money where their mouth is").

All of these (and many other) applications reside on the hosted Quios Messaging platform and can be effortlessly integrated together for truly magnificent results.

### **For More Information**

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