SYNCNOW – Future TV Copenhagen –
MAY 2013
Media Intelligence  Media Interaction  Media Protection

Creating a content-aware ecosystem
Automatic Content Recognition

Syncing Mobile Applications to Television Content
Enabling TV-synchronized interactivity on 2nd Screens
How does it work?
Automatic Content Recognition (ACR)

ACR is technology that enables devices and applications to become content-aware and know what’s playing on TV, allowing to create TV-synchronised experiences.

ACR offers:
- identification and synchronisation of content
- works for live and time-shifted content, including catch-up TV, PVR, VoD, DVD, etc
- eliminates network latency from live experience
- can be deployed for audio and video content
Automatic Content Recognition (ACR)

ACR is technology that enables devices and applications to become *content-aware* and know *what’s playing* on TV, allowing to create TV-synchronised experiences.

**ACR enabled functions include:**
- TV sync’d TV Shows, Series
- TV sync’d Advertisements
- TV sync’d Social Media
- TV sync’d mCommerce
SyncNow widely deployed

And many on-going deployments ...
Some example platforms and app’s
The Linear and non linear 2nd Screen application

- **Umbrella APP**
- +500 enriched TV programs
- +100 m of synchronizations
- +7.8 m of apps downloaded
- +80% of app users interacting with the enhanced media content
- Unseen **cross-media campaign** with Orange Pre Play
Travel through the tactile loft

- **Content-related APP**
- **Prime time** TV magazine
- # 1 m of viewers each day
- **Exclusive features** for each location:
  - Kitchen, Dining, Living room

Interactivity samples

Kitchen area  
Dining area  
Living room
Grand National event: Sync ‘n Ride

✓ Sport event APP
✓ Audience: # 8.9 m
✓ UK’s biggest racing event
✓ £500m ($760m) bets
✓ Localization data feed perfectly aligned with the broadcast

“ [...] Using real time data from the course combined with the latest audio-watermarking technology has allowed us to give viewers the chance to exactly track their horses alongside the television coverage.”

James Rutherford, Channel 4’s Multiplatform Commissioner for Sport
Gulli conquers 2nd Screen territory with Redakai app

- Gamification APP
- A premiere in animated series
- Incentive and loyalty improvement with play along “gamification”
  - Combine the card to win bonus related with the series
La3 social TV app powered by SyncNow ACR

✓ Social TV App
✓ Features:
  - behind-the-scenes
  - extra information on the programs or characters
  - Gamification
Tubetime™ uses SyncNow for TV sync’d ads

✓ **Tubetime** brings Canadian TV viewers an all-in-one television-companion app
✓ SyncNow real-time Ad Identification service allows Tubetime to automatically synchronize with **on-air advertisements**
✓ SyncNow Ad identification service is available in the US, Canada, UK and Netherlands.
✓ Civolution Ad database holds more than **50,000 ads** (and over 4,000 brands) and is updated daily
"Content aware" set-top boxes and smart TVs

- Automatically identify TV series, Commercials and Feature Movies on TV (in real time)
- The next generation TVs/STBs will become content aware by using ACR technologies
- ACR will enhance TV programming and enable interactive advertising
- Civolution integrated ACR on Broadcom Chip
App for the world's first second screen movie

- **In-Theatre APP**
- App for the world's *first second screen movie*
- The viewer follows the smartphone or tablet via a **parallel storyline** that converge on **key scenes** from the movie on the **big screen** and a **mobile device**.
- Can be seen in **+40 rooms**
Automatic Content Recognition for second screens and Smart TVs

SyncNow

Creating a content-aware ecosystem

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