

- Singapore, June 21, 2006 -

**httv** at Broadcast Asia :  
Jean-Christophe Jubin will give a speech:  
“When TV format becomes interactive:  
Who Wants to be a Millionaire? case study”

**Day 3, 21 June, Wednesday**

Session 7: Tomorrow's TV: Interactive TV

Presented by  

Chairperson: Jean Dacié, *General Delegate*, **AFDESI**, Europe

*Themed - ITV: What are the new developments?, this session will explore all the different ways to make interactivity work, either via the remote control, mobile or fixed telephones, through the internet or new personal digital assistant. The conference will present the state of the art in Asia Pacific and Europe, and will provide audiovisual, telecom and multimedia professionals with key elements on how to make money with new programming formats.*

**Section A:** The Big Picture of ITV industry in Asia and Europe  
(Duration: 9.30 – 11.00am)

- **What is coming out? What type of interactivity is being achieved?**
- **Which country has the most interactive programming in Asia and Europe?**
- **Which has the most interactive viewers?**

Jean Dacie, *General Delegate*, **AFDESI**, France.

Roy Limley, *Managing Director*, **NowMedia**, Singapore.

Jasmani Buang, *Head Business Development*, **Zentek Technology**, Singapore.

- **When popular TV formats become interactive: Who wants to be a Millionaire?**

Jean-Christophe Jubin, *Sales and Marketing Director*, **httv**, France

- **The ITV Awards 06 Winners – projection**

(11.00 – 11.30pm Refreshment)

## **Section B: Case Studies: New Trends in the ITV Industry**

(Duration: 11.30am – 1.00pm)

### **- Rich content description formats (TVAnytime, DVB-CBMS): value added to end-users and more revenues for operators**

Olivier Dhotel, *Sales and Business Development Director*, **Expway**, France.

### **- IPTV: evolution or revolution?**

Joel Reboul, *Marketing Director*, **Iwedia**, France.

### **- Cross Media Television**

Robert Chua, *CEO*, **The Interactive Television Channel**, Hong Kong.

### **- Synergies and convergence TV-Mobile: optimizing content for the mobile**

Colas Overkott, *CEO*, **Visiware**, France.

Colin Miles, *Executive VP*, **I-Pop**, Singapore.

### **- How to make interactive TV tools works on mobile phones?**

Laurent Chouraqui, *Managing Director of International Development - Co Founder*, **NPTV**, France.

## About **httv**:

- **httv** is a service and technology provider for interactive digital TV. It offers broadcasters, editors and DTV networks the large range of interactive TV services.
- **httv** has launched over 50 iTV services on 12 different DTV Networks in Europe and Asia, (Canalsat, TPS, UPC, Digiturk, Telewest, etc...) addressing most iTV technologies deployed in the world on satellite, cable, DTT but also IPTV and Mobile TV.
- **httv** has developed and is managing the award winning and most successful iTV service ever launched: PMU horse betting service in France.
- **httv** also commercializes authoring and hardware solutions for iTV.

## Contacts:

Jean-Christophe JUBIN,  
Sales & Marketing Director, **httv**  
+33 476 185 270 – [jc.jubin@httv.fr](mailto:jc.jubin@httv.fr)

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