Conference
PROGRAMME
Monte Carlo 2003

ON THE BUTTON

Developing the next generation of interactive formats

THE SUBSTANTIAL revenue streams that can be derived from formats featuring interactive technology have already been well documented. However, behind the generic term "interactive" there is a bewildering – and rapidly mutating – array of devices and technologies from which to choose.

This situation is further complicated by geography and local culture. Those factors that contributed to the development of mobile telephony in Scandinavia do not explain the high penetration rates of mobile phones in many Asian countries. South Korea has the highest broadband penetration and the biggest online gaming community in the world. But to what extent do such local phenomena affect the future production of interactive formats in these territories? And in the US, where an ever increasing number of people are now surfing the web whilst watching TV, how does interactive telephony compete?

Is evolution now a question of the survival of the slickest?

In this session, a number of leading platform developers will demonstrate how innovative applications can enhance the content of a format, keep viewers glued to the action, and generate revenues for broadcasters and advertisers.

And then, of course, there's the central question of how much interactivity the viewer actually wants...

Co-moderators:

Dominic Schreiber (left)
managing editor, TBI (UK)

Michel Rodrigue (right)
CEO/president
Distraction Formats (Canada)

Speakers:

Lars Becker
CEO, Flytxt (UK)

Robert Chua
chairman, Robert Chua
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John Curtis
CEO, Red Fig (UK)

Hugh Griffiths
director of portals
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Henrik Hancke Nielsen
developer, Blu Entertainment
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Trygve Ronningen
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