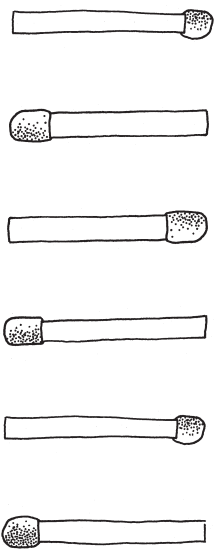


Could TV be the channel that sets social commerce sales alight?

Place six matches in such a way that each match is in touch with the other five matches

Find the solution at bit.ly/mmc-solve



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blog.brightcove.com
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Detailed whitepapers on the IPTV landscape at iptv-news.com/white_papers_and_reports

Research from Thinkbox and Decipher - 'The drive to live: On demand strengthens appeal of live TV' - at tinyurl.com/thinkboxreport

ATTEND

Connected TV World Summit, 18th-19th May. For more details visit connectedtvsummit.com

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WHAT'S THE FUSS ABOUT... CONNECTED TV'S?

by Zara Rabinowicz, technology journalist

They'll account for up to 70% of the market by 2014

Sleek LCD TVs sent old-school cathode ray tubes straight to Oxfam and now Connected TVs may see your LCD screen go the same way. Connected TVs turn viewing into a social experience, with IM overlays and Facebook integration during programmes. Watch a show, chat about it on Twitter and check emails on your set, with options of updates on the characters in a fave soap streaming alongside live content. (Think ASOS displaying 'get the look' clothes alongside Gossip Girl.) In the US, Yahoo Connected TV is partnering the Home Shopping Network and CBS to let viewers buy products while watching TV, and potentially pause a show to purchase. This type of connectivity gives brands an extra way to engage during key entertainment periods and to target more immersively. LG has partnered with Brightcove to offer media streaming on the LG Smart TV platform which integrates Plex open source to enable three media screens - so you can push ads that target the viewer through social media, web portals and traditionally. Panasonic has the Viera Connect service, a cloud-based app with provision for movies and games, while Sony has Qricocity, a custom-made Internet Protocol TV (IPTV) app. Looks like the acronym will soon read I£TV.

