

## Going global, SPB TV straddles innovation and convenience

*Introduction of interactive and monitoring solutions: SPB TV participated in this year's Mobile World Congress, alongside leading telecoms from around the world. The company showcased its new innovations with the "Nash Football Go!" service (Our Football Go!) and announced its global expansion strategy, aiming for new forms of communication with video consumers. Its Chief Executive Kirill Filippov reflects on his impressions from the event and shares his insights with TelecomsTalk, commenting on the potential impact of interactivity and targeting on online video services.*

This year, we once again took part in MWC. It was a very good opportunity to present our video services solutions. For many years now, our company remains one of leading providers of end-to-end OTT TV, IP TV and mobile TV solutions for video content delivery to multiscreen devices. Of course, we constantly improve the concept of our solutions in accordance with innovative trends. Therefore, this year, we presented our unique developments in the field of user engagement and interactive advertising which, as we hope, will find a world-wide application.

In Barcelona, we demonstrated our new Interactive TV solution based around live football. "Nash Football Go!" is an OTT-service of the Russian premiere league that combines both streamed and on-demand formats of viewing. Users can vote for the best players or teams and receive additional on-screen information about players, goals and other background data while the game is in progress.

The interactive functions are mainly aimed at touch-screens, that is, mostly to mobile devices. The trend where users have access to several mobile devices is common not only for developed markets but even more so for developing ones. According to a recent *Deloitte Global Mobile Consumer Survey*, the figure for developed markets varies from 4.2 devices in Japan to 5.2 in the US and 7.2 in Spain. These indexes are encouraging. Compare them to the "developing market" from 5.1 in Russia to 8.4 in India and you'll see these are pretty attractive markets.

Interactive solutions open a large spectrum of opportunities for the television show industry. All sorts of interactive TV games are the first thing that come to mind. As for on-demand information, this option provides viewers with a particular, rich, personalized experience. But there is also an important social component: votes and polls represent an effective mode of communication with the audience. Therefore this technology could be used as an instrument of social communication in different parts of the world.

Monitoring solutions form another area of our developments. Effective “real time” monitoring enables us to provide viewers with individual recommendations and targeted advertising messages. Sixty percent of respondents who participated in the annual SPB TV survey in 2013 responded that they were more tolerant of ads if they were tailored to their needs and interests. The unique individual method for feedback and advertisement targeting is driven by a profiling system which uses state-of-the-art intelligence and statistical techniques.

Once again, we see a great potential for commercial use. The combination of interactivity with targeting can stimulate and facilitate the process of decision-making and purchasing. We can imagine a viewer watching a TV show or even a film and ordering goods he sees on the screen. And the order is delivered just after the film has been finished. In several years, this fantasy could become a reality.

The effectiveness of such solutions relies upon the effectiveness of an engine which evaluates behavioral preferences of end-users and uses this analysis for modification and targeting of clients' marketing campaigns.

There is no doubt that universality is the main factor for application of these technologies. The compatibility with any platform or networks is a strategy that SPB TV always followed. This factor allows us to be flexible and easily find effective forms of cooperation with clients all over the world, despite many nuances which occur especially in developing markets.

We shouldn't forget that usability means ease of making changes. An interface, attractive and simple in use, gives an advantage to any online service, especially if the users aren't “advanced” users

In conclusion, I'd like to repeat what I said during the MWC: we are focused on promising markets and as such our expertise and quality technologies allow us to target these regions. Experts forecast the expansion of online services by 2019 and a significant contraction of the gap between developed and developing regions. In this perspective, our solutions have very good prospects for wider use.