

Introducing Interactive TV

Digital television platforms	<ul style="list-style-type: none">• Introduction to the technologies involved.• The UK DTV Market• Analogue switch off• Hands on: Experimentation with platforms
Interactive programming	<ul style="list-style-type: none">• 24/7 and ETV programming• Types of interactivity• Examples
Audiences	<ul style="list-style-type: none">• Who uses iTV?• When do they use it?• What makes it appealing, and what doesn't?
Production processes	<ul style="list-style-type: none">• iTV technical builds• The importance of design• Exercise: Building the enhancement
Commissioning	<ul style="list-style-type: none">• BBC commissioning of iTV services• The commissioning form
The future	<ul style="list-style-type: none">• New platforms and challenges