Tv and Interactivity in Europe

Mythologies, Theoretical Perspectives, Real Experiences
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Mythologies, Theoretical Perspectives, Real Experiences
New Opportunities for Media Industries: Interactive TV in Conference Perspectives
Reza Tavakoli

The History of Interactive TV
Eugene Richeri

For incumbent Media Firms
Interactive and Other Forms of Innovation: Their Challenge
Lucy Kone

Bringing on Interactivity
Sophia Karratzi-Willcock

Interactive Television: A Virtuous World?
ALDO GRASSIO

Table of Contents

Drills Reading: Giovanina Mascheroni
MIHÁLY GÁLIK (HUNGARY)
Who Cares and Why? Lessons on Interactive Television Experience in Hungary 85

PIERMARCO AROLDI - FRANCESCA PASQUALI
BARBARA SCIIFO - NICOLETTA VITTADINI (ITALY)
Interactivity in New and Old Italian Television: The Italian Way to Digital Terrestrial TV 95

GUSTAVO CARDOSO (PORTUGAL)
Trends and Contradictions in the Broadcasting System: From Interactive to Networked Television 105

CHARO SÁDABA (SPAIN)
Interactivity and Analogue Commercial Television in Spain 123

PETER GOODWIN (UK)
The UK from Speculation to Reality 129

Bibliographical References 139
Could we really talk about interactivity on analogue commercial television?

2. Illusion of interactivity?

The second objective of this paper is to question if the interactivity of television for reaching part of the value associated to interactivity.

The purpose of this paper is to explain the current status of interactivity in commercial television in Spain. Commercial television is understood here as convensional analogue television, as opposite to digital television, despite the commercial character of digital channels. The main reason behind this is that commercial analogue television is still broadcast in Spain.
2.1 Less than bidirectional communication

There are two cases in which the use of SMS earns its real two-way power: (i) because of the SMS's unique ability to deliver messages to users' phones, it can be used for real-time communication; (ii) because of its ability to deliver messages to users' phones, it can be used for real-time communication.

2.2.3 Responding to a specific demand: two-way communication

Another differentiator is that a unique experience can help to clarify the concept of "two-way" communication. One of the characteristics of e-commerce is the ability to change the content of the message, thereby allowing the receiver to respond to it. The message thus becomes reconfigurable in that the receiver can reconfigure the message according to their own needs.

2.3.4 Semantic approach

The concept of two-way communication is particularly crucial because it involves a fundamental shift in how we think about communication. In the past, communication was primarily about sending messages from one person to another. However, with the advent of technology, communication has become more complex and interactive. Two-way communication allows for a more dynamic and responsive exchange of information, which can lead to better understanding and greater engagement.

2.4.5 Counter-intuitive design: two-way communication

The counter-intuitive design of two-way communication is both a challenge and an opportunity. On the one hand, the complexity and interactivity of two-way communication can make it difficult for designers to create effective communication systems. On the other hand, the inherent flexibility of two-way communication can also be leveraged to create innovative and engaging design solutions.

2.5.6 Conclusion

In conclusion, two-way communication is a powerful tool that can be used in a variety of contexts to enhance understanding and engagement. By understanding the unique characteristics of two-way communication, designers can create more effective and engaging communication systems.
3. Are these interactive experiences generating value?

Before answering this question, let’s make an interesting remark: recent research shows that, in terms of investor confidence, active engagement with the brand is associated with increased returns compared to passive engagement. This highlights the importance of interactive experiences not only for creating buzz but also for driving long-term value.

A recent report from Nielsen (2012) titled "The Future of Engagement" suggests that the future of media is not just about reaching as many people as possible but about engaging them in meaningful ways. The report emphasizes the importance of creating personalized experiences that resonate with consumers.

The traditional linear model of media consumption has been disrupted by the rise of interactive platforms. As consumers become more sophisticated in their media consumption habits, they expect brands to offer rich, interactive experiences that align with their interests and needs. This shift requires marketers to think beyond traditional advertising strategies and adopt a more holistic approach that integrates various forms of content and engagement.

Interactive experiences can leverage existing capabilities such as data analytics and digital marketing. By understanding consumer behavior through data, brands can create more targeted and personalized experiences. For instance, using AI-powered chatbots or dynamic contentrecommendations can enhance user engagement.

In conclusion, the future of media lies in interactive experiences that engage, inform, and entertain. As we move forward, it is essential for brands to adapt and evolve to meet the changing expectations of today’s consumers.

References:
or with others; besides that, they are not really conscious about the cost of using these tools, because parents financed their expenses.

But price is not a small issue: participating through SMS on television programs is not cheap: every message costs approximately one euro. In December 2003, The Science and Technology Minister expressed his concern about the price of these services, because there were mostly addressed to young people.

The youth (13-20 years old) has found on the mobile phone a funnier substitute for the remote control and channels are using it to maintain the public in front of television sets. But this is also an inconsistent audience, because young people are not independent from the economic point of view, and most importantly, they tend to look for new experiences, so this one -the SMS- could be just a new *goodie*.

Interactivity is generating money for television channels, but not a real value for audiences.

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4. Which one is the experience from these experiences?

The main conclusions from these experiences are:

During the last months in Spain there has been an evident effort from the analogue commercial television channels to implement interactive tools as a secure way of attracting and maintaining the audience. Despite of previous experiences with digital television users, where viewers were not interested on interacting with television sets, now it is possible to discover some successful experiences were viewers were involved. Interaction happens at very different levels, from the simple SMS that appears on screen to the much more sophisticated one allowing the users to create the content of some programs.

But most of interactivity is about irrelevant questions, leisure and entertainment issues, and most of the time gossip and fan related information. This is explained by the main target of all these actions: young people, specially attracted by these subjects.

Of course that, at least right now, is an interesting business for commercial televisions, always worried about the decreasing advertising expenditures and the increasing competence.

Participation is a marketing tool, used by the channels as a resource to attract viewers. And of course it is an interested action of the channels, looking for advertisers’ money.