

'How to create an iDTV campaign' tutorial

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ABSTRACT

In this paper, we describe the outlines of the Zappware tutorial on 'How to create an iDTV campaign'.

Keywords

Interactive Advertising, interactive Digital TV, iFormats



1. A BRIEF DESCRIPTION

Participants get a short introduction after which they will be asked to create an iDTV campaign.

2. A DETAILED OUTLINE

1 hour Introduction

During the introduction Zappware will

- showcase some iDTV campaigns,
- describe the Zappware iFormats and
- demonstrate how to create an iDTV campaign using Zappware's Iview Platform.

1h30 workshop

After the introduction teams of maximum 4 participants will be asked to create an iDTV campaign themselves. In order to do so they will first have to brainstorm and come up with a concept. Then they will be given access to Zappware's platform for the creation of iDTV services. They will be able to choose a suitable iFormat after which they can start to create the iDTV campaign themselves. They will also have to create suitable images and write appealing texts. Two Zappware collaborators will be present to assist if necessary.

0h30 evaluation

Each team presents his own iDTV campaign. All the iDTV campaigns are evaluated by the participants and by the presenter and his two collaborators. The best iDTV campaign wins a bottle of Freixenet champagne.

3. CHARACTERIZATION

Introductory

4. LENGTH

Half-day

5. POTENTIAL TARGET AUDIENCE

Advertising agencies, namely their Account Directors, Account Managers, Content Managers but also TV stations, namely their IT Managers, Webmasters, Sales Managers, Account Managers.

6. PRESENTER'S RESUME

Koen Swings received a Phd in engineering from the University of Leuven in 1995, after incorporating new artificial intelligence techniques in the computer-aided design of integrated circuits.

He then moved to Philips where he spent most of his time managing an innovative software development division specialised in advanced software architecture for next-level digital tv set-top boxes.

In 2001 he founded Zappware, a Belgium-based company specialised in the creation, implementation and operation of interactive digital television services.

Koen Swings is the author of many papers on various topics, ranging from artificial intelligence to digital television, and has presented them at numerous conferences and workshops.

