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NEWS ROUND-UP (IV): IRDETO, SKY DEUTSCHLAND, BLUESTREAK, APRICO, AXEL SPRINGER, IVI, MIRADA, ERICSSON

Submitted by [tracyswedlow](#) on
September 13, 2010 - 11:25pm

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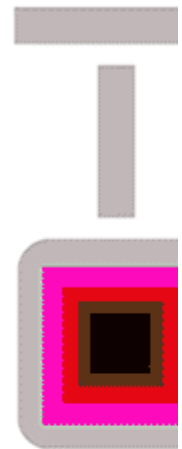
--Irdeto Powers Sky Deutschland's New iPad VOD App, Demo's Interactive Social TV at IBC

--ivi Says "Technicalities in the Copyright Law" Let it Deliver Live TV Channels via the Internet

--Update: Mirada Integrates Navi EPG with Ericsson's IPTV Middleware

Due to the huge volume of interactive TV-related news generated over the past few days by the IBC, we are covering stories in this issue in round-up format. We anticipate that it will take a few more days for us to catch up with all the recent news: so if your company has sent us a press release or briefed us on an announcement, and you don't yet see your news covered in this issue, please bear with us. Our regular news coverage will return shortly.

► [Irdeto](#) [has announced](#) that its Broadband solution for content management and distribution is



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at the core of a new VOD iPad application from **Sky Deutschland**. "The VOD iPad application, which enables consumers to access live streaming of the latest sport events, such as the FIFA World Cup 2010, as well as access to news and sports clips, was developed by reply/syskoplan AG in partnership with bitmama, Irdeto (VOD), Plazamedia (Ingest) and Akamai (CDN)," Irdeto states in its press materials. "The highly complex solution is based on open standards and went from design to delivery in just 10 weeks...Irdeto's Broadband solution for media allows content owners and distributors to enhance, organize and publish their content to a wide variety of digital platforms in a highly scalable and automated way. Irdeto's solutions can be tailored to a customer's requirements in a short space of time, helping make it possible to develop the app expeditiously. Key features of Irdeto's Broadband solution used in the development of the iPad application include metadata control and enhancement, which allows metadata to be quality-controlled and enhanced with additional information such as keyword tags, cast lists, genre information or additional language translations and video editing and segmentation, enabling customers to segment longer videos into shorter sections using the simple 'top and tail' functionality using an intuitive interface. Its customizable interface was tailored to address the precise workflow requirements for the application and the ability to search API's to retrieve and display relevant content enables consumers to retrieve and display relevant content from third-party Web sites." In other Irdeto news: The company [has teamed](#) with Bluestreak Technology, a company that specializes in software presentation solutions on embedded devices, with Aprico Solutions, a provider of recommendation and targeting technologies, and with EPG specialist, Axel Springer Digital TV Guide, on an IBC demo that is designed to show how operators can rapidly deliver an interactive TV user experience and optimize it for each device. "The demonstration will showcase a new interactive social TV experience that unites televisions with connected devices, such as the iPad, connected TV and set-top boxes," the company states in its press materials. "Illustrating how to create personal TV channels for consumers based on their TV viewing patterns, Irdeto makes it easy for friends and communities to share recommendations and interact in real-time as they watch shows and communicate across connected devices, set-top boxes, over-the-top and hybrid devices."

▶ A Seattle-based company called **ivi** [has unveiled](#) a PC application which it says enables anyone with an Internet connection to "'cut the cord' and watch live broadcast television anywhere in the world, anytime." The company is currently offering a 30-day free trial of the app (which can be downloaded from <http://www.ivi.tv>), and says



that the basic version of its service will offer over 25 major broadcast channels for \$4.99, with more channels to be added each month at no additional cost. "The cable industry has spent countless millions of dollars on so-called 'TV Everywhere' solutions in a blind effort to prop up outdated technology and business models," ivi founder and CEO, Todd Weaver, said in a prepared statement. "However, ivi empowers its users to experience TV Anywhere, offering

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them major broadcast channels delivered live to their laptop or desktop, anywhere on the planet. Whether eventually integrated into Google TV, Apple TV, or meshed with an existing platform's digital strategy, ivi makes the set-top box and any 'Web to TV' products obsolete. Instead of attempting to bring the Web to the TV, ivi intuitively brings TV to the Web." According to an email to [itvt] from a company spokesperson, "ivi offers more content than Hulu, including ABC, NBC, CBS, Fox, The CW, PBS, among others, without specific contracts in place with them, but operates under technicalities in the copyright law. ivi operates in good faith and intends to help broadcasters and cable operators realize new revenue streams by making TV more accessible to more people, anytime and anywhere," the email continues. "Every single broadcaster gets paid. ivi, Inc. fills out the 'United States Copyright Office Statement of Account Form SA1-2' in accordance to US Copyright Law, and that clearly calculates royalty payments for retransmissions. An important distinction to keep in mind on the legal side is the historic EchoStar precedent. Cable and the broadcasters battled EchoStar and fought the satellite erosion of their hallowed ground. They lost that battle. As history repeats itself, they will lose this one as well, we believe."

- ▶ Anglo-Spanish interactive TV company, **Mirada**, [has now officially announced](#) its deal (mentioned in an article published on itvt.com, September 13th) to integrate its Navi EPG with Ericsson's IPTV middleware.

Europe

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