

# Interactive advertising and programmes

# Carlton Active

- Carlton Television's interactive TV business
- Multidisciplinary team
- Producing interactive television for all digital TV platforms
- Broadcasting interactivity on ITV, the UK's largest commercial channel
- Advertising includes enhanced spot advertising, as well as advertising within programmes
- 30 projects aired to date



**Paris** Can you help?

Paris Capsules have landed. Help us find them and receive a reward.

**EYEWITNESS\_ACCOUNT**

**HOW THEY OPERATE?**

**CONTACT THE INCIDENT\_DESK**

Use the up and down arrows on your remote control to choose an option then press Select

Press the yellow button on your remote control for a live teacher and to register for the competition

Press Exit to return to TV

Back Help Voucher Home

**AA Insurance Services**

**Travel Insurance**

Press select for another quote. Use left or right to quit from quote.

Single Trip Cover

Destination: Worldwide, incl USA and Canada

Duration: 14 days

Adults covered: 2

Children covered: 3

Winter Sports: No

Total cost:

**£151.85**

To proceed, call now...

Press Exit to return to TV

Back HELP JOIN AA HOME

**Homepride**

Hope you've watched carefully... Answer the following three questions for a chance to win a top chef to visit your home and prepare dinner for you and five guests. Press Select now.

Page 1 of 1

Press Select to start the quiz.

Press your Yellow button to find out more about Fred's Sizzling Sausages

Press Exit to return to TV

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**Paris Offer**

To find out more about Kylie's experiences in Paris, choose from an option below:

Recharge your batteries

Indulge yourself in Paris

Romance in Paris

Use your up and down arrows on your remote control then press select for an option.

Enjoy Paris from £79 return. Call 0870 160 2010 (local rate). Press yellow for more details.

Press Exit to return to TV

Back Help Paris Offer Home

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**Audi**

**Audi A2**

Striking design, agile handling and ultra low fuel consumption - the new technology, standards and ideas incorporated in the Audi A2.

Use the Red footrest key to go back.

Extraordinary light and safe, the Audi A2X is simply the Best of A2.

Press Exit to return to TV

Back Help Contact Audi Home

**Boots**

Looking and feeling great are key to a positive attitude. Boots brings 3 brands to help.

About Time Delay

No7 Lip Colour

Boots Vitamins for You

Use your up and down arrows on your remote control then press Select

Press Yellow on your remote control for details of the Boots time delay and No7 offers

Press Exit to return to TV

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# The UK environment

- 3 Digital TV Platforms
- Sky, BBC, C4, and ITV leading the way
- Platform providers key
- Resident text services
- Programme specific content
- Channel specific content
- Interactive spot advertising

# Regulation

- ITC's Guidance for broadcasters.
- A recognition that viewers have made an informed choice.
- The "two click" rule.
- A number of important safeguards, including special consideration of children's programmes, news and current affairs, and consumer advice programmes.
- But essentially "Light touch".

# Our guiding principles

- TV Consumers are sophisticated
- Consumers choose to interact
- This choice places interactive TV within a different paradigm - Led not Fed
- Consumers accept the need for and presence of advertising material
- In return, they expect value from the advertising - not advertorial, but true value.