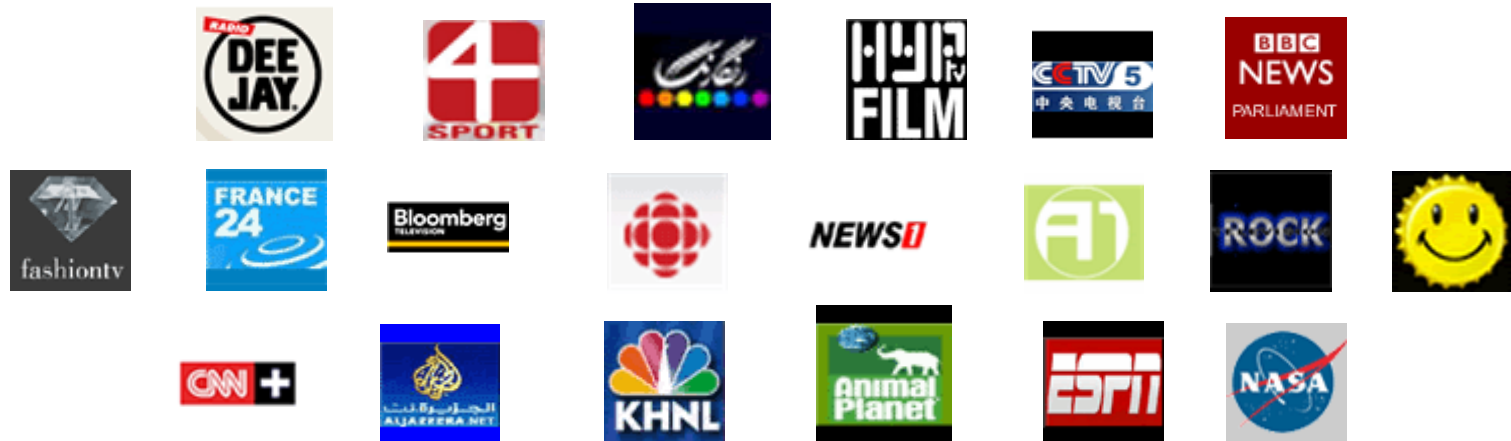


viewmy.tv

Free Live Streaming Internet TV



Peter Woodford
Co-founder & CTO

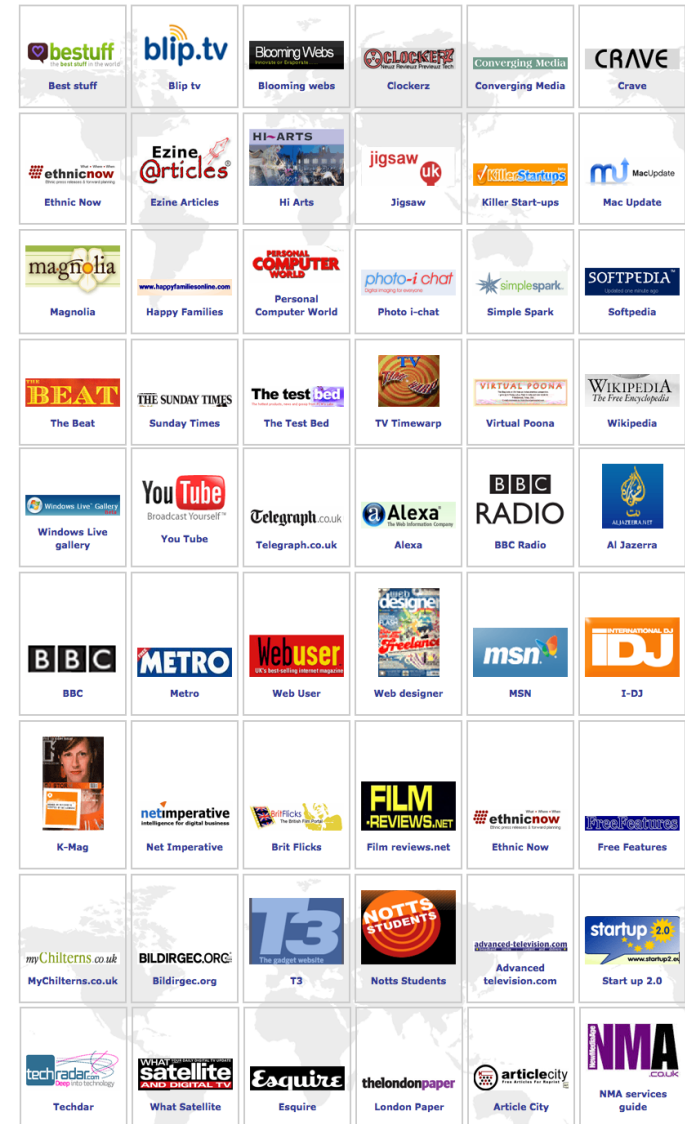
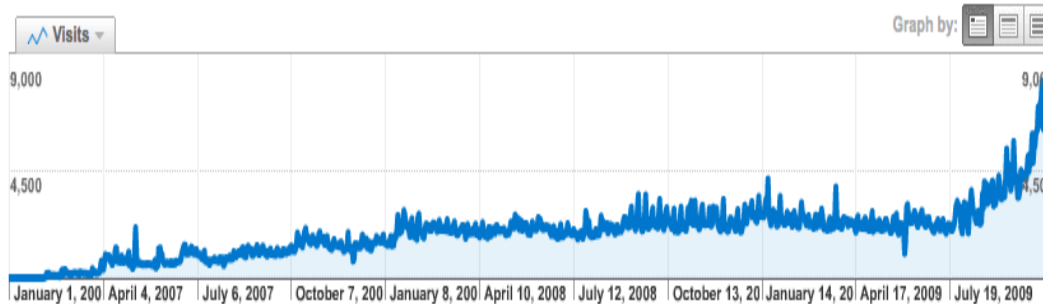
Snapshot of viewmy.tv Ltd

■ Who we are

We are a professionally managed social media network with over 60 sites in our network

■ About viewmy.tv

- Based in London, UK. Formed in 2006
- Advertising Revenue Based model
- Access to 2500+ free live streaming channels
- Over 1m visitors per month, from 177 countries
- Extensive Press Coverage



Social Media Network



Internet TV – Introduction

- **Internet TV** - Streaming long-form video or TV over the internet
- **Internet Protocol TV (IPTV)** - The use of a broadband connection to stream digital television over the internet to subscribed users. Typically with Set-top-box (STB)
- **Main types of Internet TV**
 - Live television
 - Video on demand / archived time-shifted



Advantages of internet TV

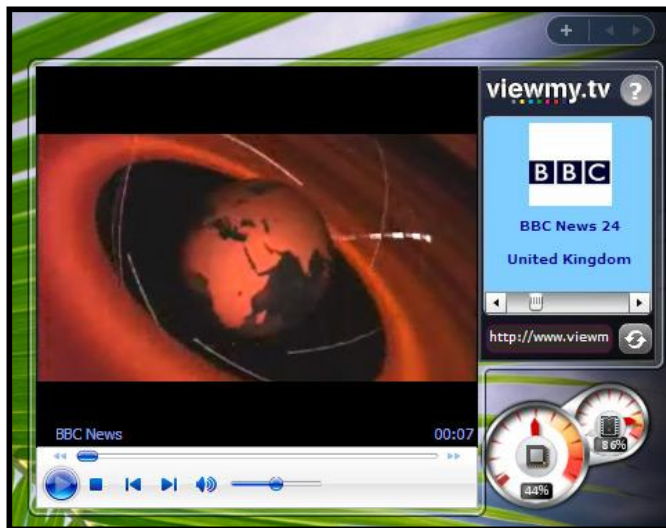
Advantages compared to standard Traditional TV broadcasting

- Interactivity
- User choice of viewing time
- Low cost / low barrier to entry
- Metrics of user behaviour
- Targeted opportunities for advertisers / marketers
- Multi-format delivery / widgets
- Integrated services (e.g. video conferencing / payments)



Multi-format delivery/widgets

- PC Vista Gadget
- Windows Desktop App
- Mac Dashboard (top 25th most downloaded)
- iGoogle
- Facebook App
- Mobile
- Set-Top-Box
- Viewmy.tv API



Problems associated with internet TV

- Players and stream formats (Flash vs WMV etc)
- Network Infrastructure (e.g. Buffer Loading)
- Broadband take-up / Broadband speed
- Content piracy
- Geographical rights
- Moderation of users



Video Formats we play

- Flash, Windows Media, Real Video, Quicktime, Silverlight



Platforms we work on

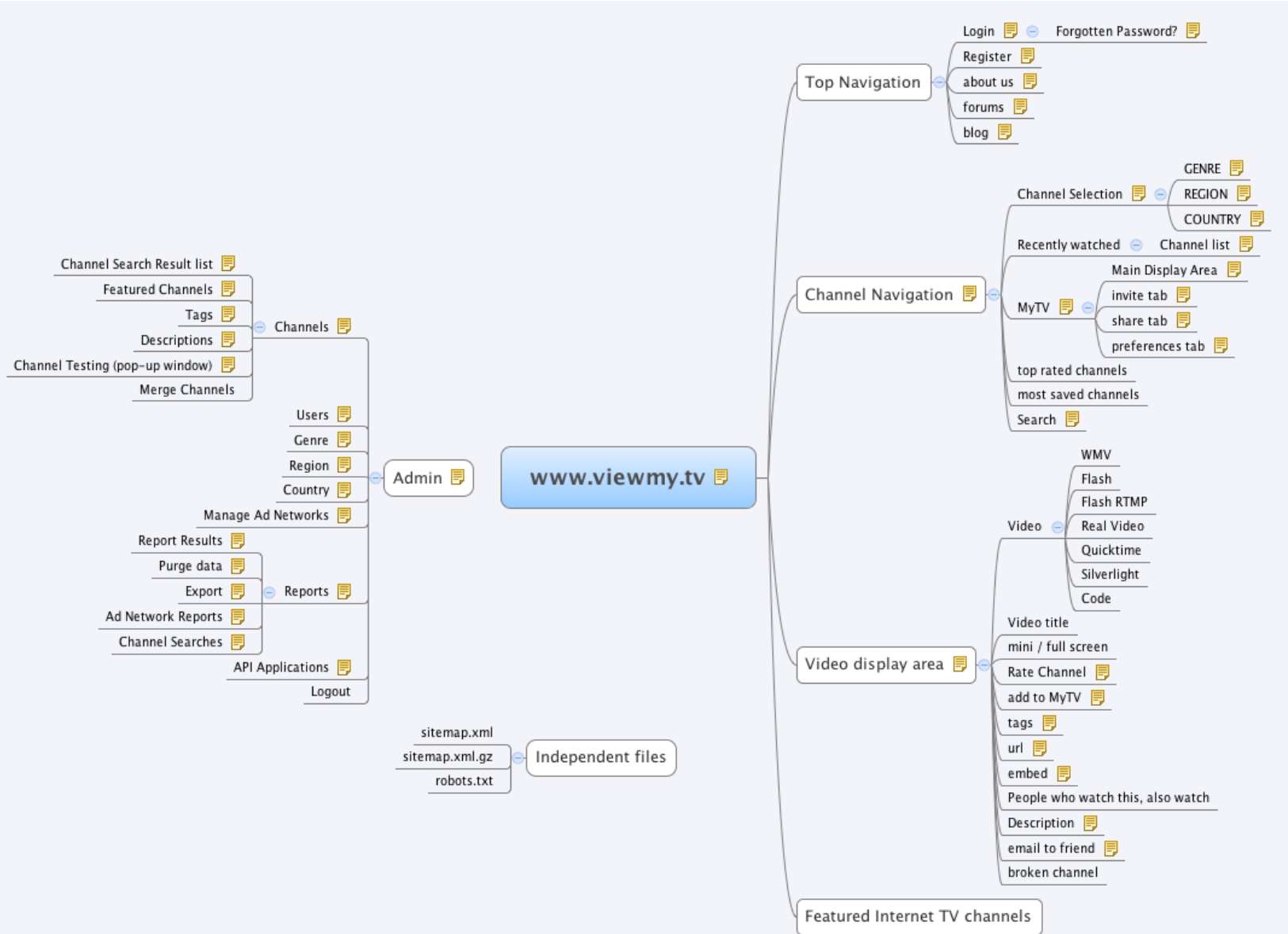


Video Players

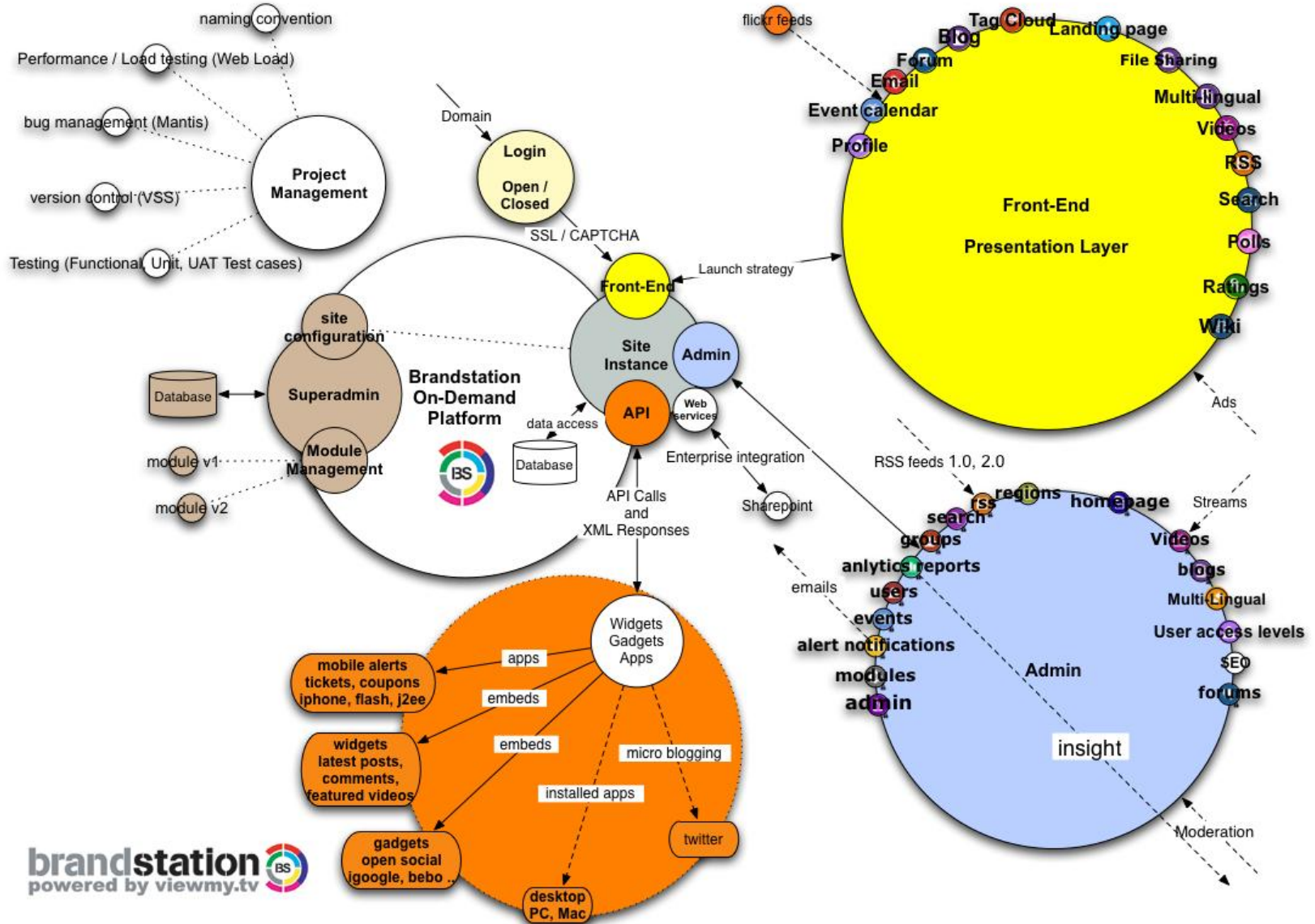
- Flash - JW Player (with ad plug-ins), FlowPlayer, Brightcove
 - .flv, .swf (Prefix = 'http://' and 'rtmp://' for streamer URLs with file suffixes .flv and .sdp)
- Windows Media player, Flip4Mac, and Silverlight
 - .wmv (Prefix = 'http://') Audio suffixes= .wma and .mp3, (other prefixes include 'mms://' with no need for a suffix)
- Real Video Player, (RealPlayer SP for downloading)
 - .rm and .ram (Prefix = 'rtsp://' or 'http://')
- Quicktime
 - .qt, .mov (Prefix = http://)
- Playlists for all that can include playlists= .asx



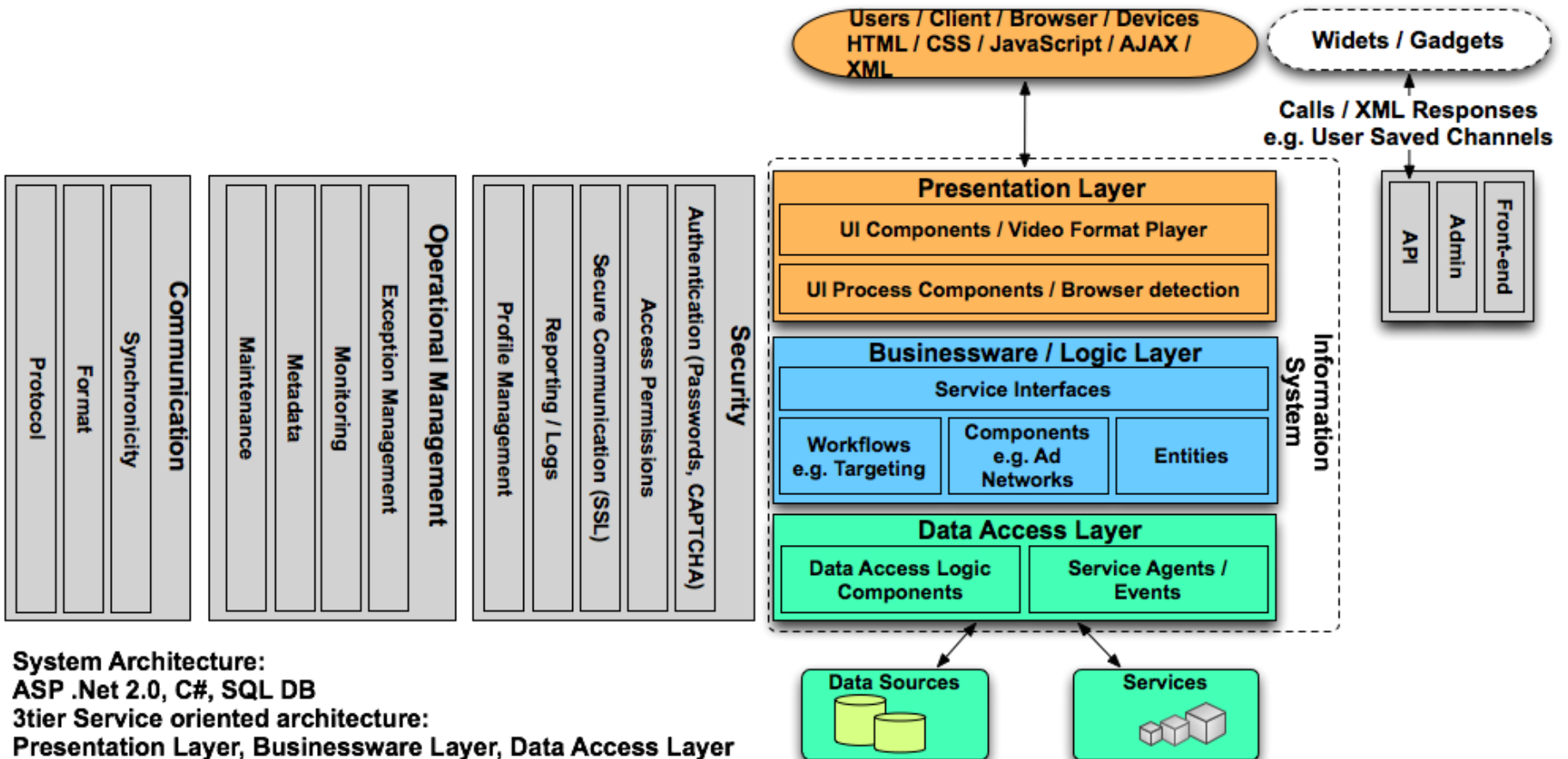
Sitemap / IA



Technology



Technology



System Architecture:
 ASP .Net 2.0, C#, SQL DB
 3tier Service oriented architecture:
 Presentation Layer, Businessware Layer, Data Access Layer



Industry

- API development to show movies: developer.netflix.com
(90,000 titles, 10 million+ subscribers)



- Amazon Video on Demand (VOD)
amazon.com/gp/video/ontv/start



- Hulu is an online video provider (US market)



- Apple TV for PC and Mac allows users to download, stream, and view High Definition TV shows on demand via iTunes



- 600,000 US households left cable in 2009 (101 million subscribers)
- Convergence estimates by 2012, 50 percent of US households will have DVRs and HD (currently 35%)



Industry

- Brightcove - Internet TV video player / network, paid service allows monetize of content with ads (HTML5, ipad)



- Livestream – Broadcast your own video live



- YouTube Rentals - intended to compete with the likes of Apple iTunes and Amazon VOD (youtube.com/t/youtube_rentals)



- Joost - Video Network now 67million Viewers/Month (Apr. 2010)



- Blinkx – video search engine. blinkx Remote (find TV episodes) tv.blinkx.com



- Google has acquired Episodic, a smaller, lesser-known rival to Brightcove and Ooyala (April 2010)



Online Marketing

- Press
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Pay Per Click (PPC)
- Blogs, forum posting
- Directory submission
- Viral Campaigns
- Social Media Marketing



Webscape website reviews



By Kate Russell
Click Webscape-r

Kate Russell gives us her latest selection of the best sites on the World Wide Web.



VIEWMY.TV (<http://viewmy.tv>)

Viewmy.tv

This global television portal allows you to tune in to certain channels from around the world and watch TV through your web browser.

You can access the content by genre, or look up programmes from a particular region and country.

The service is completely free as it uses an ad-based business model, so you do not even need to create an account to start watching.

You can also embed each channel in your website and blog, or watch it on your mobile phone.



Press

BBC



netimperative

myChilterns.co.uk

JAMBLE MAGAZINE
GREEN WITHOUT THE EXTREME



THE SUNDAY TIMES



THE SUNDAY TIMES

BritFlicks

BILDIRGEC.ORG

WEB 2.0 SITE OF THE FORTNIGHT

INTERNATIONAL DJ IDJ

Converging Media

Viewmy.tv
<http://viewmy.tv>



Accessing free TV channels in other parts of the world might not seem that appealing, given the dress that gets shown in Latin America, for example, but there are plenty of interesting broadcasts to be found here.

c|net CNET.co.uk

Telegraph.co.uk

ethnicnow
Ethnic press releases & forward planning

METRO.co.uk

KillerStartups beta

Webuser
UK's best-selling internet magazine

PERSONAL COMPUTER WORLD

CLOCKERZ
Newz Reviewz Previewz Tech

FILM-REVIEWS.NET



Press

http://news.bbc.co.uk - BBC News - Webscape website reviews

BBC News - Webscape website rev... +

BBC Low graphics Help Search Explore the BBC

>Click The BBC's flagship technology programme **BBC NEWS**

Page last updated at 17:37 GMT, Friday, 18 December 2009

E-mail this to a friend Printable version

Webscape website reviews

By Kate Russell
Click Webscape-r

Kate Russell gives us her latest selection of the best sites on the World Wide Web.



Other related sites

- BBC News
- Technology
- Click On
- Digital planet
- Radio 1 Newsbeat
- HARDtalk
- Fast Track
- World News America

CLICK

BBC News Channel - Sat 11:30, 20:30
Sun 04:30, 11:30, Mon 00:30, Thu 03:30

BBC World (GMT times) - Fri 15.30 Sat
06:30 Sun 12:30, 19.30

INTERACT WITH CLICK

- Follow us on Twitter
- Try our mobile site
- Our Delicious tags

SEE ALSO

- Webscape archive
22 Jul 09 | Click

MOST POPULAR STORIES NOW

MOST SHARED MOST READ

- Fiery clashes in TV leader debate
- Changing tactics in TV debate
- Live coverage - General Election 2010
- BND facing Mermite local action

VIEWMY.TV (<http://viewmy.tv>)

Viewmy.tv
This global television portal allows you to tune in to certain channels

viewmy.tv
Login | Register
about us | forums | blog