
Tracy Swedlow's
INTERACTIVETV TODAY

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Ads (Jobs): Liberate, MXGOnline.com

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Liberate
San Carlos, CA

Webmaster

Webmaster is responsible for the creation, implementation,
and maintenance of the Liberate external Web site. Work
with a team of creative thinkers to develop an award-winning
site. Candidate develops technically creative solutions.
Strong understanding of information architecture. Evaluate

and recommend software tools to automate and/or increase functionality of web site. Regular content updates such as press releases, jobs, customers, partners and products. Create new sections such as case studies, interactive product demos. Manage the development of the next generation of the site. Provide performance statistics and reports from Web site logs. The site is very important to our company. As the Liberate Webmaster, you are sure to be a highly valued colleague. Our site offers a unique challenge in that it must be viewed on a TV.

For more details about qualifications and information about other available ITV-related jobs, please go to <http://www.itvt.com/liberatejobs.html>

Contact: Erik Smith, Director Developer Relations at jobs@liberate.com or at 650-701-4110.

*Say you heard about it from ITVT.

-----ad:JobListing-----

*C O N T E N T

ITV World Adventuring: Breaking Real Boundaries

AFI-Intel Project, Expedition 360, Ready to Finish World Trip
WebTV Teaming with Quokka.com & Mountaineer to Climb Everest

The potential visibility, power, and influence ITV & IP broadband content can have can be devastating if the right combination of technologies, sponsors, people with drive, and a few loftier goals come together to create a well-rounded new media experience and experiment. While many seek "the killer app", ITVT directs your attention to two ambitious adventure teams below currently pushing not only personal boundaries, but new technologies and methods of presentation that will enable us to better teach, inform, entertain, and tell stories about the world and ourselves - all with high tech tools. See A & B below.

A. AFI-Intel Project, "Expedition 360", Ready to Finish World Trip

Participants in 1999's American Film Institute-Intel Enhanced TV Workshop, those behind "Expedition 360" (team: Jason Lewis, Video Free America's Maurice "Jake" Jacobsen, Skip Sweeney and BBC cameraman Kenny Brown, and others) are currently getting ready to return to their half-way point

in Tarawa, Kiribati, Micronesia (they had to park the boat "Moksha" there to avoid the monsoon season) after what has been one half of a round-the-world human-powered journey for Lewis (e.g. biking, pedaling a boat across the Atlantic and the Pacific, roller-blading across the U.S, kayaking the Sea of Cortez, etc.) Currently based in San Francisco for another week, Lewis and team (they'll remain) have developed and are editing a 3-part documentary featuring this historical first, much in the vein of the great early explorers. At the same time, the team has been developing ITV and broadband prototypes and programming with the help of seasoned AFI-Intel participants: Spiderdance, Lab903, and others. Also as part of that programming, they have built an online and in-classroom curriculum for kids (similar to what the project below is doing) developed with the aid of teachers and educational experts. Interested viewers around the world and kids in participating schools will be able to learn more about the expedition, why Lewis is doing it, about the places and cultures he meets, and ask questions about survival and other interesting topics. The 2nd leg of the trip will lead through the South Pacific islands, to Australia for the 2000 Olympic Games, Southeast Asia, China, India and the Middle-East, possibly Africa, Europe, and back to England where it all began. Previously, Lewis biked from London to Portugal, pedaled across the Atlantic by small boat, roller-bladed across the U.S., pedaled a boat across the Pacific to Hawaii, trekked across the big island, and then pedaled from Hawaii to Tarawa. To date, the journey has taken about 3-4 years. To reach "Expedition 360, the team, and Lewis, send email to jason_x360@yahoo.com or call 800-943-0114.

B. WebTV Teaming Quokka.com & Mountaineer to Everest

Similar to "Expedition 360", broadband extreme sport site, Quokka.com, and WebTV have just announced that a trip began today to climb Mount Everest will be featured on both of their services. Called "Expedition 2000", the trek from Nepal will take approximately 8 weeks. Two cameramen, Michael Brown and Dave Hahn, will accompany climbers, Eric Simonson, who last year discovered the body of pioneer, George Leigh Mallory, on the slopes of the peak, and Robert Link, owner of Mountain Hardwear, Inc. - one of the sponsors of the trip alongside WebTV. Quokka.com will feature video footage of the trip on their site, while WebTV intends to feature interactive "enhancements" as part of a broadcast of the feature length documentary later in the year. Kim Gattone, a sixth-grade schoolteacher from Santa Fe, New Mexico will also be making the climb. Gattone has also developed a curriculum for her students called "Dreams Happen: Everest 2000" that will be both presented on Quokka.com's site as well as interactively on WebTV. Online components will include information about landscape, climate info, facts about the geology and Nepal,

information on mountaineering, equipment, etc. No contact information was given.

E! Broadcasting Enhancements with Wink for Academy Awards

E! Entertainment Television always has a good line-up of pre-Academy Awards show programming. This year, they're joining with ITV service provider, Wink Communications, to produce ITV "enhanced" programming during Joan and Melissa Rivers' Sunday pre-awards telecast. Specifically, Wink subscribers (about 150,000 across the U.S.) will see graphical overlays on the screen at the appropriate moments and then be able to vote on their choices. Pre-show broadcasts are scheduled for 9 P.M. EST or 6 PM PST. E! says the results may be available after the Awards broadcast.

NTL Sponsoring 5 Million Pound Investment in New Content

NTL, a telco and cable provider in the UK, has just put aside 5 million pounds a year to help develop more interactive digital content to ride atop its various platforms. Focusing on what it calls "entertaining" content, the "NTL Digital Content Fund" will flesh out projects that integrate video, data, graphics, Internet access, and interactive television programming. NTL group managing director of media and marketing, Steven Wagner, said: "Those with the best ideas may not always be those with access to adequate funding." The company is now working out the details of the categories of content they seek. If you are interested, they suggest you write to ntl-content-fund@ntl.com and tell them you heard about it on "InteractiveTV Today (ITVT)". (Note: NTL already has its ITV service out the door. ITVT thanks Andy Crossley for the tip.

ABC/Go.com Producing Synchronized "Who Wants to Be a Millionaire"

Embarking on a project what ABC/Go.com calls "enhanced TV", the online division of the network is actually producing a synchronized Web program with the telecast of their ever popular trivia game show: "Who Wants to Be a Millionaire". Trying to grab a little of the cache that goes along with any new technology, this marketing ploy - although a good try - definitely confuses the platform and possibly the viewers. On the other hand, this experiment is a good example of how a network can develop community interactivity around programming assets - something from which the ITV industry could seriously learn. In effect, ABC/Go.com plans to present a game application on the Internet which offers the same questions the contestant receives. Players will be able to compete against others

online at the same time during the broadcast for 10 top positions. ABC/Go.com also plans to offer a chat application, group play, polling, additional information about contestants, and bonus questions for more points.

=====ad:JobListing=====

MXG. Media Inc
Los Angeles, CA

Business Development Manager

MXG. Media Inc is a pre-IPO Internet and media company targeting the female Gen-Y population. The company owns three media properties: MXGonline.com, MXGtv.com and MXG magazine. We are currently looking for a Business Development Manager to help develop and drive MXGtv.com's business model and strategic direction. Candidates must have broadband experience to be considered and at least 3 years experience with an internet or entertainment company.

Please send your resume and cover letter to Gina at glugo@mxgonline.com

*Say you heard about it on ITVT.

=====ad:JobListing=====

*INDUSTRY

Ladbrokes To Be Part of Two Way TV ITV Service in UK

Ladbrokes, the horse-racing, betting/gambling institution in the UK, has developed an interactive TV application which works with Two Way TV's platform in the UK. Called Matchball, this new system will broadcast over Two Way TV's channel to 80,000 digital Cable & Wireless subscribers and later over Telewest's Active Digital ITV service. Specifically, participants will be able to bet on football (soccer) games via Vernons pools (a service to allow the average person to place bets). In a quote from the company, Chris Bell, Ladbrokes CEO, comments: "We are re-inventing betting to appeal to the wider audience who follow sport avidly, but don't understand odds and have probably never visited a betting shop outside of Grand National day. Interactive TV is about entertainment and Vernons Matchball is an easy to understand, entertaining betting product." The launch of this service will be April

8th. Betting on more real-time occurrences (happening on the screen at the time) is an application in current development. (Note: ITVT predicts that this particular project will gross enormous receipts. Stay tuned.)

WorldGate to Deploy System to Entire City of LaGrange with Charter

WorldGate's service (an Internet TV platform which incorporates "Channel Hyperlinking" technology to click directly from programming to the Internet) will deploy with cable provider, Charter Communications, in LaGrange, Georgia. An unusual arrangement, all cable subscribers (10,000 cable households out of 27,000 homes in LaGrange) will receive Internet access, email, etc.) for one year for free. Marketing of the service may be aggressive says the company, but the city is jumping the gun: the news already hit the front page. Hal Krisbergh, Chairman and CEO of WorldGate, said: "WorldGate is focused on delivering the resources and capabilities of the Internet and interactive television to everyone, regardless of geographic location, economic barriers or the burdening cost of a PC. To be able to accomplish this for a whole city is something that everyone at WorldGate is very proud to be involved with." The service will begin deploying over Motorola/General Instrument DCT-2000 boxes over a two way fiber network by mid-April. (Note: If WorldGate or anyone else replicates this strategy more often, we may see the freight train pick up some speed.)

*TECHNOLOGY

Time Warner Launches Hotel ITV Services with SeaChange Servers

Time Warner Cable is currently deploying SeaChange GuestServe Network (ITV service) and MPEG-2 servers to 4 hotels in the Myrtle Beach, South Carolina area. Services to each of the 1,500 rooms will include video-on-demand, access to the Internet, games, and other information services (e.g. room service, local tourism) relevant to a hotel stay (Note: The hospitality industry (hotels, cruise ships, airplanes) has always been quick to embrace advanced TV services and continues to be an area of growth.)

=====itvt@itvt.com=====

"ITVT is my primary source for up-to-the-minute coverage of relevant news. I especially appreciate your occasional editorial comments about what's important or hot or suspicious; it helps separate the wheat from the chaff in a hype-infested world."

---Tom Bair

Director of Convergence Technologies
SF Interactive, Inc.

-----itvt@itvt.com-----

*CORRECTION

In the last issue, ITVT incorrectly reported that Frank Mancuso had joined Digital Entertainment Network (DEN) as the new CEO. In fact, Mr. Mancuso is now a member of the Board of Directors.

*OTHER HEADLINES

Spyglass Inc. Joins Japanese ARIB Org. to Work Towards Standards
OpenTV Developing ITV Health Channel with Health Hero
AlphaStar & mPhase Developing DBS-DSL TV & Data Network
eNote Signs CoolMail.com Allowing TVMail Subs to Listen on Phone
Insignia Solutions' Jeode - Java Embedded Technology - Joins DVB
Hollywood Veteran Don Ohlmeyer Now Member of Wink Board of Directors
Lucent & GeoVideo Networks Launching IP Fiber Video Network
David Lynch Developing Interactive Shorts for Shockwave.com

*EVENTS (a few)

Mar 22-24 International Wireless Exposition, Las Vegas
<http://www.iwceconexpo.com/index.cfm>
April 4 Big Picture, New York
<http://www.thebigpic.com/>
Apr. 10-14 MIP-TV: The International Television Programme Market
<http://www.reedexpo.com/fact-sheets/820.html>
Apr. 8-13 NAB2000, Las Vegas
NAB Super Session on Enhanced TV with Liberate CEO April 12
<http://www.nab.org/conventions/>
Apr 17-19 @dTech 2000, San Francisco
<http://www.ad-tech.com>
May. 7-10 National Cable Television Association, New Orleans
<http://www.cable2k.com/>

Got an event? Submit it to: events@itvt.com

*WHAT'S ON THE WEBSITE?

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InteractiveTV Today
2959 Mission Street, Ste. A
San Francisco, CA 94110
Voice: 415-824-5806
Fax: 415-707-2154

WEB SITE

<http://www.itvt.com>
Read the white paper on Enhanced TV

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*W H A T I S INTERACTIVE TV TODAY?

An email publication, InteractiveTV Today (ITVT) covers the emerging interactive television industry. The goals of ITVT are to report on the latest business developments and related technologies; feature the companies and people building the marketplace; investigate new content forms, and integrated electronic commerce projects.

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*ITVT FACTS

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CONTACT

Tracy Swedlow

President, Editor-in-Chief
415-824-5806
415-31-1636 cell
415-707-2154 fax
swedlow@itvt.com

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This issue's musical artist - Santana & Rob Thomas "Smooth"