

Belgacom TV Vortal

Why Flex can help us to differentiate

By Véronique Zinque
Bart Van Vlierberghe

- Objective of the project
 - Goal
 - Design
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- Why Adobe Flex ?
 - Alternatives
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Why a Belgacom TV portal ?

belgacom

**It is NOT a
SALES
TOOL**

The screenshot shows the Belgacom TV website interface. At the top, there's a navigation bar with 'belgacom tv' and 'Add to my basket' / 'View details'. A main banner features a red and white background with the text '3 months for free + installation!' and a list of benefits: '- 3 months for free to Classic+', '- 1 month for free to package Select and Movies', and '- free installation and free decoder during 3 months'. Below this, it says 'Classic+: more than 50 channels for only € 9.95/month'. A navigation menu includes 'CHANNELS', 'ON DEMAND', 'SOCCER', 'SERVICES', and 'INSTALLATION'. Three featured sections are visible: 'Learn everything' (Your television free at last...), 'Channels' (Don't miss! Be among the first to watch Belgacom TV...), and 'Soccer championship' (Exclusive! Football like you've never seen it before!).

The belgacom.be website fulfils this purpose

**It is NOT A
SUBSCRIPTION
MANAGEMENT
TOOL**

The screenshot shows a green-themed login page titled 'access to my e-Services'. It features a 'Login' section with a text input field, a 'Password' section with a text input field, and a 'Save login' checkbox. At the bottom, there are two buttons: 'Reset' and 'Go'.

The e-services section of belgacom.be fulfils this purpose

**It is an
EXPERIENCE
CHANNEL**

The screenshot shows the TPS website interface. At the top, there's a navigation bar with 'TPS' and 'NOUS AVONS TANT À PARTAGER'. A main banner features a red and white background with the text '3 MOIS POUR DÉCOUVRIR TOUT TPS' and '110€ REMBOURSES*'. Below this, there's a section for 'LES FORFANTS TPS' and a 'NOUVEAU! DÉCOUVREZ LE FORNAT TPS POUR 1 MOIS SANS DÉBIT'. A navigation menu includes 'VOUS REGARDER', 'MÉTHODE DE RÉCEPTION', 'PRODUITS ET SERVICES', 'VOS PROGRAMMES', and 'VOUS ÊTES AB'. Three featured sections are visible: 'TPS HD' (Découvrez le meilleur contenu avec TPS...), 'CHOISISSEZ VOTRE FILM SUR TPSPVOO.FR', and 'BASKET' (Remontez le temps de la Coupe de France...).

Why a Belgacom TV portal ?

belgacom

It is an
**EXPERIENCE
CHANNEL**



COMPLEMENTARY TO THE TELEVISION

Other digital TV channels have a printed magazine



WEB ADDED VALUE
Not only information but also
Interaction
Feedback
Sharing
Extended target
Peering experience
New internet and TV experience

Why is the portal appropriate ?

1. Because of the time

- To ensure time to market solutions
- New ways of consuming Internet
- Future of television : we have to prepare our clients

2. Because of the costs

- ... of a recurrent printed magazine

3. Because of the amount of information and updates.

⇒ **Fidelize the customers**

- Fulfilling the basic needs of a TV-lover
- Offering smart and useful services in the TV-watching activity
- Making them interact and allow them to give feedback

⇒ **Educate the customers in a new way of consuming TV**

- Emerging boom of video podcasting (tv+web)
- Learning them to take control of the product

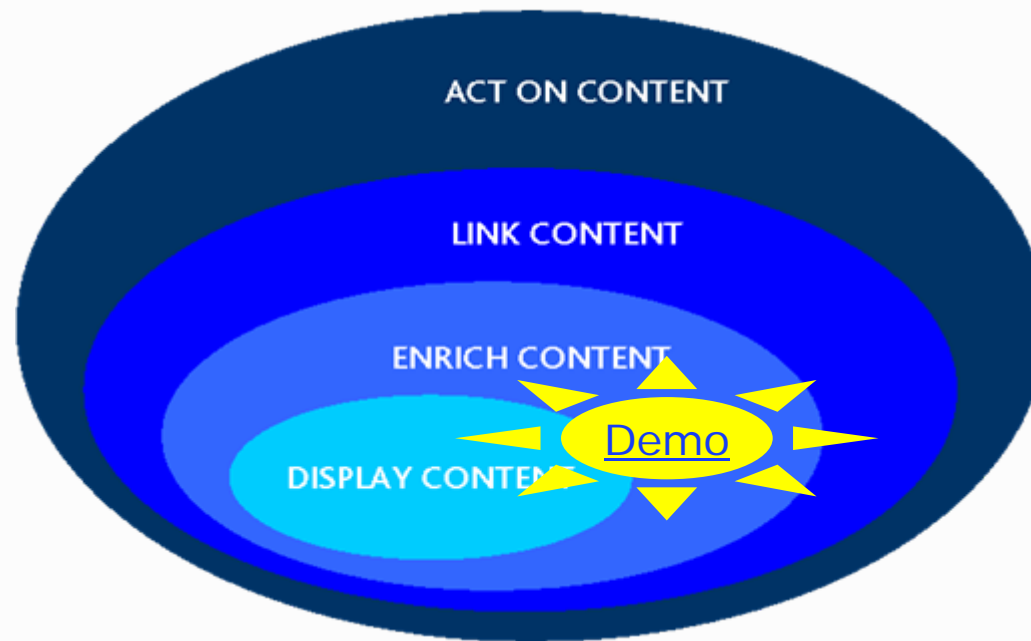
⇒ **Extend the product user experience, offer added value and build the brand**

- Proposed features support the brand and the overall experience

⇒ **Bring interested customers in a “ flashy environment” in contact with our products**

⇒ **Prepare the next close steps in the TV market**

The outline of our phased approach can be summarised as follows:



This roadmap enables the Belgacom TV site to grow step by step and to enhance the user experience from simple display on the Web to total interaction between Web and TV set.

Belgacom TV project

belgacom

The screenshot displays the Belgacom TV website interface. At the top, the 'belgacom TV' logo is visible on the left, and 'fr nl' language options are on the right. Below the logo, there are links for 'e-Services' and 'www.belgacom.be', and a 'help' button. The main content area is divided into several sections:

- movies & concerts on demand:** Features 'our selection' with two movie cards: 'Quatre frères' (109 min, from John Singleton) and 'Bonjour les vacances' (98 min, with Chevy Chase, Beverly D'Angelo, Randy Quaid). Each card has an 'in detail' link and a 'more information' link at the bottom.
- my TV guide:** Includes filters for 'my region' (Brussels), 'subscription' (Classic+), 'type of broadcast' (All), and 'language' (en). A search button is present. Below the filters, it shows 'Now on Classic+' with a list of programs: '15:13 No Comment Magazine', '15:15 Headlines News', and '15:17 Europeans Magazine'.
- in the spotlights:** Promotes a 'Wireless solution for Belgacom TV' with an image of a device and a 'more information' link.
- say YES to Belgacom TV:** A promotional banner for 'films and concerts for free for 2 months! (€ 20/month)'. Below the banner are bullet points: 'Available in your area?', 'Discover our football offer', and 'The Belgacom TV packages'.

At the bottom of the page, there is a footer with the text: 'All rights reserved, Belgacom 2006. This site was created and is managed in accordance with the conditions of use of Belgacom TV.' A 'football' button is also visible at the bottom left of the main content area.

- Start date : August 1st, 2006
- Release date : November 13th, 2006
- Integrated platform between Skynet and Belgacom TV
- Development
 - Digital Age Design (DAD) (portal)
 - Skynet (VoD movie content + TV guide content)
 - Belgacom (content)
- Size : +/- 665 mandays

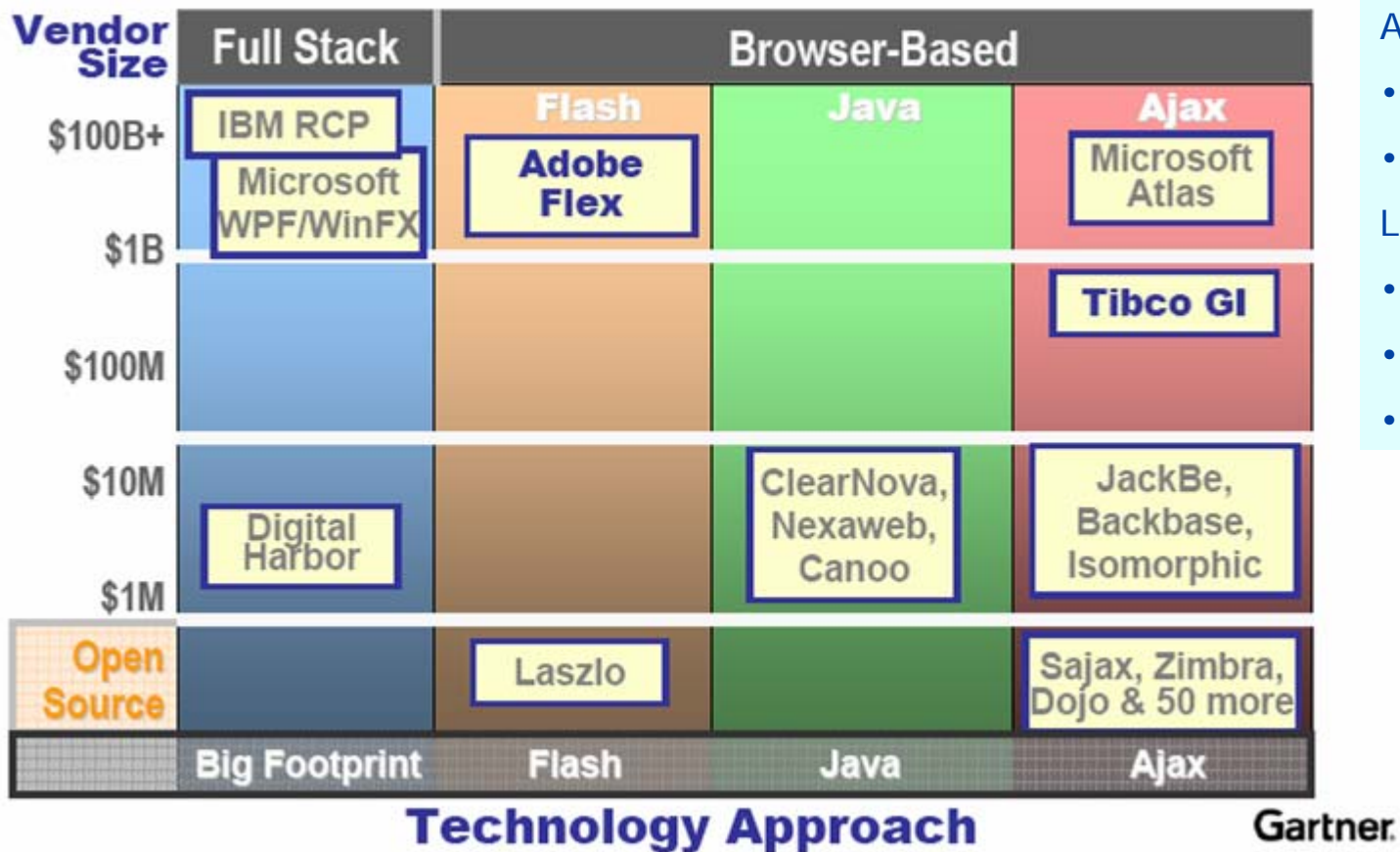
Technical Architecture

- Browser side : Flash 9 based application generated by Adobe Flex 2.0 framework
- Back-end : Java developments based on the Spring 2 framework, Hibernate, OSCache, Lucene, JDK 1.4
- Content feeds through webservices (provider: Skynet) : EPG data, VOD selection & trailers, Foot data & trailers
- Content feed through file upload: VOD catalog
- Content feed through light admin interface (content portlets: belgacom focus, foot, ...)
- VOD movies pictures hosted on belgacom.be



Why Adobe flex ?

Alternatives to generate a new interface



Ajax

- development quiet complex
- long learning curve

Laszlo

- available controls limited
- Support line ?
- Future direction ?

⇒ **Fast Development**

- at a lower cost (we estimate around 20% on front development).
- development of **RIA applications** without higher costs is now possible.

⇒ **But also**

- low learning curve :
 - Belgacom Java developers can easily work and create flash applications
- integration in current development environment
 - Easy ways to integrate these developments in the classical websphere environment with clearcase.
- force developers to better split front with backend

⇒ Exercise ongoing

- define a strategy of Flex use on belgacom websites
 - Sales advisor tools ?
 - Intranet enhancements ?
 - Dealer website ?
- training program is under construction

⇒ Open Question

- evolution of Ajax and portal technologies
 - How will they integrate ?
- Flex offers the advantage of having a lot of out-of-box features on the frontend. How will the product evolve in the coming year ?

Choosing Flex as RIA development tool was the right decision.