

SPB TV INTERACTIVE TV

Imagine TV as a responsive interactive environment where you can request and immediately get an additional data, take part in quizzes and contests and win a prize, order products and services on the one and only screen. And all this without

disrupting your viewing pleasure or having to switch to another device.

With SPB TV, the new era of the TV and video viewing is already here. SPB TV brings Interactive TV experience to all connected devices: smartphones, tablets, PCs and TVs.

Personal

Suggest your viewers an interactive product placement which allows ordering goods in real time.

Add personal approach! Choose a specific audience for each promo based on multiple targeting parameters, including behavior patterns



Engaging

You know the right answer? Let your audience participate in quizzes, contests, drawings, and surveys. They will feel the true value of victory when they bet, risk and win!



Interactive TV – it's time to swap from monologue to dialogue

Rational

SPB TV Interactive TV is precisely addressable and measurable: the right message to the right audience at the right time... and with immediate feedback.

Interactive ads based on geo-targeting and other parameters

Informative

Why search the internet for information concerning the upcoming match, your favorite team or players? All the info about the athletes, actors, directors and much, much more will be directly available to users right at their fingertips.

