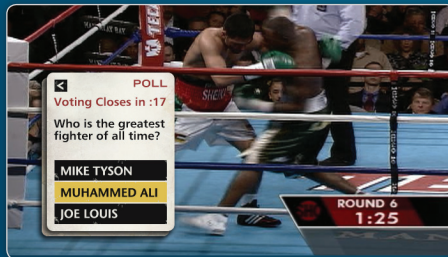


Showtime Sports® Interactive Interactive TV Programming

“Ensequence’s knowledge of EBIF specifications have made them a great partner.”

- David Preisman, Vice President Interactive Television, Showtime Networks Inc.



RESULTS:

- › **WINNER - 2010 EMMY® AWARD** – Awarded Emmy Plaque for Outstanding Achievement in Television Engineering Development
- › **WINNER - 2010 CTAM MARK AWARDS** – Gold
- › One of the **VERY FIRST** EBIF applications (launched February 2010)
 - › First with **VOTING** and **POLLING**
 - › First national EBIF experience offered in **HD**

OBJECTIVES:

Showtime Networks Inc. selected Ensequence to bring a knock-out experience to the network’s sports programming using the EBIF standard for Interactive TV.

SHOWTIME® wanted to pull viewers further into the experience during each fight and offer voting by remote with the results displayed on-screen as viewers participate around the country. The programmer also wanted to ensure that the interactive application was synchronized with the action during the fight and offered a compelling viewer experience that would keep fans coming back for more.

EXPERIENCE:

After responding to an on-screen prompt, SHOWTIME Sports viewers are able to access fighter stats and profiles, as well as live polling, a trivia game, a fight calendar and control over custom viewer settings.

The interactive experience, initially available on Verizon FiOS, appears to be ‘floating’ as it hovers above the video telecast. Designed to look like a vintage trading card with a slightly distressed appearance, SHOWTIME Sports Interactive was aesthetically pleasing and carefully crafted to be easy to use despite the graphic limitations of lower-end set-top boxes. Viewers have complete control of the experience, enabling them to explore content during fights or between rounds and also hide the application using their remote control at any time during the telecast.

SHOWTIME Sports® Interactive uses EBIF, the industry standard being deployed by most of the leading cable operators as well as Verizon FiOS.