

User Experience Test: Interactive advertising on n-tv plus (Demo)

Abstract of the study

The study within the research initiative "Digital future" (Zukunft digital) by Mediaplus and facit digital, investigates success drivers and users' caveats concerning advertising on interactive TV platforms.

n-tv plus is a spotlight service (interactive portal that provides live tv program and VoD running on the operating system Vista within the Microsoft Media Center) established by the German news channel n-tv.

In November 2007, facit digital conducted 20 partially structured interviews with early adopters and observed them in the company's *Lean Back Usability Lab* exploring n-tv plus and two interactive campaigns by BMW and O₂.

Demo

The demo consists of a movie depicting both flash dummies used in the study. Once a BMW or O₂ spot is being streamed in the program, an interactive button appears in the right frame where further information and services according to the product can be accessed.

Get an idea of the possibilities of interactive advertising here!

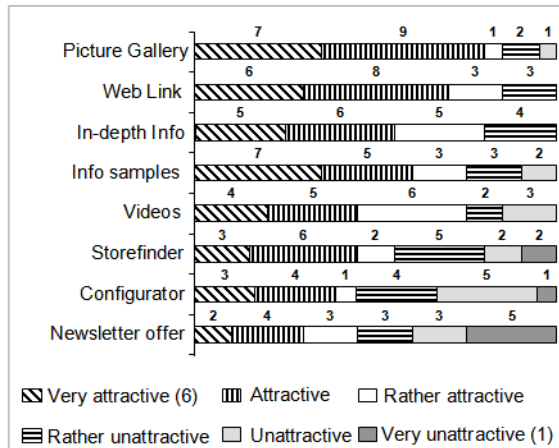


Figure 1: Attractiveness of interactive advertising formats

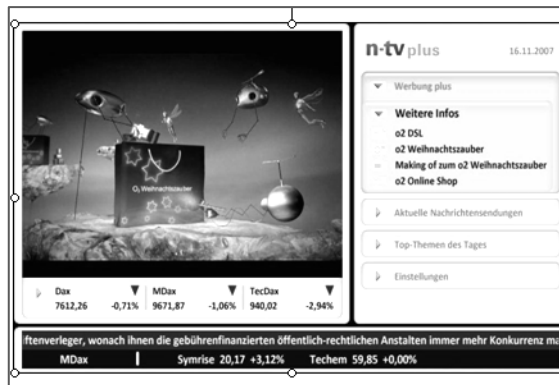


Figure 2: Example of an interactive spot

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