



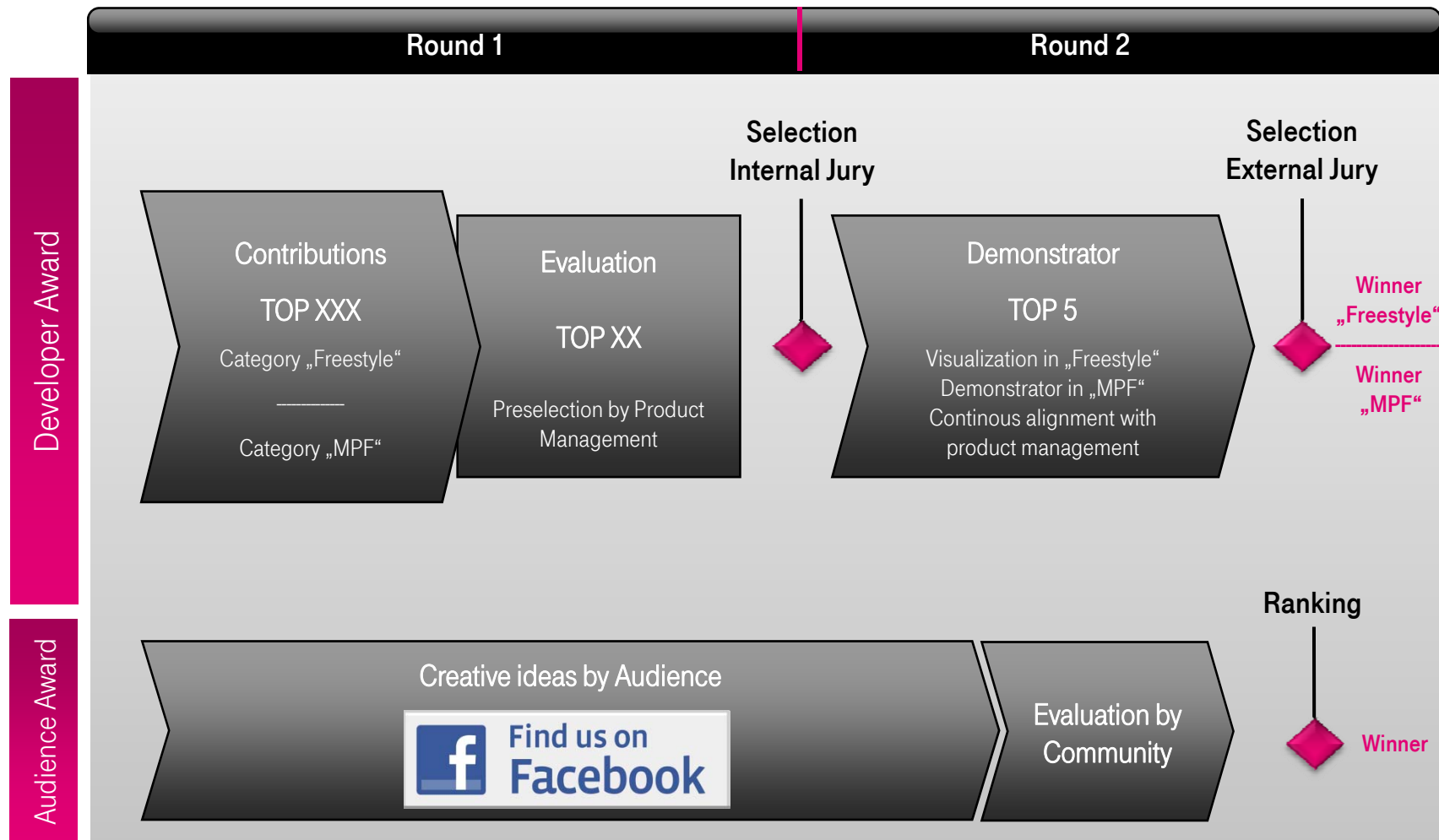
## Deutsche Telekom Interactive TV Award 2011 Organization and Timing



Life is for sharing.

# Selection Process

\* Microsoft Presentation Framework



# Timing.

Round 1	
Date	Milestones
<b>Preparations</b>	
End of June 2010 →	Concept details: Website, Audience award
June-July 2010 →	Website relaunch, Terms of participation, Coordination with product management
01. August 2010 →	Opening of portal to submit concepts
<b>Start round 1</b>	
Beginning of August →	Official start of awards
03.-08. Sep. 2010 →	Meeting of developers at <b>IFA 2010</b>
01. Oct. 2010 →	Entry deadline for developer award in the categories „Freestyle“ and „MPF*“
Until Mid Oct. 2010 →	Assessment of submitted concepts by product management.
End of Oct. 2010 →	Internal jury decision
Beginning of Nov. 10 →	Announcement of 5 and 3 respectively finalists in the particular category
End of 2010 →	End of Audience Award



Round 2	
Date	Milestones
<b>Start round 2</b>	
Beginning of Nov. 2010 →	Workshop for provisioning of MPF and requirements for visualization
January 2011 →	Assessment phase for Audience Award
Beginning of Feb. 2011 →	Entry deadline for Developer Award in the categories “Freestyle“ and „MPF*“
Mid of Feb. 2011 →	Jury decision and announcement of winners
01.-05. March 2011 →	Award ceremony at <b>CeBit 2011</b>

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# Positioning of Award Topic - Abstract

## Connected Life & Work – TV in tune with our lives

We are looking for TV applications and concepts that answer future questions of next generation TV and show new perspectives

What role does TV play for me – now and in the future? How does it fit into my everyday life? How will it interact with all my new devices & terminals? Will TV support my job and professional career? Will TV become even more entertaining?

### Mobility

Will TV become as mobile as me and what will it look like?

### Individualization

How to design the TV that best suits my personal needs?

### Networking

How will we experience TV with others in the future?

### Intuition

Will TV stay simple? Can I still relax with all these unlimited possibilities?

