

## Audience competition 2011

### You're a viewer, but that isn't enough?

Then its time to break your silence.



As a non-pro, you can contribute towards the television of the future with your idea – and win big too.

**Tell us your vision of the television of tomorrow.** A small video is enough. Use your cell phone or webcam. There are loads of amazing prizes just waiting to be won, including:

- 1 Apple iPad worth € 499,
- 20 Microsoft Xbox 360s,
- 20 copies of Microsoft Office Home and Business 2010,
- 30 Entertain Comfort packages, as well as
- Countless Videoload vouchers

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## What will the television of tomorrow look like?

In 2011, we want to reward concepts which highlight what role television will play in our connected everyday lives. "Connected Life & Work" is the vision that Deutsche Telekom is setting the pace with in its market. Through the competition, we want to see what answers the television of tomorrow holds in that regard.

### These are the questions that you can find the answers to:

What will television, that fits in with your lifestyle, look like? Can you design it? Will it follow you wherever you go? Will you meet people who are important to you via the television? How will television support you in your everyday life? And last but not least: how will television remain simple to use, given all this diversity?

Already thinking about it? Then throw your abilities into the ring. Take part in the television of tomorrow competition – and win in the Deutsche Telekom Interactive TV Award 2011.

## The roadmap for the television of tomorrow

<b>August 2010:</b>	Terms and Conditions of Entry online
<b>August:</b>	Start of Round 1 – concept outlines
<b>September:</b>	Developer meeting at the IFA
<b>October:</b>	Round 1 entry closing date
<b>November:</b>	Selection of intermediate winners & start of Round 2 – concept visualization
<b>February 2011:</b>	Round 2 entry closing date
<b>March:</b>	Award ceremony at CeBIT



## Interactive TV Award

### Television in tune with our lives

The television of tomorrow is always how we want it to be. It helps us during everyday life and it is a shared experience we enjoy with people who are important to us.

The Deutsche Telekom Interactive TV Award aims to gradually make this vision more of a reality.

**We're looking for concepts for the television of tomorrow – and will award these with a total of € 135,000 in prize money.**

Win  
€ 135,000

## Pro Competition 2011

**You've got the heart of a pro and it beats for interactive television? Then you've come to the right place.**

**As a competitive developer**, you can put forward an application that would also pass the practical test on the platform environment of our television service Entertain. The technical basis in this category is the Microsoft Mediaroom Presentation Framework (MPF).

**There's also the "Freestyle" category.**

Here, you can score big time with any idea you've come up with that is impressive in terms of its creativity. For instance, in previous rounds we had contributions from usability designers, TV start-ups and authors. Think about the television of tomorrow – and let technology be technology!

## Become our partner

The Interactive TV Award opens the gates for future collaborations with Deutsche Telekom. If you present a good concept, we'll keep in touch with you – irrespective of whether you win in the end or not.

You'll definitely get attention. A high-profile jury evaluates the ideas, plus we follow the competition and concepts in our media channels.

The big award ceremony takes place in March 2011 at CeBIT.

## Benefit from our partners

**Professional help at first hand:** Deutsche Telekom is running the Award with the fantastic support of Microsoft Germany .

As such, entrants into the developer competition can discuss technical questions in detail and directly with Microsoft Mediaroom Development Team specialists – and really get down to business during a 2-day workshop as part of the developer competition.

<http://www.microsoft.com/mediaroom>



## Prizes to the tune of € 135,000

**Compete for your share of the prize money.** Prize money of € 10,000 for each of the five developer finalists is waiting to be won.

On top of that, if you're the first-place winner in the Developer category you'll get € 30,000, with € 15,000 for second place and € 5,000 for third place.

There's € 40,000 for the winner of the Developer category

There's € 25,000 for the winner of the Freestyle category

As one of three Freestyle finalists, you can look forward to winning € 5,000.

And if you come first in the finals, you'll get an additional € 20,000!

## Swap ideas

In the specialist forum for entrants, you can discuss specific issues with other developers plus download key information. You'll find it on Deutsche Telekom's open development portal – the Developer Garden.

<http://www.developergarden.com/itva>

## Learn from the winners

The Deutsche Telekom Interactive Award has already been worthwhile for last year's entrants. In 2009, we received 45 entries from 9 countries. Several of the finalists are either in ongoing discussion with Deutsche Telekom or they're working with us – it's not just the prize winners who benefit!

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