



Jane Marshall, Chief Executive

Bird + Bird screen shots
highlighting examples of interactivity

Example of Interactive Advertisement

Highlights

- Last in break
- Stand alone advertisement



WE'RE YOUR INSURANCE CHAMPIONS

 **0800 444 777**

★ AA Insurance covers all your needs. Press TEXT to learn more.

Offers consumer to interact with advertisement



AA Insurance Services

Home Insurance... ...that's not daylight robbery

Call free for a quote and
receive a free AA Handy Flask.
Take out Home Insurance
through us and you
will receive a free
Electronic Databank.



0800 854 405

1 of 3

Use your down arrow key to read
more, or press right for Travel



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AA Insurance Services

Travel Insurance

Single Trip Cover

Destination:

Worldwide, excl USA and Canada

Duration: 14 days

Adults covered: 2

Children covered: 3

Winter Sports: No

Total cost:

£151.85

To proceed, call now...

Press select for another quote.
Use left or right to quit from quote.



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Calculating insurance - information held in set top box

AA Membership

TO OUR MEMBERS WE'RE THE
4th EMERGENCY
/// SERVICE

A year's
AA breakdown cover
starts from **just £43**

Immediate cover by credit card
available - lines open 24 hours

Join today
Please quote code 6472

Call free
0800 444 999

Press the **blue** button to return
to AA Insurance Services



TERMS **HELP** **JOIN AA** **HOME**

Opportunity to buy product - by telephone on DTT,
would be return path on other digital platforms

Interactive Champions League Football

Programme Enhancement

Event sponsorship

UEFA CHAMPIONS LEAGUE

itv SPORT

Welcome



This is the UEFA Champions League interactive service on ITV. Enhance your viewing and keep up to date with all the championship matches and news. Press Exit at any time for TV.

Press Select to enter the service



Surm Graz	0
Man United	1

Other scores	
Deportivo	0
Milan AC	0



AMSTEL

PlayStation.2

EUROCARD. MasterCard

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Programme broadcast remains in quarter screen

Sturm Graz v Man United > Team Profiles > Man United

1. Fabien Barthez

Position: Goalkeeper D.O.B: 28.6.1971 Nationality: French
 Former clubs: Toulouse, Marseille, Monaco. Joined on eve of EURO 2000 in British record deal for a goalkeeper. World Cup, European Championship double; 5 games at EURO 2000, total 38 caps. Only Laurent Blanc is allowed to kiss his bald head before games.

Use your up and down arrows to read more

1 of 36 ▼



Sturm Graz	0
Man United	1

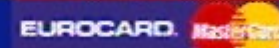
Other scores

Panathinaikos	0
Valencia CF	0



AMSTEL

PlayStation.2



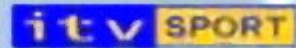
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Player information

UEFA CHAMPIONS LEAGUE



Group Tables & Fixtures > Group Tables > Phase Two - Group A

Group A	P	W	D	L	F	A	Pts
Man United	2	2	0	0	5	1	6
Valencia CF	2	1	1	0	2	0	4
Panathinaikos	2	0	1	1	1	3	1
Sturm Graz	2	0	0	2	0	4	0

Press Red to return to previous menu

1 of 1



Sturm Graz 0
Man United 1

Other scores
Panathinaikos 0
Valencia CF 0



AMSTEL

PlayStation.2

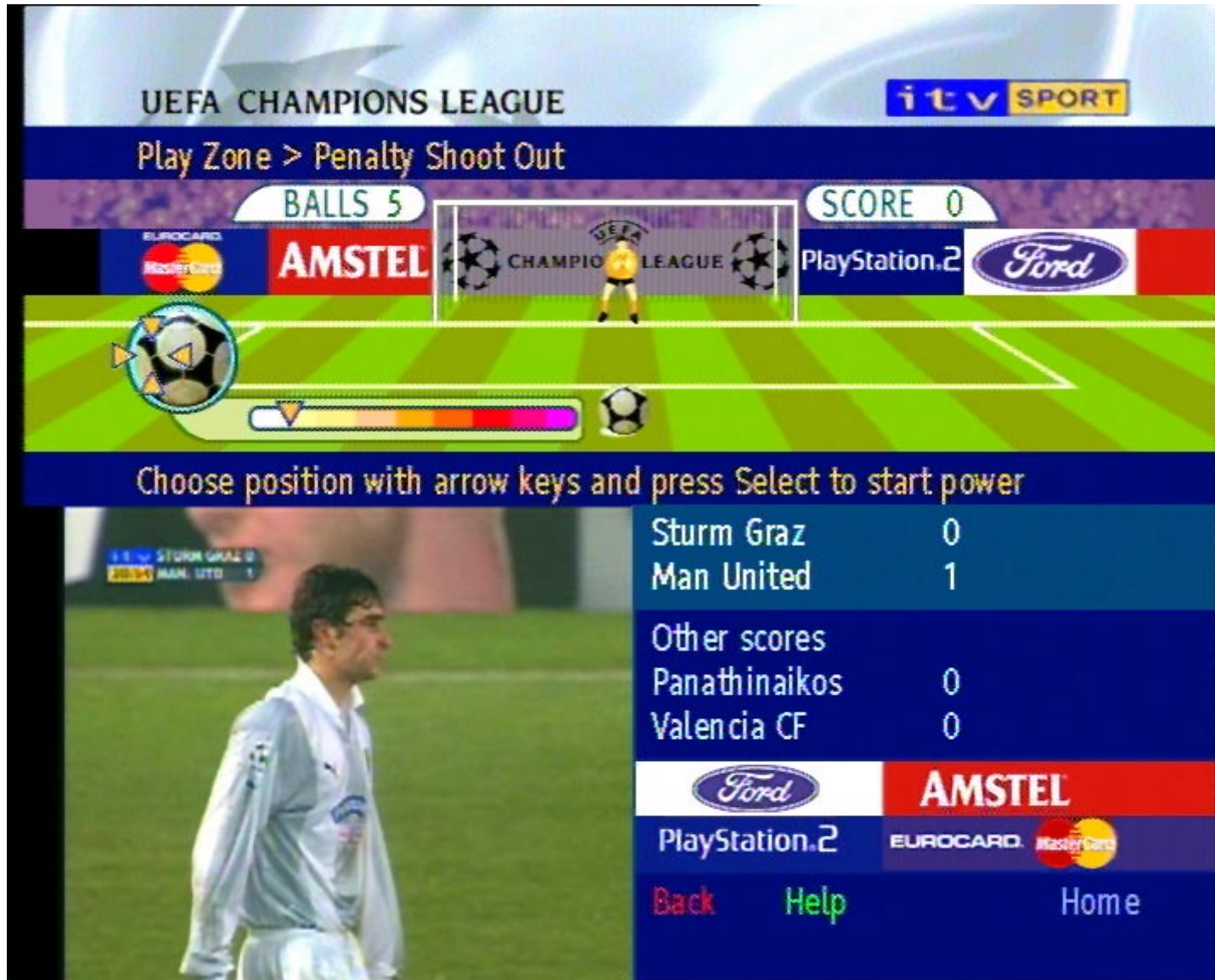
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Match information



Interactive game

The Brit Awards 2001

Programme enhancements

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BRIT Awards 2002



Nominations



At the BRITs



Win Prizes



BRIT Hits CD Shop



BRIT Trust

Use **↔** to move & press **SELECT**

Find out about the latest nominees for all categories



On Next: Robbie Williams

Get Robbie's latest album in the BRIT Hits CD Shop



£20 off Virgin Mobile phones - Press Yellow

Press EXIT to return to TV

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Nominations



Dido



Jamelia



PJ Harvey



Sonique



Sade

Use  to move & press Select

Dido's UK top 50 debut album is 'No Angel'



On Next: Robbie Williams

Get Robbie's latest album in the
BRIT Hits CD Shop



Music to your ears - MP3 giveaway! Press Yellow

Press EXIT to return to TV

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BRIT
AWARDS
2002

Nominations



Dido

Dido studied at the prestigious Guildhall School of Music before entering the world of pop and gaining her first ever BRIT Award nomination. Her song 'Thank You' featured in the film 'Sliding Doors' and was

Use for more - pg 1 of 4
Get Dido's debut album 'No Angel' in the BRIT Hits CD shop



On Next: Robbie Williams

Get Robbie's latest album in the BRIT Hits CD Shop



£20 off Virgin mobile phones - Press Yellow

Press EXIT to return to TV

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BRIT Awards 2002

BRIT Hits CD Shop

BRIT Awards
2002



Use **Left** and **Right** and **Select** - pg 2 of 3 **Left** **Right**

Kylie - 'Light Years'
Press **Select** to Buy



On Next: Robbie Williams

Go behind the scenes with the stars in the 'At the BRITs' section



£20 off Virgin Mobile phones - Press Yellow

Press EXIT to return to TV

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The Brit Awards 2001

Programme sponsorship

NB: Consumer selection



£20 off our phones



MP3 & V2001 prizes



VirginXtras

Call free on 0845 6000 6XX
to enter the prize draw to win
one of five MP3 phones



Use  for more - pg 1 of 3

◇ On Next: Robbie Williams

£20 off any Virgin Mobile
phone? Fantastic!



The Virgin Mobile Samsung M100
has an inbuilt MP3 player & comes
with a remote control stereo
headset - that's music to your ears!

Press EXIT to return to TV

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MP3 & V2001 prizes

BE IN THE TOP 40 . . .
... OR EVEN THE TOP 5!!
We've got 5 Samsung MP3
phones and 20 pairs of weekend
tickets to V2001 to give away.
Just grab the phone and dial
0845 6000 6XX if you know the



Use  for more - pg 1 of 3 

On Next: Robbie Williams

Nominate yourself and you
could be up for an award too

The Virgin Mobile Samsung M100
has an inbuilt MP3 player & comes
with a remote control stereo
headset - that's music to your ears!



Press EXIT to return to TV

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