

## Sky Tests Online Streaming

That internet thingy keeps popping up. Sky will again be dipping its toes in the virtual ocean (after conspicuously switching off its *Sky Online* internet replay service on August 1st). This time, however, Sky will be offering something new: live streaming.

Sky has a commitment to stream the Prime Free-To-Air feed of next February's Winter Olympics online. Sky plans to carry the live stream on the Prime website. With much of the activity taking place during the working day, the live Olympics stream is likely to be an attractive option for Kiwis to sample at work.

This is brave new territory for Sky -- the company hasn't done anything quite like this before -- so they're very wisely testing various combinations of suppliers and technologies before the first day of the Winter Olympics.

As part of this testing **Sky will be streaming LIVE the 3rd Black Caps v Pakistan Test Match**, scheduled for next Friday 11th December through to Tuesday 15th December, on the SKY Sport website.

Sky will be watching the uptake over the course of the test with great interest. This is officially a test, and doesn't signal any new direction with regard to streaming sports content on the web.

At least, not yet.

## TiVo: Let The Advertiser Pay For You

Hybrid TV Australia (operators of TiVo for Oz and NZ) late last week announced (*per B&T*) a new ad-supported Video On Demand service due to launch in Australia in Q2 2010. It's not particularly revolutionary in concept -- the viewer can pay a fee, or instead can choose to have advertisers pay for their viewing (which Hybrid research suggests will be the preferred option 7000 to 1).

TiVo owners will have a choice when it comes to watching an archived episode of a TV series -- pay a fee to watch the episode or click the button which will read "Let (an advertiser) pay". Viewers can then watch for free, but are unable to fast forward the ads, which might typically include a top and tail ad plus an intermission. Advertisers will receive exclusive rights to the TV series they choose to advertise around.

No word yet on when the service will be on offer in NZ, but we expect it sooner rather than later.

## OVER THE MOON

We would be derelict in our duty if we failed to mention the record-breaking opening of the latest installment of *The Twilight Saga*, **NEW MOON**, which grossed over \$2,640,000 in its opening weekend making it the biggest opening of any film in New Zealand history. The previous record holder: *The Lord of the Rings: Return of the King*.

## Snippets

### OOPS

The Dominion Post is today reporting that Kiwis may be able to access Television New Zealand's Ondemand online TV service through the PlayStation 3 from early next year. TVNZ has confirmed that the broadcaster would make an announcement about an "exciting partnership" with PS3 manufacturer Sony in the new year, but did not elaborate.

The broadcaster released a statement after Sony announced on a blog that on-demand TV websites from various countries would be accessible through the web-connected game console, and (initially) displayed the TVNZ Ondemand icon.

It's no great surprise -- TVNZ has previously noted its intention to offer content via the PS3 -- but it is bad timing. With Christmas looming, the broadcaster would undoubtedly prefer that consumers focus on (and sign up for) the TiVo rather than the PS3.

### TOP 5 RADIO ADSPEND CATEGORIES SEPTEMBER 2009

Month on month comparison August/September 2009 (August positions noted in brackets).

1. Leisure, Entertainment (no change)
2. Retail (up from 3)
3. Government Departments, Services & Community (down from 2)
4. Investment, Finance, Banking (up from 7)
5. Foodstuffs (no change)