

Beat: News

## **IPTV Award 2013 in Hamburg.**

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**USPA NEWS** - On 12 12 2013 was the German IPTV Award 2013 in the Hamburg-based agency pilot in the media city of Hamburg awarded. A total of 38 IPTV projects had been registered for the prize, and it had done in the final twelve participants.

The German IPTV Association gives each year in the category "Most Innovative Format", "Innovative Technology", "creative concept of use" and "Best Business Model" an award. <http://www.diptv.org/award-2013/die-gewinner-2013.html> The winners are: Best Business Model 2013 Watchever.de <http://www.watchever.de> flat rate VoD. Innovative format 2013 Elbkick.tv <http://www.elbkick.tv> local football. Innovative Technology 2013 multithek [www.multithek.de](http://www.multithek.de) HBBTV technology. Creative use Concept 2013 twoforfashion <http://www.twoforfashion.tv> Trend TV.

In the last category of the Video on Demand providers Watchever was awarded his flat-rate model for series and movies for 2013. For 8.99 euros a month, subscribers have unlimited access to 12,500 titles. The subscription can be canceled monthly. A minimum contract period does not exist. This business model is compared to the already existing services and subscription packages that give access to only parts of the whole range, a true innovation in the German market.

In addition to the parallel use of multiple devices with one account, it is unique in that all series and movies can be played on smartphones and tablets in offline mode. Prior to the award ceremony pilot asked for anyone interested a workshop on the topic of "Integrated motion picture concepts" on. From 14 clock refereed Web TV specialists from different areas to exciting trends and issues - including Robert Hermann, Director of Sales Strategy at Yahoo! or Peter Körner, Business Development Manager at Brightcove.

After the final panel discussion of the German IPTV Award was awarded in 2013. The award for the "Most creative design" dusted "Two For Fashion TV off. Trend and fashion format is being sponsored as a blog and video blog from the fashion house Otto. Enforced hatt the format compared to the trailer platform Filmmer.de and the social TV station Joiz. As "Most Innovative Technology" the Multithek of Media Broadcast Award, which had to prevail against the VOD portal MyVideo and online video recorder Save.tv.

Hans Rummert and Steffen Brauer, both Expert Sales Manager at MEDIA BROADCASTAS, took on Thursday received the award for diemultithek. The multithek combines television and Internet services, and provides a new TV variety for free via satellite and DVB-T. multithek users have easy and direct access to stations, media libraries and supplementary services. Complimentary amenities include, for example, the media libraries of ARD and ZDF, more TV channels such as Bloomberg TV, JuweloTV and 1-2-3.tv or music television Putpat.

Brand new in the portfolio is the online video store Kymba that offers commercial-free children's television with teaching purposes, as well as the gaming portal itsmy.TV. Whether Adventure games, quiz games, or eKlassiker like solitaire - the selection of games for the commercial break is large and suitable for the whole family. With the IPTV Award for the "Most Innovative Format" Elbkick.tv was awarded. The Bewegetbild platform for local football stood up to the too nominerten projects Balcony TV and Russland.tv.

pilot makes advertising for the digital age. The range of independent and privately owned agency group includes Media Consulting, Interactive Media, creation, performance marketing, web TV, content and technology for digital screens, media and industry collaborations, and marketing advice and marketing in the sports business. In addition, pilot has to hedge the campaign success has its own market and advertising research team. Together realize the pilots, true to its motto "From here to the Future" campaigns that attract attention and bring a proven track record for clients of the agency.

Started in 1999 as a pilot's media agency for traditional and digital media. But the design and production of campaigns from the beginning was an important component of the pilot power spectrum. For the classical separation of media and creation of "old" and "new" media is a thing of the past. Today, more than 300 specialists from all fields working in Hamburg, Munich, Berlin, Stuttgart and Vienna together closely and cover the entire spectrum of media, creative and technology.

Its clients include renowned national and international companies such as AIDA, ara shoes, AVM, Bauer yogurt, bionade, Boehringer Ingelheim, Coppenrath & Wiese, DasErste, German Savings Banks and Giro Association, EnBW, Fidelity, Fisherman's Friend, GKL, Hansa Mineral Wells, Hanse Merkur, Highland, Kühne, Lanserhof Lotto24, Meggle, Melitta, mentos, mobilcom debitel, New York, OTTO, Procter & Gamble, Radeberger group, real, -, Reemtsma, Scout24, Telegate 11 88 0, Tillman's Toasty, Volkswagen Bank and the Central Association of the German Trade.

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