



Company Name: Mobiotics

Name of the App: TV Buddy

Description: TV Buddy is an engagement platform for TV viewers to socially discover and discuss programmes and participate in content-based games and promotions. It comes with an optional set top box and TV integration for an enhanced experience. TV Buddy supports:

- Programme Discovery
- Programme recommendations
- Social Checkin-based interactions and sharing
- Content-based promotions

Why the app is a game changer: There are 146 million cable and DTH homes in India and the industry is worth USD 8 billion. TV service operators and content providers are facing a changing digital content consumption scenario. Not only do they need to keep their subscribers engaged, they also need to find new ways to monetise this user base while seamlessly transitioning themselves and users to the new digital content economy. TV Buddy offers TV service operators and content providers a means of managing their user base while also monetising this user base through the introduction of new media services that harness the power of the digital economy. TV Buddy supports: end-to-end subscriber management for operators; targeted content promotions in the form of voting, games, contests and rich media advertisements; interactive tele-commerce opportunities within a programme based on real-time content curation and seamless introduction of new media VAS services and their rollout.