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## About the dotTV Consortium

dotTV™ is an industry consortium whose mission is to build a next-generation interactive TV viewing experience leveraging social networking and online video to engage viewers. As viewers increasingly demand an anytime, anywhere, any-device viewing experience, dotTV seeks to bring the interactivity of online media and social networking to the TV and set-top box. These services also enable broadcasters to increase advertising revenue across multiple media and over multiple devices.

## dotTV Quick Facts

**Established:** March 2007

**Headquarters:** Palo Alto, California

### Milestones and Objectives

- Initial Public Announcement: January 2008
- Public Demonstration of Prototype Service: NAB/Las Vegas, April 2008
- Initial Trial Service: scheduled for 2H/2008 in Korea
- Commercial Service Launch: scheduled for 1H/2009 in Korea

## dotTV Promoters

### Broadcast Television Companies



Korean Broadcasting System



Korea Educational Broadcasting System



### Consumer Electronics Manufacturers



LG



### Technology Providers



### Contact Information

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