

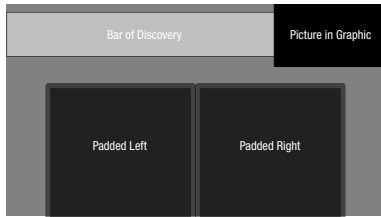


Core TiVo Updates

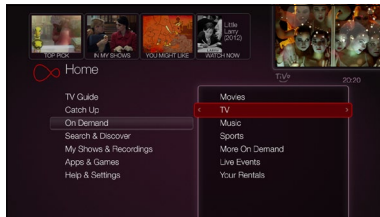
‘Breakaway’ VOD screens

Annotated Mock-ups

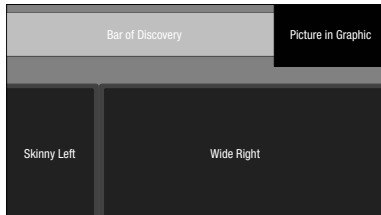
10 Aug 2015



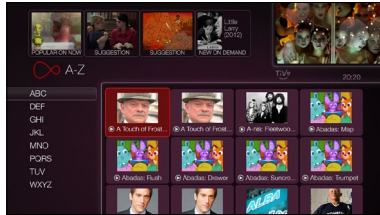
Padded



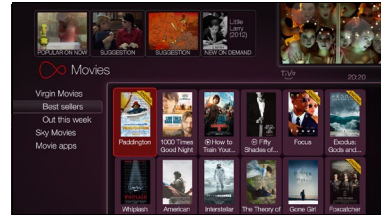
Home Screen (Req.226)



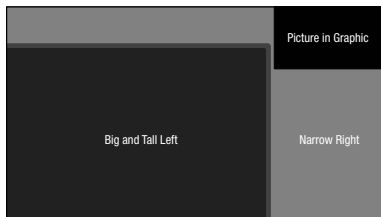
Wide Right



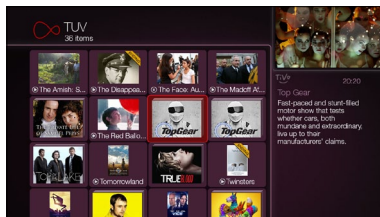
Wide Right TV Grid (Req.219)



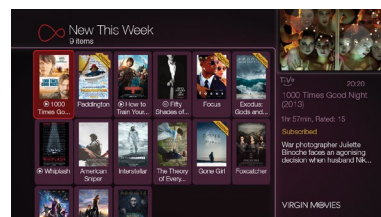
Wide Right Movie Grid (Req.255)



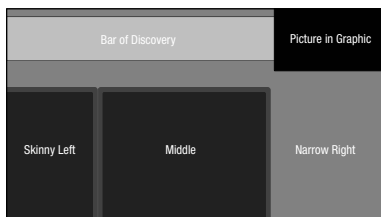
Big Left



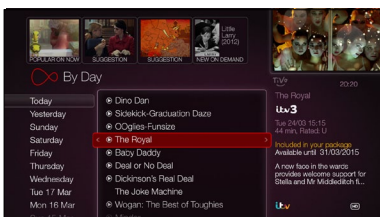
Big Left TV Grid (Req.222)



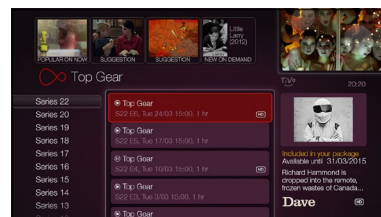
Big Left Movie Grid (Req.267)



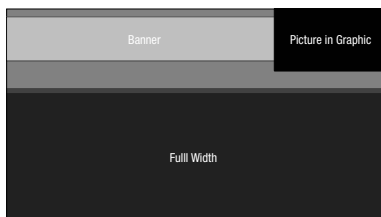
Middle



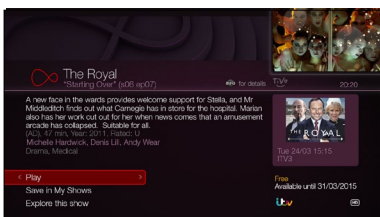
Single Height Middle (Req.221 & 40)



Double Height Middle (Req.223)



Full Width



Launch Screen (Req.259)

VMREQ	Name	Comments
226	Home Screen	The VOD entry points are the submenu items of "Catch Up" and "On Demand" on the left hand column. They shall be configurable outside of a code release.
219	Wide Right TV Grid (Two column, no preview pane)	The content of the items in the grid will vary depending on the VoD area. Could be a mix of square TV images or folder images, or portrait movie posters (similar layout to Req.255).
255	Wide Right Movie Grid (Two column, movie grid, no preview pane)	Like Req. 219 but the grid contains only movie posters so that more content can fit on the screen.
222	Big Left TV Grid (Two column, preview pane)	No discovery bar so that more items can fit on the screen. Could be a mix of square TV images or folder images, or portrait movie posters (similar layout to Req.267).
267	Big Left Movie Grid (Two column, movie grid, preview pane)	Like Req. 222 but the grid contains movie posters only so that more content can fit on the screen.
221 & 40	Single Height Middle (left list, single height list, preview pane) (Catch Up Assets by Day of the Week)	A 3 column screen with the left column containing groupings/folders, the middle column containing a single height list, and the right column containing a preview pane for the highlighted item in the middle column. Used for Catch Up. (similar layout to Req. 223)
223	Double Height Middle (Episode guide view)	Like Req. 221 but can only be used for Episodic content. Only 1 provider can be listed per screen. Won't be used in Catch Up because episodes are grouped using a Series ID and not if it's "in Catch Up."
259	Launch Screen	Screen used to purchase and launch VOD assets.

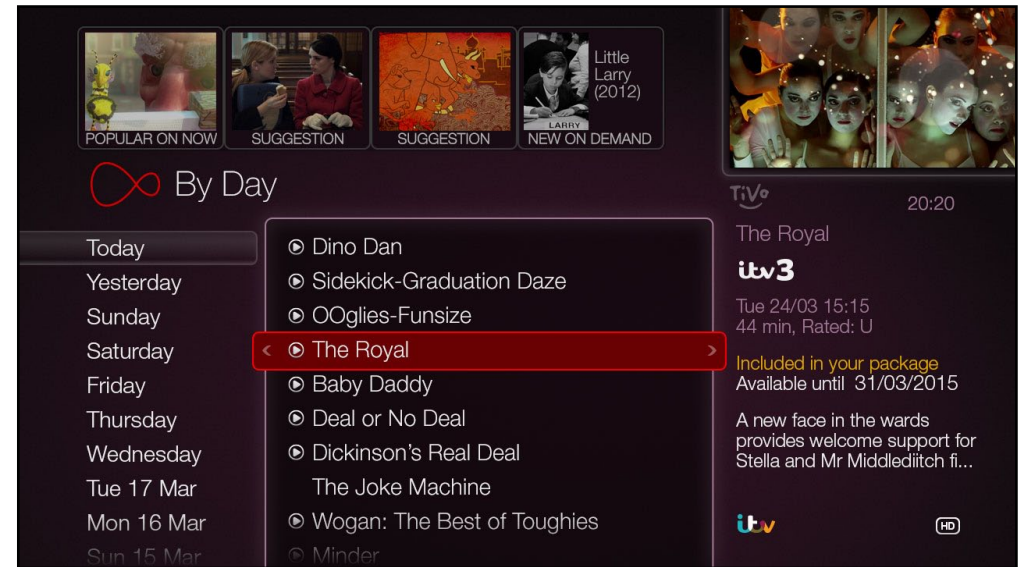
Catch Up Examples

Example User Journey

Catch Up by Day (to TV episode)



1



2

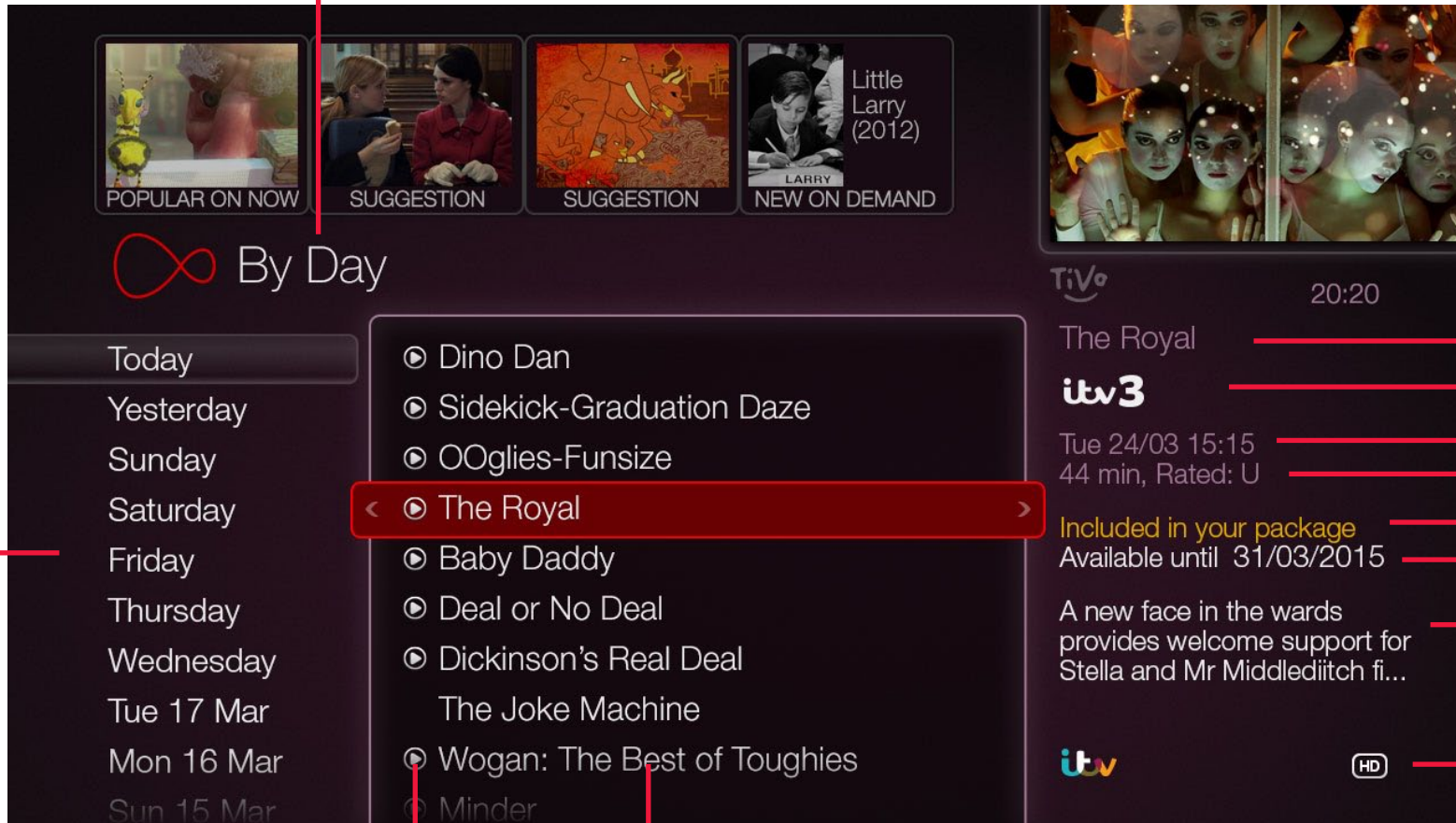


3

Breakaway Screen Example

VMREQ 221

Header: Screen Title vertically centered



Skinny Left:
at least last 7 days, and any the remainder by dates, up to 30 days

- Preview Pane:
- TV show title (2 line max)[†]
- Broadcast channel logo[‡]
- Broadcast time & date
- Duration, rating
- Entitlement status
- End-of-license date*
- Short description* (3 line max)
- Content provider logo & HD, 3D logos

Entitlement status icon

Middle: Show Names

[†] may have Series/Episode stamp on next line if data provided. Compare with page 9.

[‡]if data provided

*shown from approx. 30 days before expiry

Breakaway Screen Example

VMREQ 259

Header:

- Show Title
- Episode Name & Series/Episode stamp (if data provided)
- INFO button triggers pop-up showing all metadata

Main Body:

- Description with Guidance (6 lines max)
- Attributes, Duration, Year, Rating
- Cast
- Genre

Options: (3 line max)

- Watch now
- Add bookmark to My Shows
- Explore this show

Preview Pane:

- TV Series image (200 x 150)
- Broadcast date & time
- Broadcast channel name
- Entitlement status
- End-of-license date*
- Content provider logo & HD, 3D logos

Example User Journey

Catch Up by Channel (to TV episode)



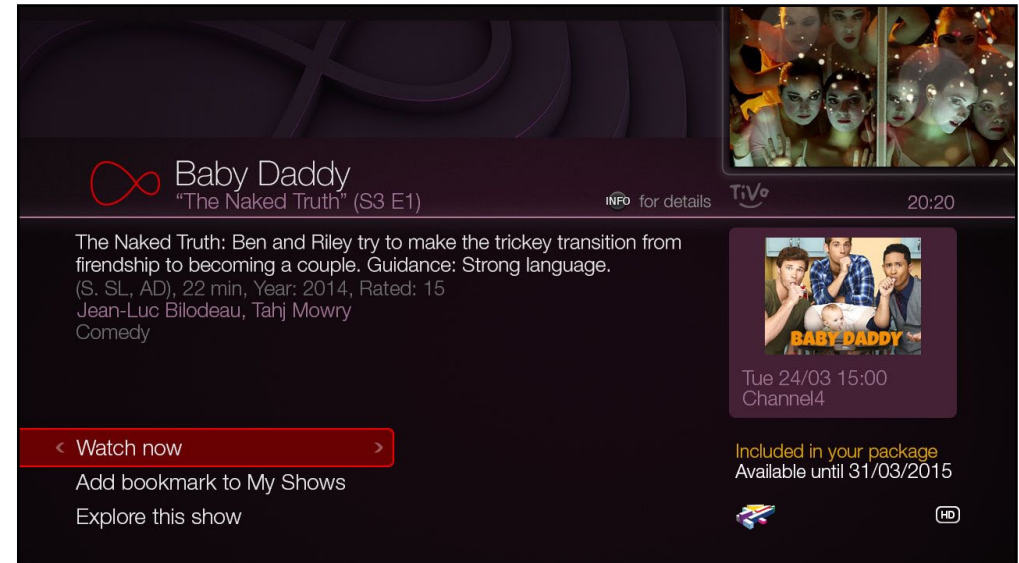
1



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3



4

Breakaway Screen Example

VMREQ 222

Big Left grid:

Folder Image
(200 x 150)



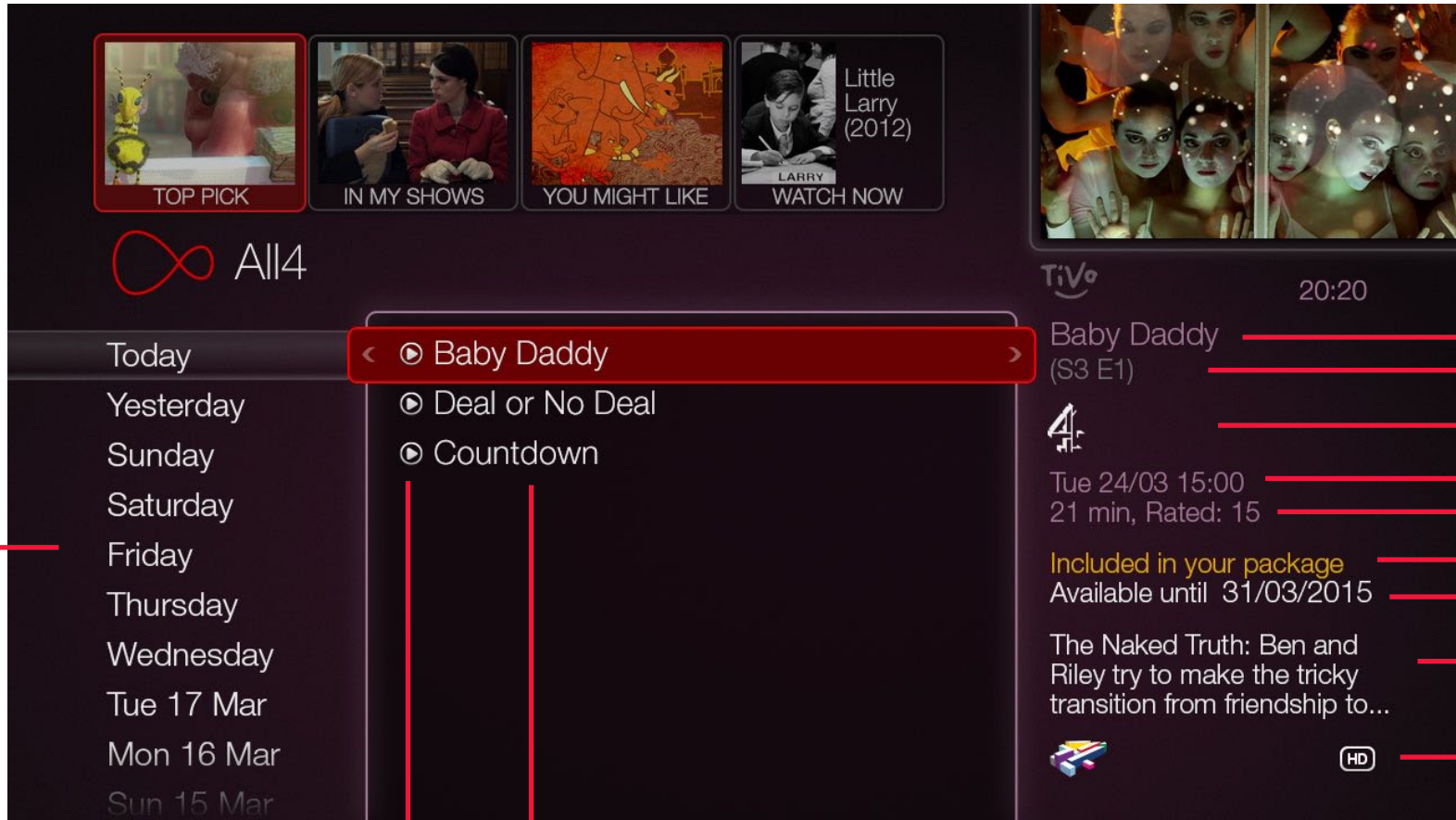
Preview Pane:

Folder Name

Folder Description
(10 lines max)

Breakaway Screen Example

VMREQ 221



Skinny Left:
at least last 7 days, and any the remainder by dates, up to 30 days

Preview Pane:

- TV Show Title (2 line max)
- Series/Episode stamp
- Broadcast channel logo ‡
- Broadcast time & date
- Duration, rating
- Entitlement status
- End-of-license date*
- Short description (3 line max)
- Content provider logo & HD, 3D logos

Middle: Entitlement status icon Show Names

‡if data provided

*shown from approx. 30 days before expiry

Breakaway Screen Example

VMREQ 259

Header:

- Show Title
- Episode Name & Series/Episode stamp
- INFO button triggers pop-up showing all metadata

Main Body:

- Description with Guidance (6 lines max)
- Attributes, Duration, Year, Rating
- Cast
- Genre

Preview Pane:

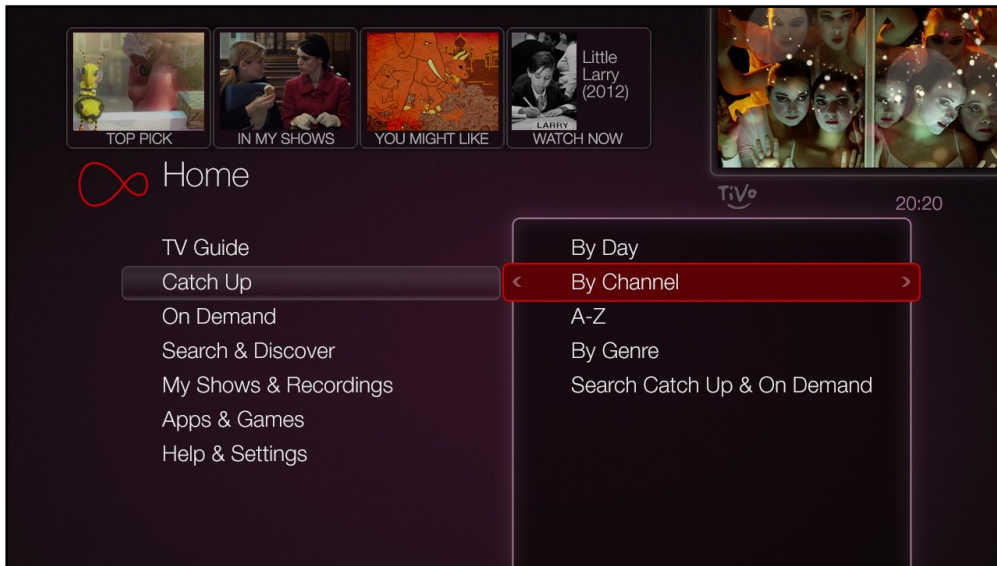
- TV Series image (200 x 150)
- Broadcast date & time
- Broadcast channel name

Options: (3 line max)

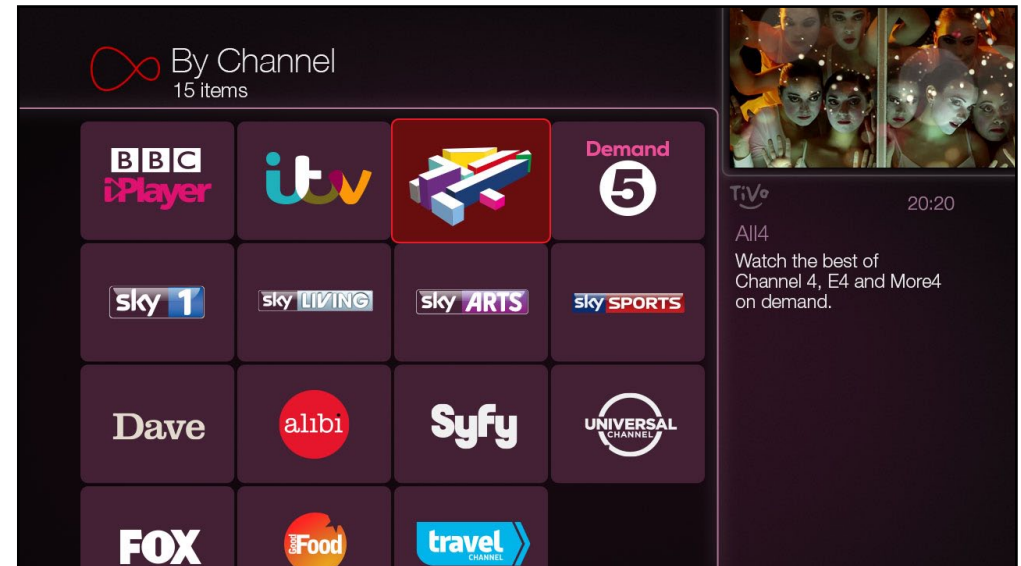
- Entitlement status
- End-of-license date*
- Content provider logo & HD, 3D logos

Example User Journey

Catch Up by Channel (to movie)



1



2



3



4

Breakaway Screen Example

VMREQ 221

Header: Screen Title vertically centered



Skinny Left:
at least last 7 days, and any the remainder by dates, up to 30 days

Preview Pane:

- Movie title (2 line max)
- Broadcast channel logo[‡]
- Broadcast time & date
- Duration, rating
- Entitlement status
- End-of-license date*
- Short description (3 line max)
- Content provider logo & HD, 3D logos

Middle: Entitlement status icon Show Names

[‡]if data provided

*shown from approx. 30 days before expiry

Breakaway Screen Example

VMREQ 259

Header:

- Show Title
- Year
- INFO button triggers pop-up showing all metadata

Main Body:

- Description with Guidance (6 lines max)
- Attributes, Duration, Rating
- Cast
- Genre

Options: (3 line max)

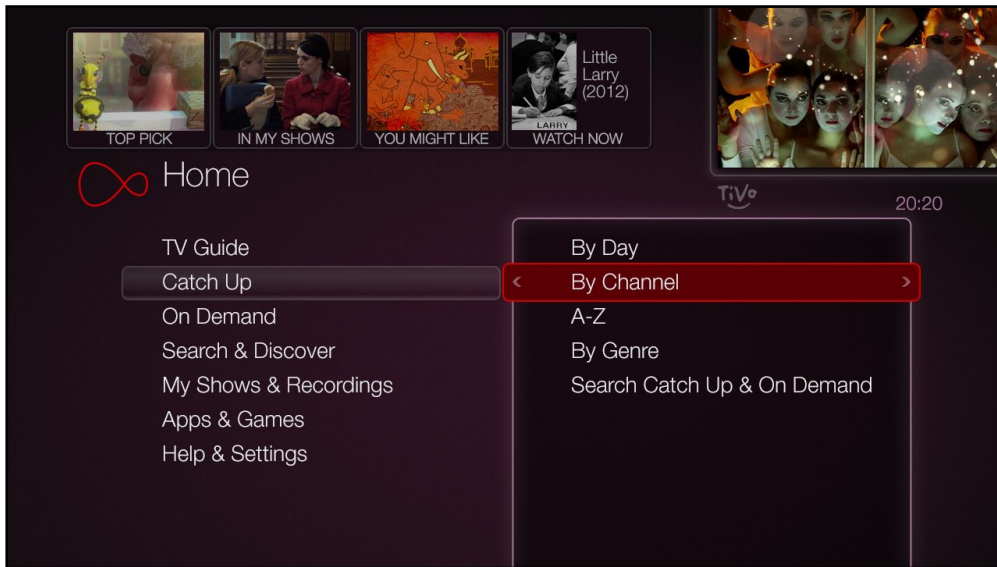
- Watch now
- Add bookmark to My Shows
- Explore this show

Preview Pane:

- Movie image (100 x 150)
- Broadcast date & time
- Broadcast channel name
- Entitlement status
- End-of-license date*
- Content provider logo & HD, 3D logos

Example User Journey

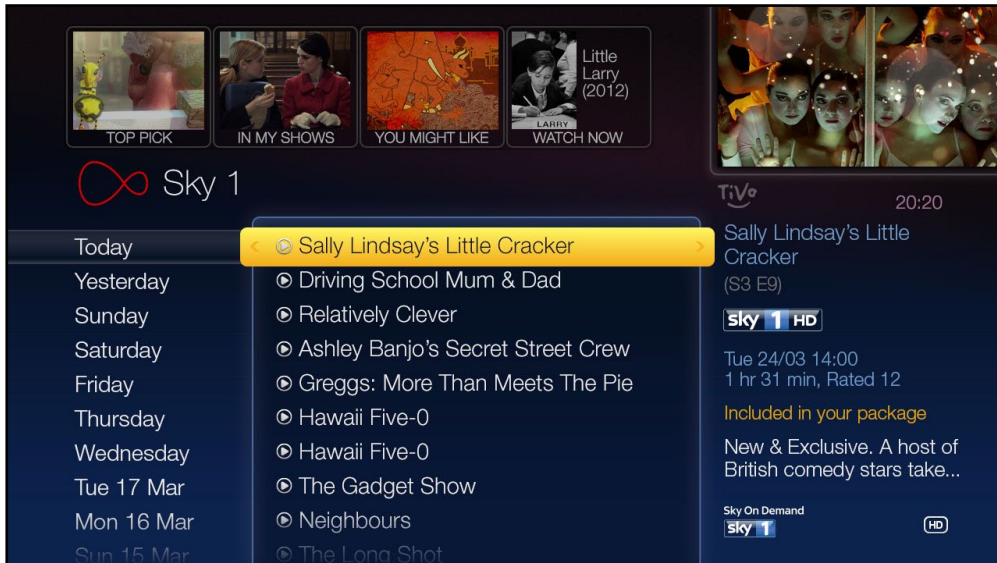
Catch Up by Channel (to Sky TV episode)



1



2



3

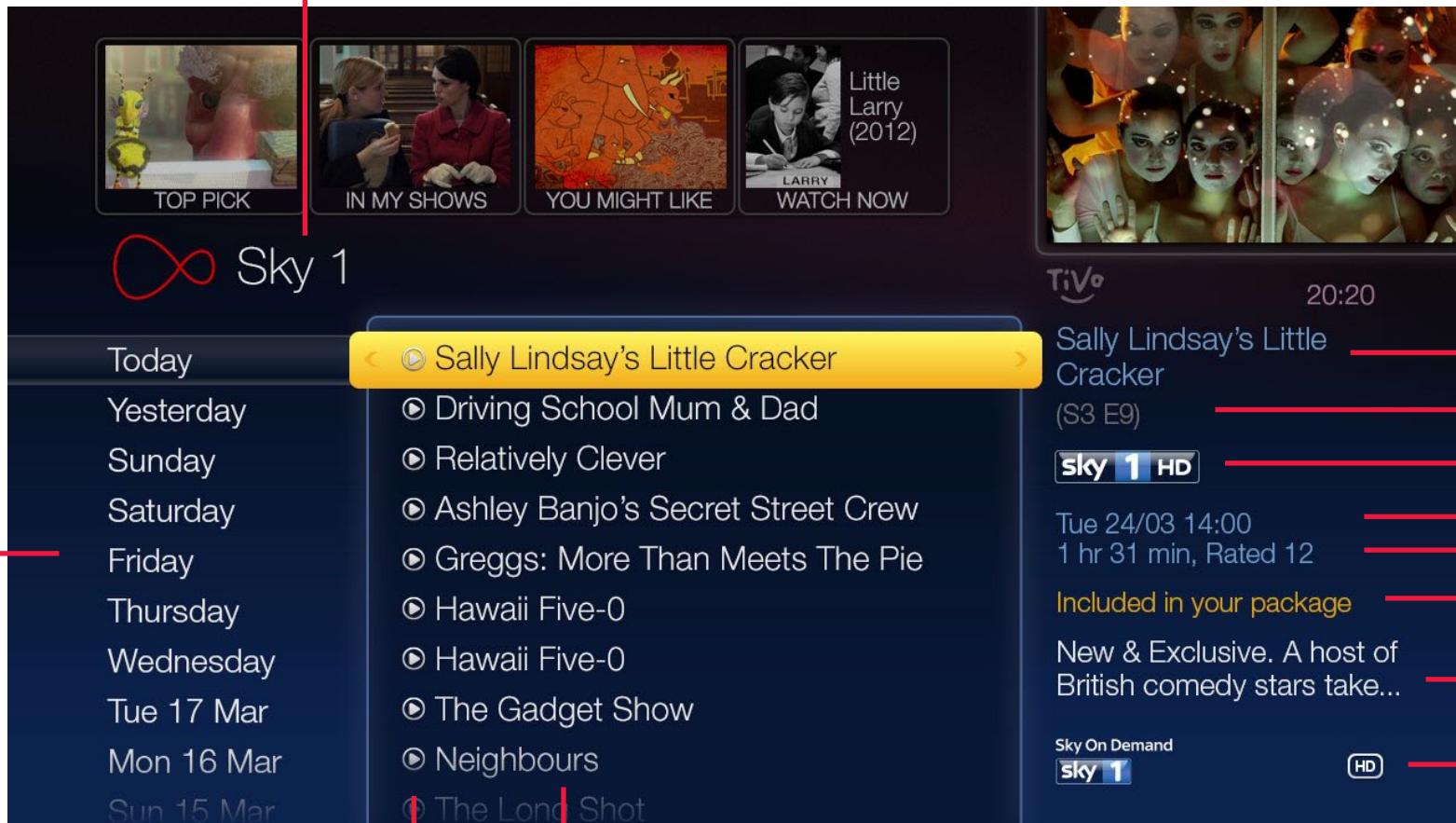


4

Breakaway Screen Example

VMREQ 221

Header: Screen Title vertically centered



Skinny Left:
at least last 7 days, and any the remainder by dates, up to 30 days

Preview Pane:
TV Show Title (2 line max)
Series/Episode stamp
Broadcast channel logo ‡
Broadcast time & date
Duration, rating
Entitlement status End-of-license date ‡
Short description (3 line max)
Content provider logo & HD, 3D logos

Middle: Entitlement status icon Show Names

Breakaway Screen Example

VMREQ 259

The screenshot shows a VOD screen for the episode 'Sally Lindsay's Little Cracker (S3 E9)'. The header area contains the episode name and series stamp, the show title, and an 'INFO for details' button. The main body features a description, attributes (duration, year, rating), and cast. A 'Preview Pane' on the right shows a TV series image with an 'ENDING' flag, broadcast date and time, and channel name. Below the main body are three options: 'Watch preview', 'Watch now', and 'More options'. The bottom right corner displays entitlement status, end-of-license date, and content provider logos (Sky On Demand, Sky 1, HD).

Header:

- Episode name & Series/Episode stamp
- Show title
- INFO button triggers pop-up showing all metadata

Main Body:

- Description (6 lines max)
- Attributes, Duration, Year, Rating
- Cast

Options:

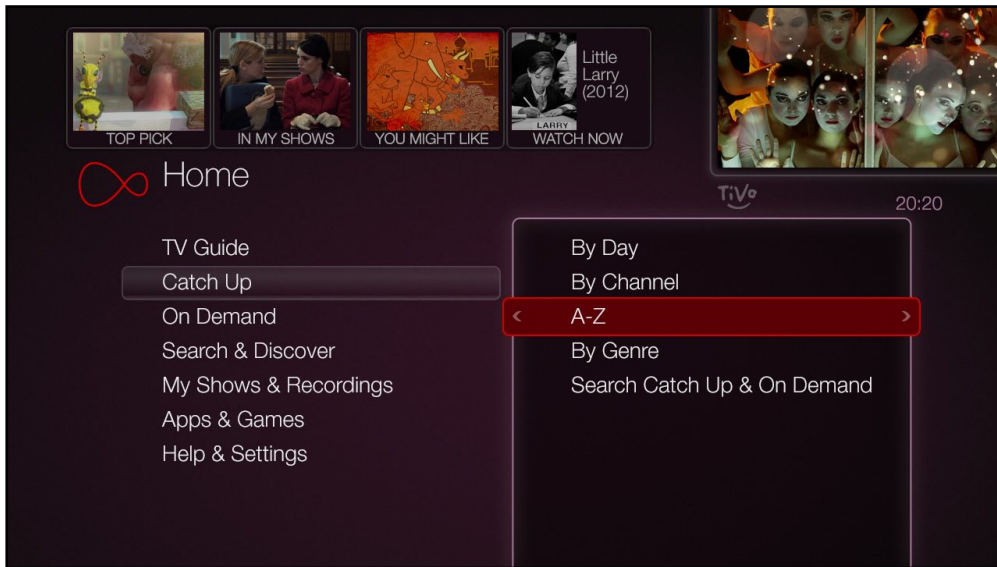
- Watch preview
- Watch now
- More options

Preview Pane:

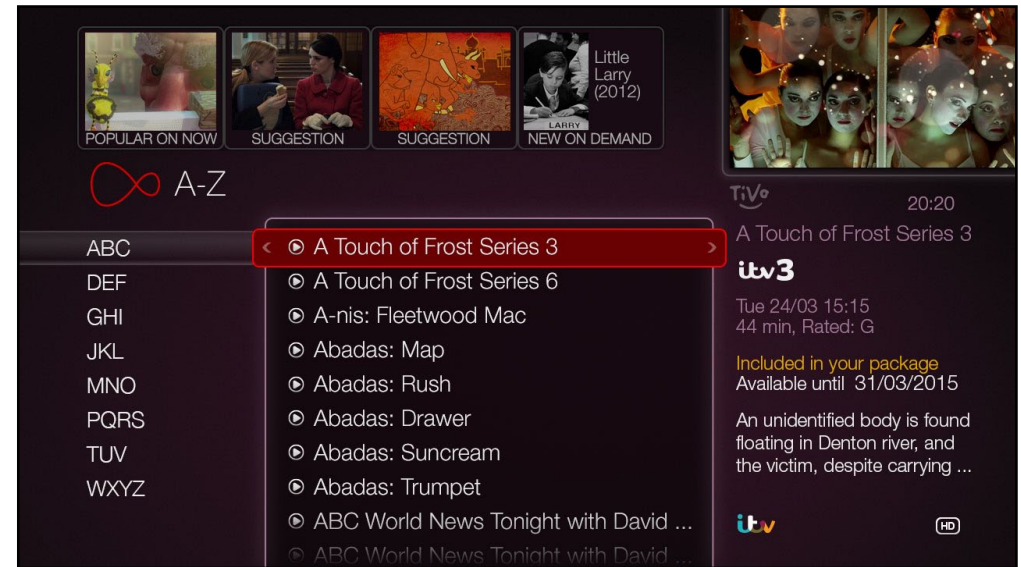
- Expiration flag
- TV Series image (200 x 150)
- Broadcast date & time
- Broadcast channel name
- Entitlement status
- End-of-license date*
- Content provider logo & HD, 3D logos

Example User Journey

Catch Up A-Z



1



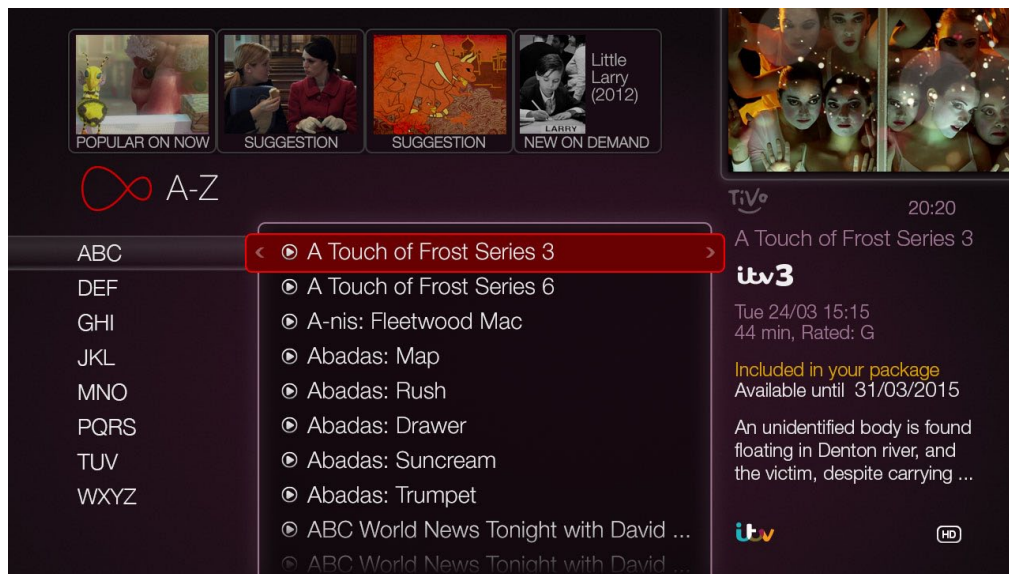
2



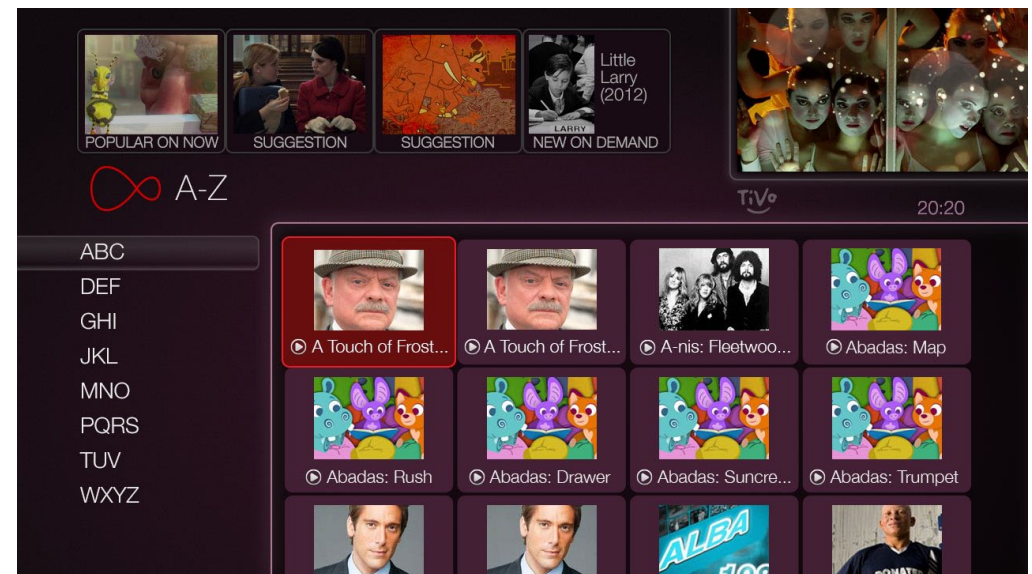
3

Screen Comparison

List vs Grid in Catch Up (comparing content as lists and content as images)



VMREQ 221



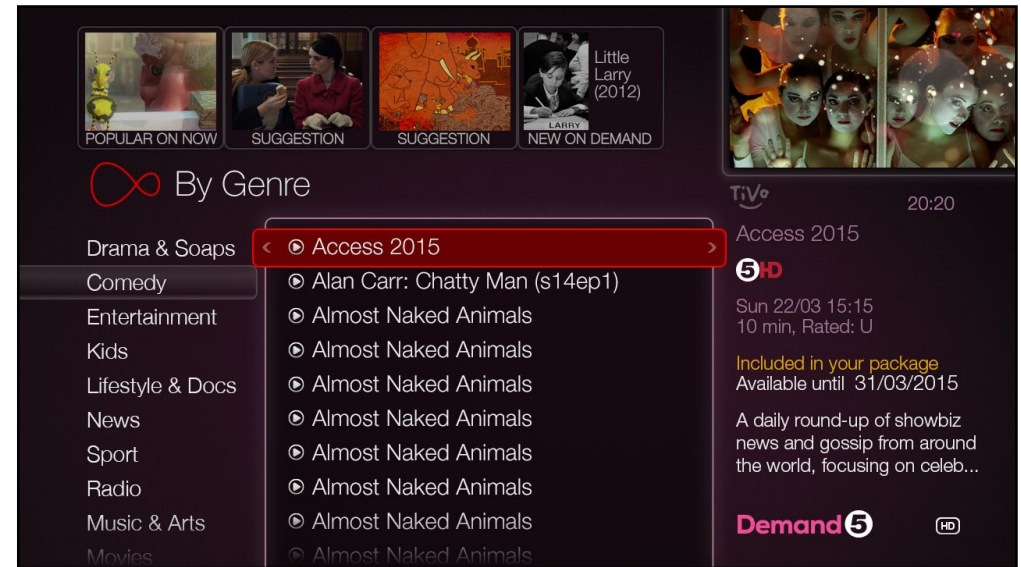
VMREQ 219

Example User Journey

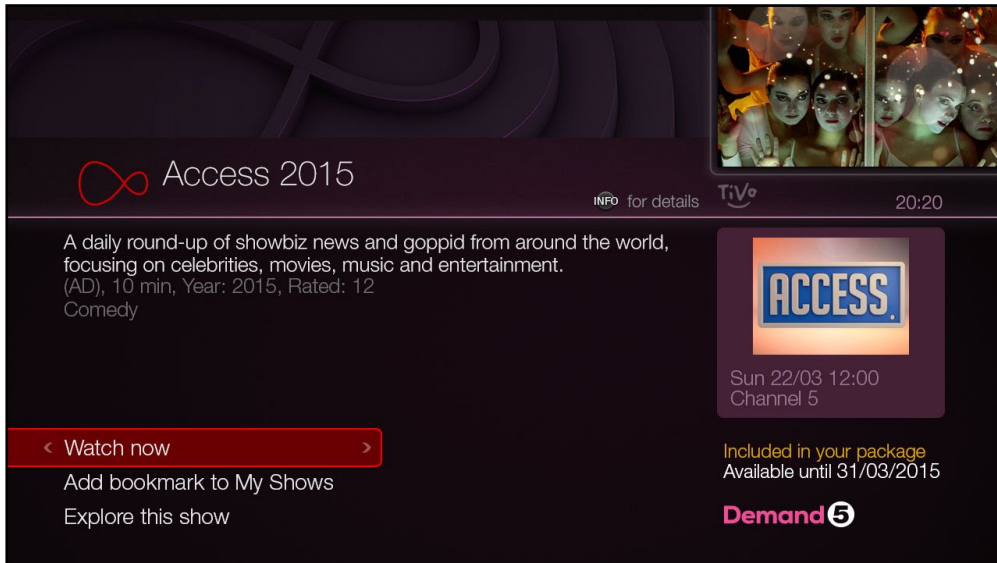
Catch Up by Genre



1



2



3

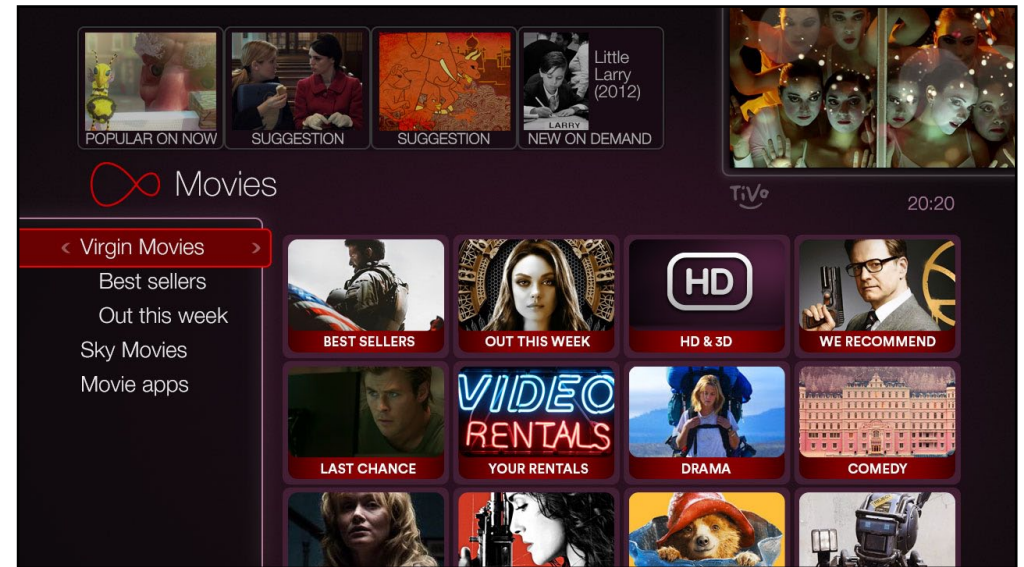
On Demand Examples

Example User Journey

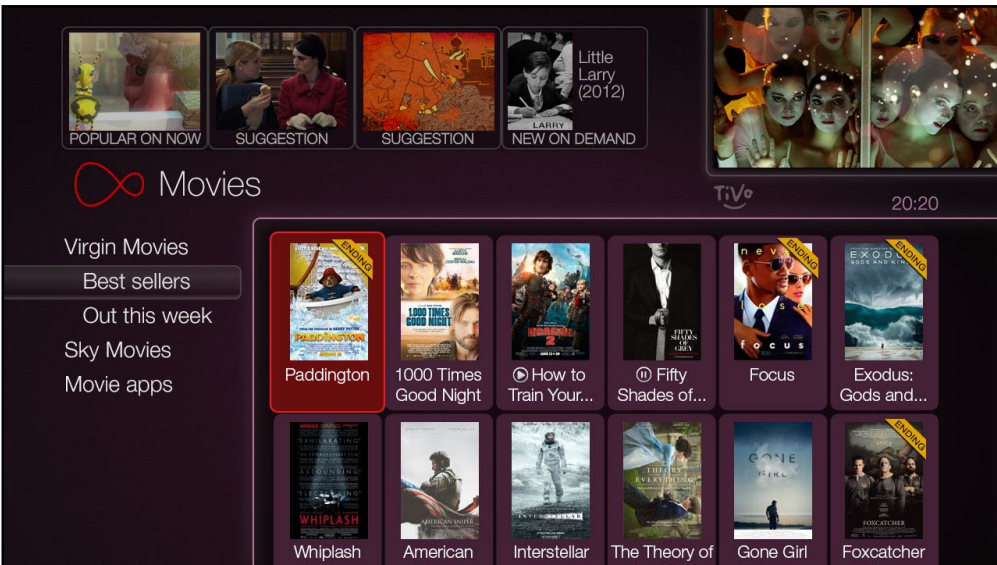
On Demand Movies



1



2



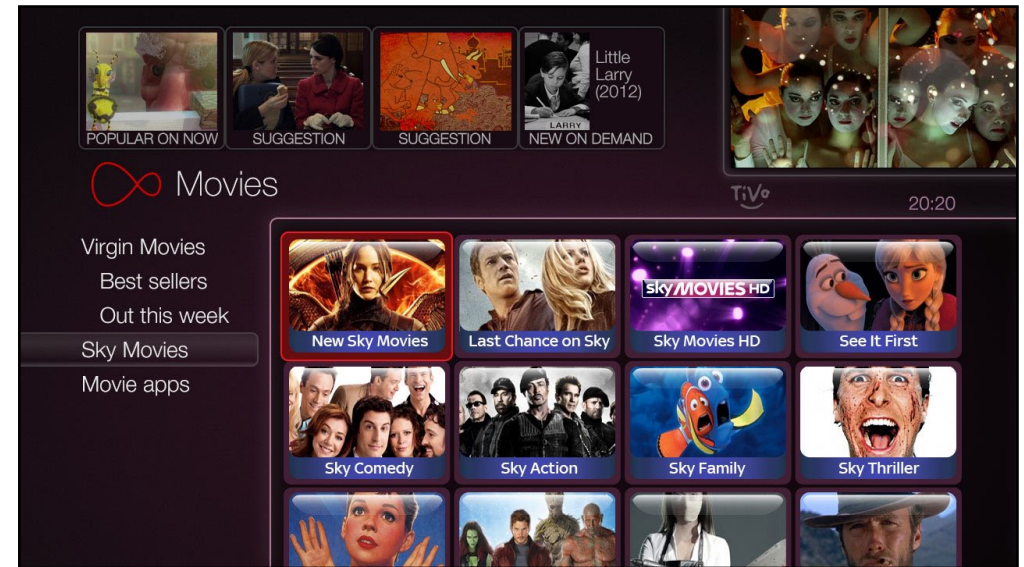
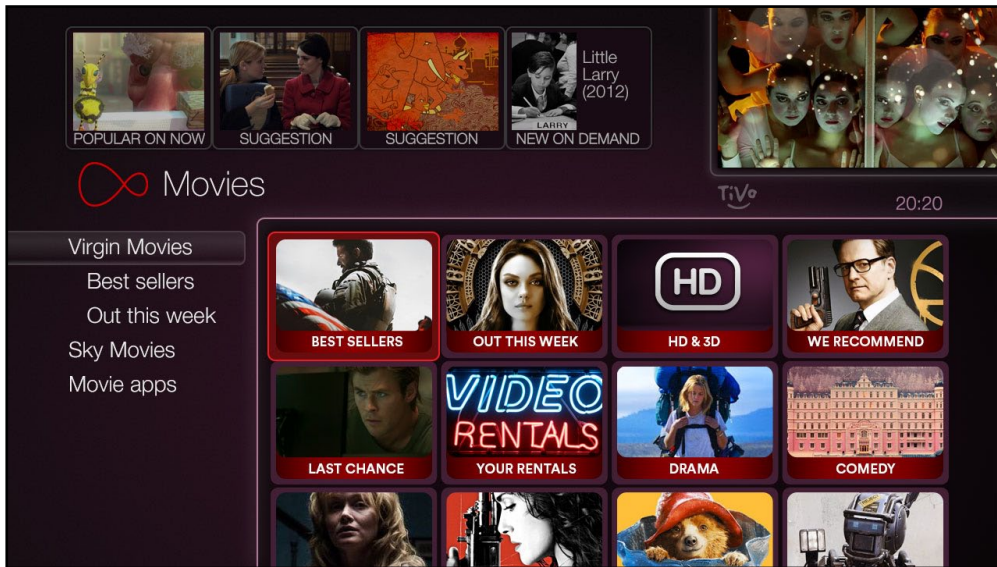
3



4

Example User Journey

On Demand Movies ('Store Front' pages)



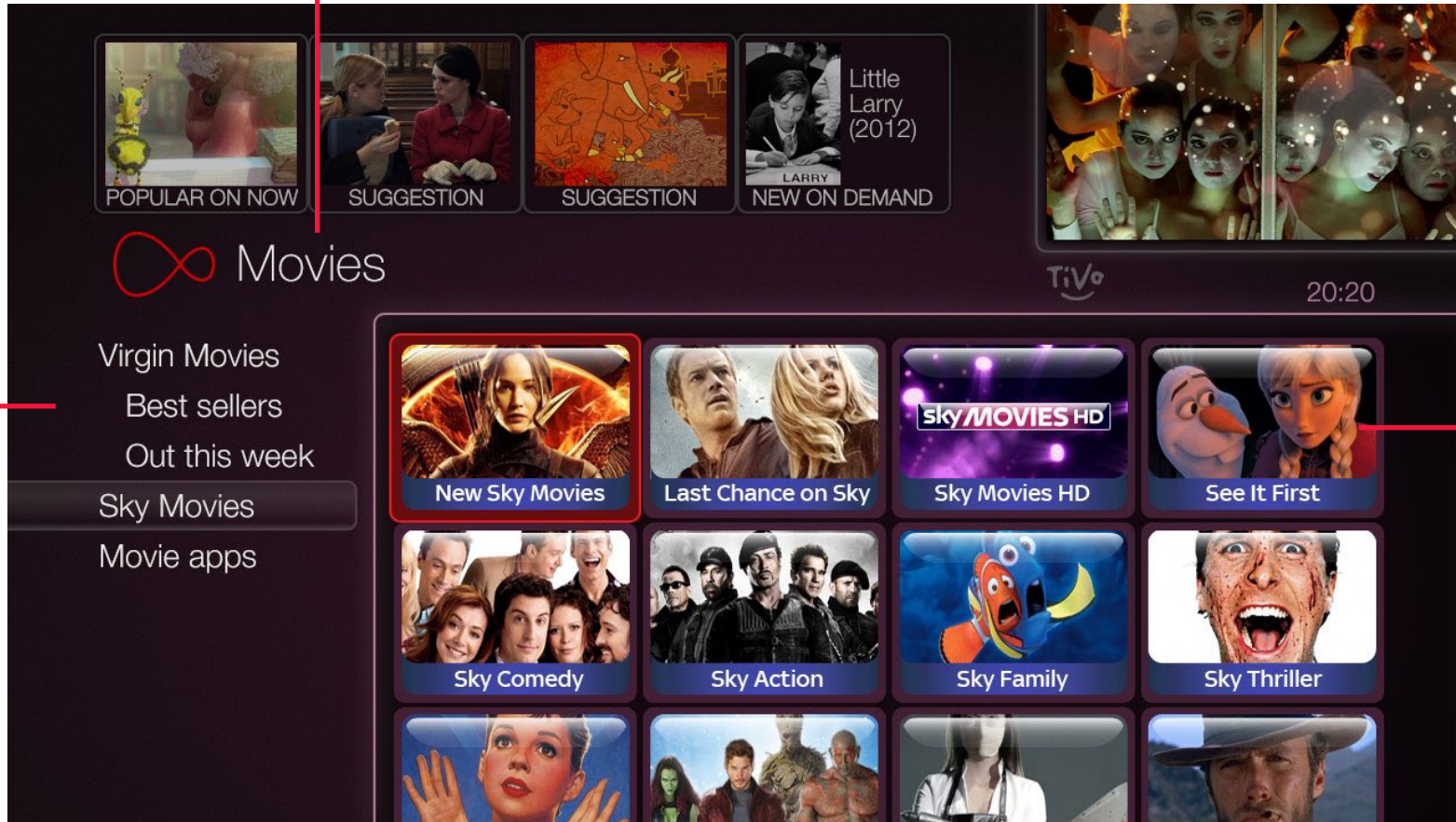
Breakaway Screen Example

VMREQ 219

Header: Screen Title vertically centered

Skinny Left:

Switch to REQ 255



Breakaway Screen Example

VMREQ 259

Header:

Show Title

Year

INFO button triggers pop-up showing all metadata

Main Body:

Description with Guidance (6 lines max)

Attributes, Duration, Rating

Cast

Genre

Options: (3 line max)

Preview Pane:

Expiration flag

Movie image (133 x 200)

Entitlement status

End-of-license date*

Content Provider Logo & HD, 3D logos

Options Flyout: Most premium options first (3 line max)

Breakaway Screen Example

VMREQ 259



Focus on option 1. No flyout showing additional options.



Focus on option 2. Flyout shows multiple viewing options and prices.



Focus on option 3. Flyout showing the overflow of options (3 maximum).



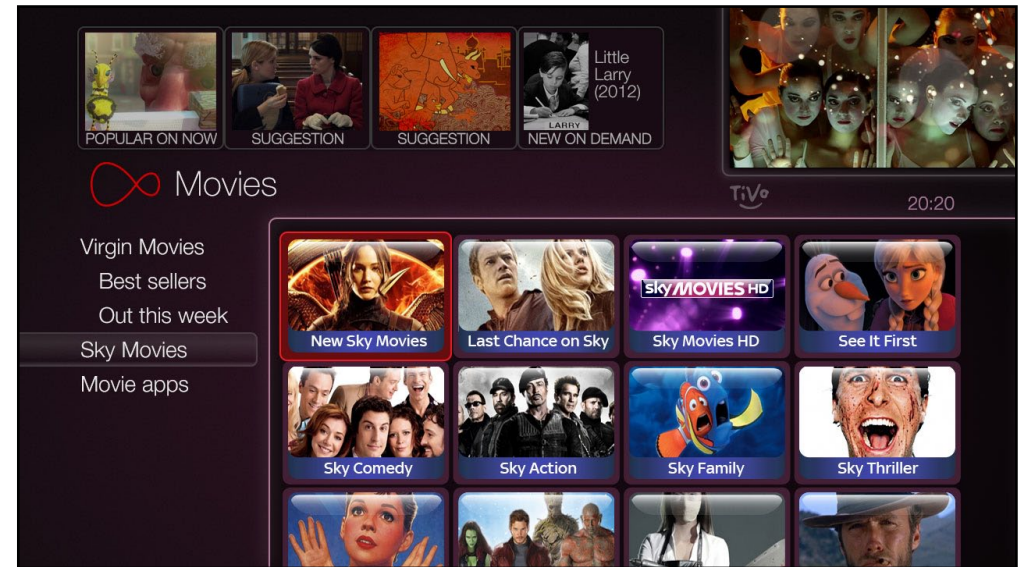
Focus on option 2. Flyout shows multiple viewing options for a movie that's partially viewed. The user can still access the HD version if they've already rented the SD version.

Example User Journey

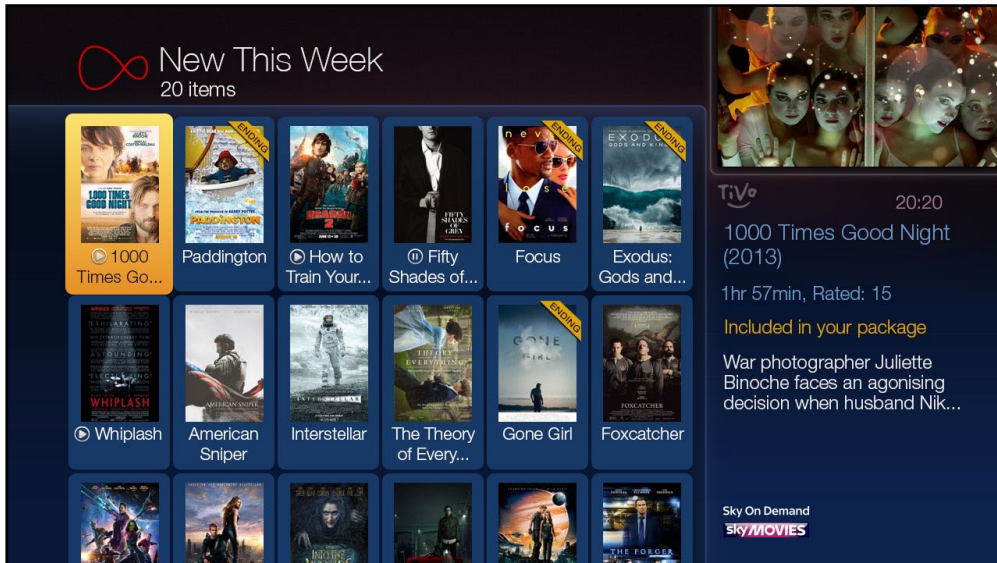
On Demand Movies (Sky)



1



2



3



4

Breakaway Screen Example

VMREQ 267

The screenshot displays a 'New This Week' section with 20 items. A grid of movie thumbnails is shown, with some marked as 'ENDING'. A preview pane on the right highlights the first item, '1000 Times Good Night (2013)'. Red lines connect annotations to specific UI elements.

Annotations:

- Entitled / Partially Viewed:** Points to the top of the first two movie thumbnails.
- Expiration Notice:** Points to a yellow 'ENDING' banner on the top right of a movie thumbnail.
- Preview Pane:**
 - Movie title & year (2 line max):** Points to the title '1000 Times Good Night (2013)'.
 - Duration, rating:** Points to '1hr 57min, Rated: 15'.
 - Entitlement status End-of-license date[‡]:** Points to 'Included in your package'.
 - Short description (3 line max):** Points to the description 'War photographer Juliette Binoche faces an agonising decision when husband Nik...'.
 - Content provider logo & HD, 3D logos:** Points to the 'Sky On Demand' and 'SKY MOVIES' logos.
- Movie Image (100 x 150):** Points to the bottom of the first movie thumbnail.

Breakaway Screen Example

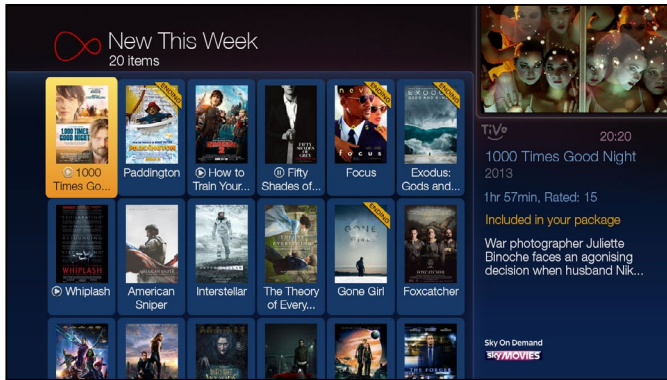
VMREQ 259

The screenshot shows a VOD screen for the movie "A 1000 Times Good Night (2013)". The interface includes a header with the show title and year, a main body with a description and cast list, and a preview pane with a movie image. Annotations point to various UI elements:

- Header:** Points to the top section containing the show title and year.
- Show Title:** Points to the text "A 1000 Times Good Night (2013)".
- Year:** Points to the year "2013".
- INFO button triggers pop-up showing all metadata:** Points to the "INFO for details" button.
- Main Body:** Points to the description and cast information.
- Description with Guidance (6 lines max):** Points to the first line of the description.
- Attributes, Duration, Rating:** Points to the line "1 hr 52 min, Year: 2013, Rated: 15".
- Cast:** Points to the line "Juliette Binoche, Maria Doyle Kennedy, Nikolaj Coster-Waldau".
- Genre:** Points to the line "Drama".
- Options:** Points to the "Watch now" button.
- Preview Pane:** Points to the movie image.
- Movie image (133 x 200):** Points to the movie poster image.
- Entitlement status:** Points to the text "Included in your package".
- Content Provider Logo & HD, 3D logos:** Points to the "Sky On Demand" and "sky/MOVIES" logos.

Journey Comparison

Entitled vs Non-entitled (before* and after software patch)



1. **ENTITLED:** Grid tile has entitlement flag and preview at right reads "Included in your package."



2. Option 2 reads "Watch now" and at right it reads "Included in your package."



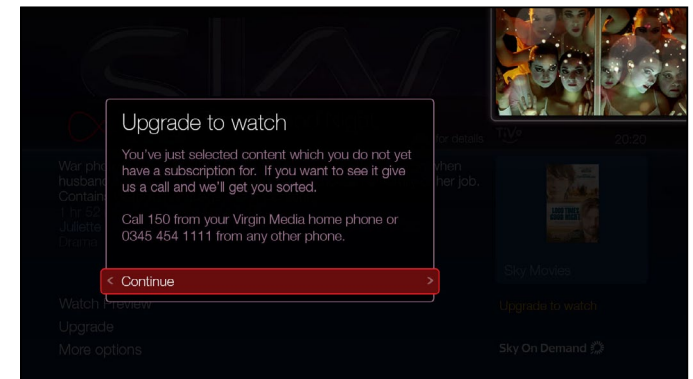
3. OK pressed on option 2. Movie plays.



1. **NON-ENTITLED - BEFORE PATCH:** Tile doesn't have entitlement flag, preview reads "Upgrade to watch."



2. Option 2 reads "Upgrade" and at right it reads "Upgrade to watch."



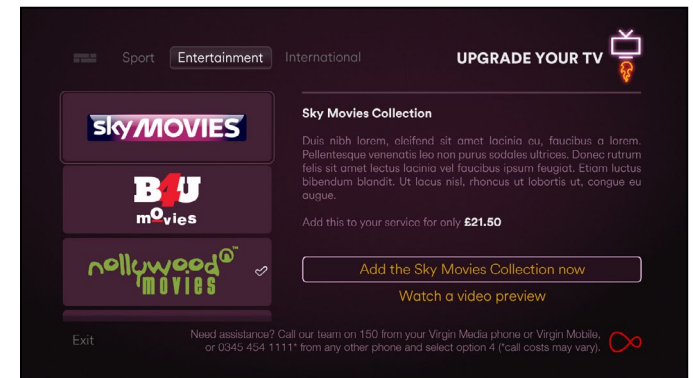
3. OK pressed. User is prompted to subscribe by calling in.



1. **NON-ENTITLED - AFTER PATCH:** Tile doesn't have entitlement flag, preview reads "Upgrade to watch."



2. Option 2 reads "Upgrade" and at right it reads "Upgrade to watch."



3. OK pressed, TV Channel Upgrade app launched. User is prompted to subscribe on TV.

* 'BEFORE PATCH' means after the main phase 6 rollout but before the phase 6 patch.

Example User Journey

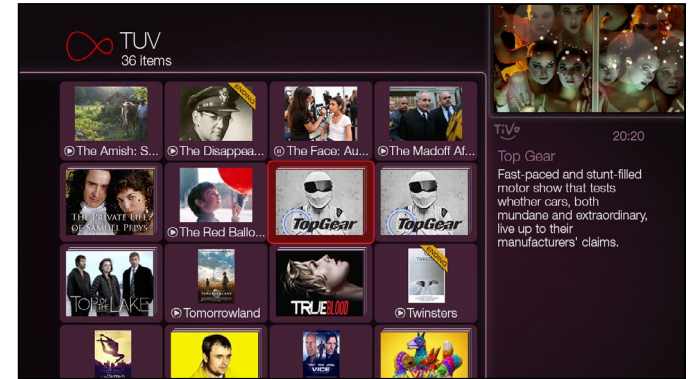
On Demand TV



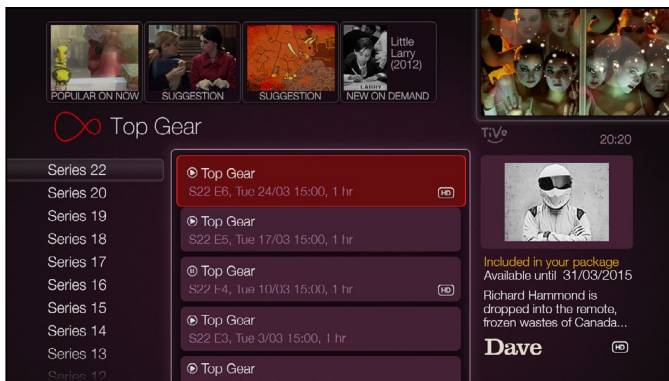
1



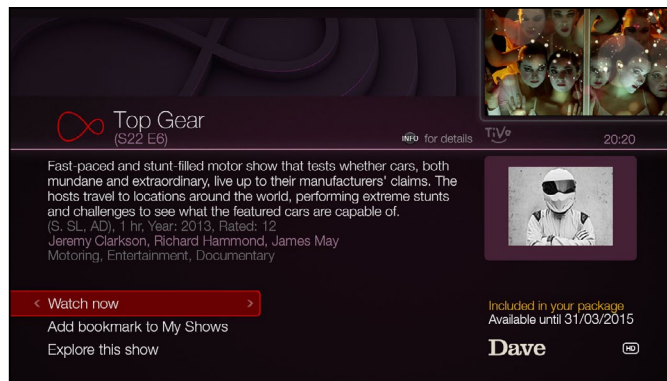
2



3



4



5

Breakaway Screen Example

VMREQ 219

Screen Title vertically centered



Folder Image
(200 x 150)

Breakaway Screen Example

VMREQ 223

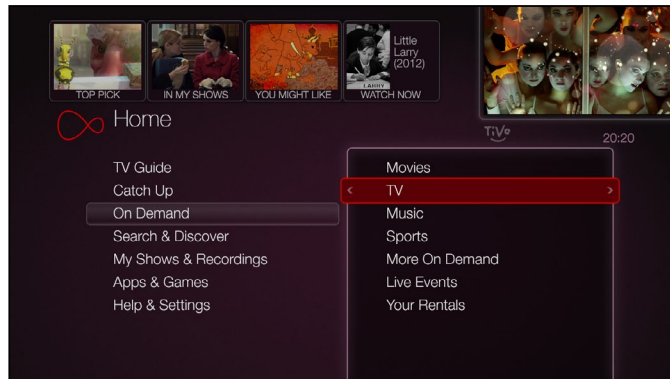
The screenshot displays a TiVo interface for a 'Top Gear' series. On the left, a 'Skinny Left' sidebar lists series groups from Series 22 down to Series 12. The main area shows a list of episodes for 'Top Gear', with the first episode (S22 E6) highlighted in red. A preview pane on the right shows a still from the episode, the text 'Included in your package Available until 31/03/2015', a short description, and the 'Dave' content provider logo with an HD flag.

Annotations:

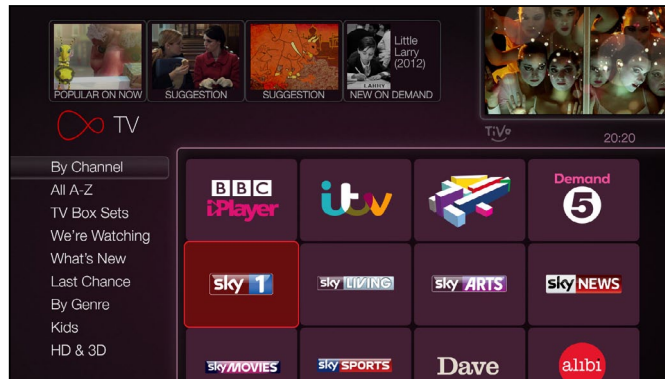
- Episode Name:** Points to the title 'Top Gear' in the episode list.
- Series No. & Episode No, Broadcast date & time, Duration, Rating:** Points to the text 'S22 E6, Tue 24/03 15:00, 1 hr' and the HD icon.
- Screen Title vertically centered:** Points to the 'Top Gear' title at the top of the main content area.
- Skinny Left:** Points to the series list on the left.
- Series groups, most recent first:** Points to the top of the series list.
- Entitled / Partially Viewed:** Points to the 'Top Gear' title in the series list.
- Preview Pane:** Points to the preview area on the right.
- TV Series image (200 x 150):** Points to the preview image of a person in a racing helmet.
- Entitlement status:** Points to the text 'Included in your package'.
- End-of-license date*:** Points to the text 'Available until 31/03/2015'.
- Short Description (3 line max):** Points to the text 'Richard Hammond is dropped into the remote, frozen wastes of Canada...'.
- Content Provider Logo & HD, 3D logos:** Points to the 'Dave' logo and the HD icon.
- HD/3D flag:** Points to the HD icon in the episode list.

Example User Journey

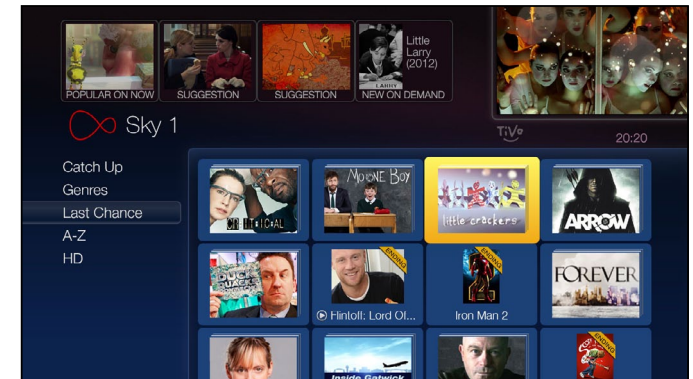
On Demand TV (Sky)



1



2



3



4



5

Breakaway Screen Example

VMREQ 219

Screen Title vertically centered



Folder Image
(200 x 150)

Breakaway Screen Example

VMREQ 219

Screen Title vertically centered

POPULAR ON NOW SUGGESTION SUGGESTION Little Larry (2012) NEW ON DEMAND

Sky 1 TiVo 20:20

Catch Up Genres Last Chance A-Z HD

CRITICAL MOONE BOY little crackers ARROW

ENDING DUCK QUACKS Flintoff: Lord Of... Iron Man 2 FOREVER

ENDING

ENDING

ENDING

Series flag

TV Series Image (167 x 125)

Expiration Notice

Movie Image (70 x 104)

Entitled / Partially Viewed

TV Series Image (139 x 104)

Breakaway Screen Example

VMREQ 223

Episode Name

Screen Title vertically centered

Series No. & Episode No, Broadcast date & time, Duration, Rating

POPULAR ON NOW SUGGESTION SUGGESTION LITTLE LARRY (2012) NEW ON DEMAND

Little Crackers

TiVo 20:20

Series 3

Series 2

Series 1

Series groups, most recent first

Entitled / Partially Viewed

Sally Lindsay's Little Cracker: My First Chr...
S3 E9, Tue 24/03 15:00, 15 min, Rated 12

Sheridan Smith's Little Cracker: The Daltons
S3 E8, Tue 17/03 15:00, 15 min, Rated 12 HD

John Bishop's Little Cracker: My First Ton
S3 E7, Tue 10/03 15:00, 15 min, Rated 12

Shappi Khorsandi's Little Cracker: : Shappi ...
S3 E6, Tue 3/03 15:00, 15 min, Rated 12 HD

Alan Davies' Little Cracker: The Curious I...

Preview Pane:

TV Series image (200 x 150)

Included in your package

Available until 31/03/2015

Entitlement status

End-of-license date*

There's no one quite like Grandma in a short inspired by the life and times of Sal...

Short Description (3 line max)

Sky On Demand

sky 1

Content Provider Logo & HD, 3D logos

HD/3D flag

nb. User is not subscribed to Sky HD content, so HD assets do not have entitlement icons

Breakaway Screen Example

VMREQ 259

Header:

- Episode Name & Episode Number
- Show Title
- INFO button triggers pop-up showing all metadata

Main Body:

- Description (6 lines max)
- Attributes, Duration, Year, Rating
- Cast
- Options: (3 line max)

Preview Pane:

- Expiration flag
- TV Series image (200 x 150)
- Entitlement status
- End-of-license date*
- Content Provider Logo & HD, 3D logos

Screen Content:

Sally Lindsay's Little Cracker (S3 E9) 20:20

INFO for details

New & Exclusive. A host of British comedy stars take a trip down memory lane. There's no one quite like Grandma in a short inspired by the life and times of Sally Lindsay. The film series recreates stories from the childhood of various comedy stars. They include Catherine Tate reenacting an occasion when she decided to mimic the controversial singer Gary Glitter in a school nativity.

(S. SL, AD), 11 min, Year: 2011, Rated: 12

Sally Lindsay, Olivia Cosgrove, Owen Salthouse

Watch preview

Watch now

More options

Included in your package Available until 31/03/2015

Sky On Demand sky 1

Example User Journey

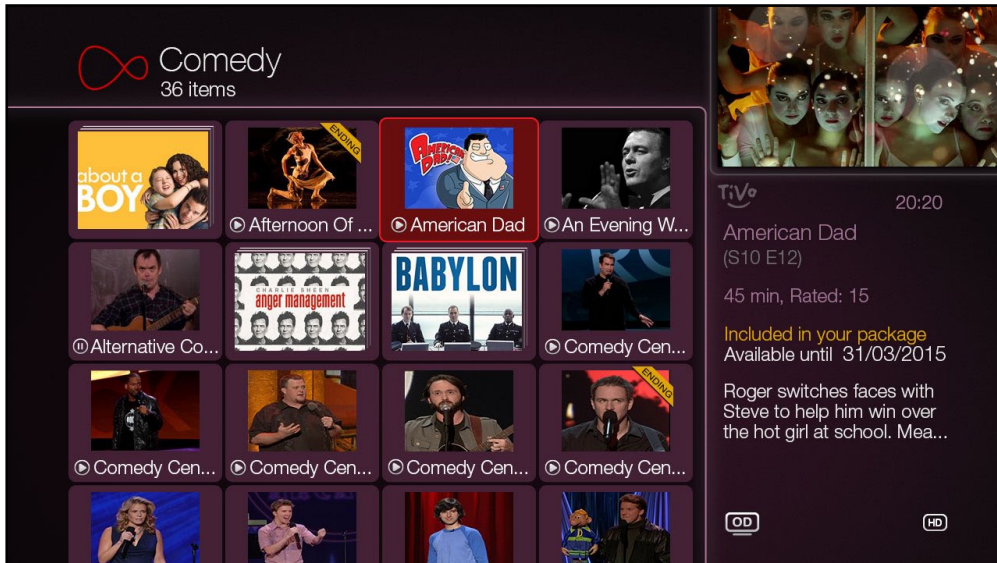
On Demand TV



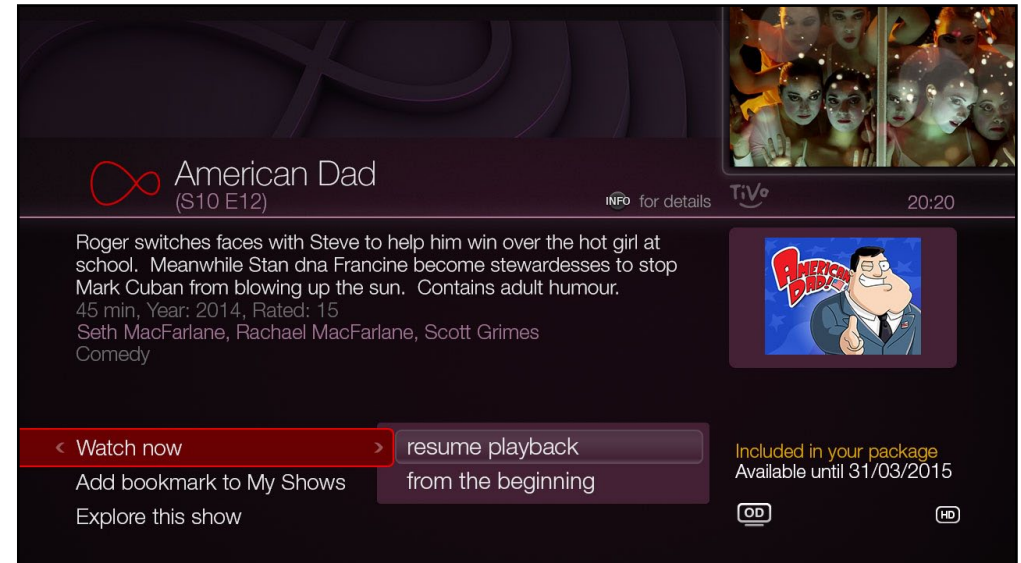
1



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4

Breakaway Screen Example

VMREQ 219

Screen Title vertically centered



Folder Image
(200 x 150)

Breakaway Screen Example

VMREQ 222

Series Image (167 x 125)

Series flag

Expiration Notice

Entitled / Partially Viewed

TV Series Image (139 x 104)

Preview Pane:

TV Show Title (2 line max)

Series/Episode stamp

Duration, Rating

Entitlement status

End-of-license date*

Short Description (3 line max)

Content Provider Logo & HD, 3D logos

No separate provider logo, so 'OD' icon is used.

‡if data provided

*shown from approx. 30 days before expiry

Breakaway Screen Example

VMREQ 259

Header:

- Episode Name & Episode Number
- Show Title
- INFO button triggers pop-up showing all metadata

Main Body:

- Description (6 lines max)
- Attributes, Duration, Year, Rating
- Cast
- Genre

Options: (3 line max)

- Watch now
- resume playback from the beginning
- Add bookmark to My Shows
- Explore this show

Preview Pane:

- TV Series image (200 x 150)

Entitlement status

- Included in your package
- Available until 31/03/2015
- End-of-license date*

Content Provider Logo & HD, 3D logos

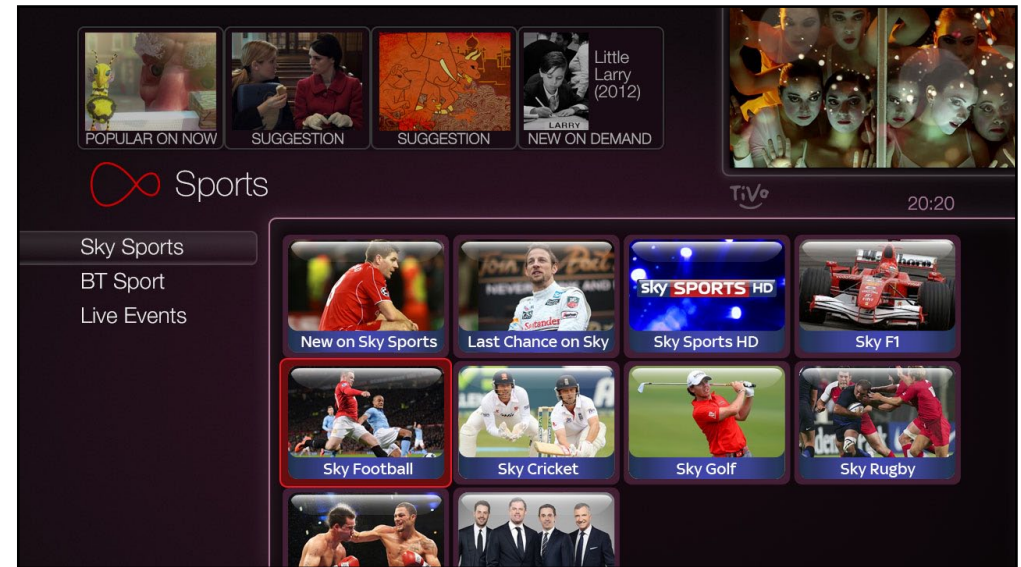
- OD
- HD

Example User Journey

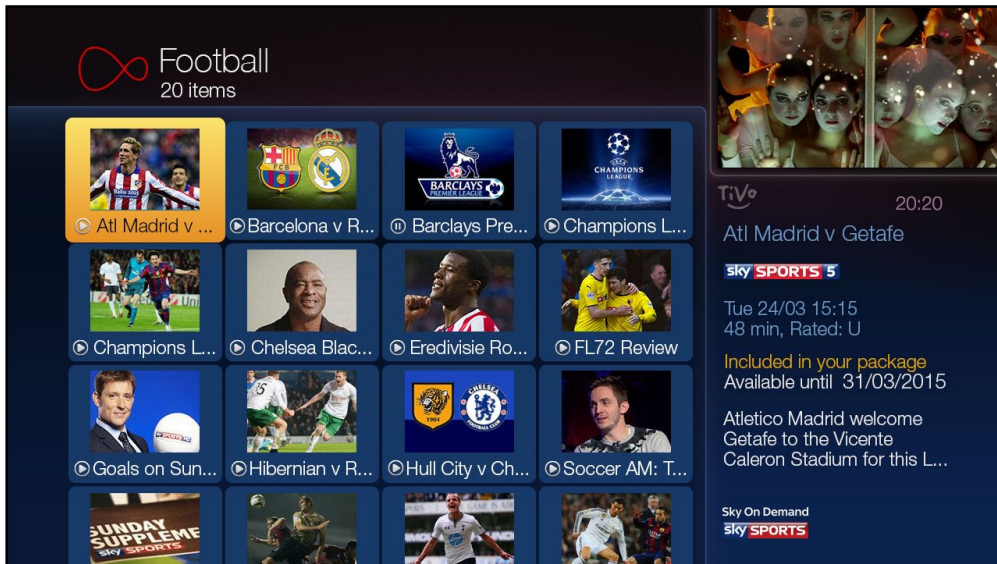
On Demand Sports



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Breakaway Screen Example

VMREQ 219



Folder Image
(200 x 150)

Breakaway Screen Example

VMREQ 222

Entitled / Partially Viewed

Football
20 items

Atli Madrid v ...

Barcelona v R...

Barclays Pre...

Champions L...

Champions L...

Chelsea Blac...

Eredivisie Ro...

FL72 Review

Goals on Sun...

Hibernian v R...

Hull City v Ch...

Soccer AM: T...

SUNDAY SUPPLEMENT
sky SPORTS

TiVo 20:20

Atli Madrid v Getafe

sky SPORTS 5

Tue 24/03 15:15
48 min, Rated: U

Included in your package

Available until 31/03/2015

Atletico Madrid welcome Getafe to the Vicente Caleron Stadium for this L...

Sky On Demand
sky SPORTS

Preview Pane:
TV show title (2 line max)
Broadcast channel logo[†]
Broadcast time & date[†]
Duration, Rating
Entitlement status
End-of-license date*
Short description (3 line max)
Content provider logo & HD, 3D logo

Entitled / Partially Viewed

TV Series Image (139 x 104)

[†]if data provided

Breakaway Screen Example

VMREQ 259

The screenshot shows a dark-themed VOD screen for a football match. At the top, the title 'Atl Madrid v Getafe' is displayed in white. To the right of the title is a 'TiVo' logo and a '20:20' duration indicator. Below the title is a large red infinity symbol. The main body contains a description: 'Atletico Madrid welcome Getafe to the Vicente Calderon Stadium for this La Liga clash. Atletico will go in search of their first league victory in four matches here. Suitable for All.' followed by '48 min, Year: 2014, Rated: U'. A yellow 'Watch now' button is prominent. Below it are three options: 'Add bookmark to My Shows' and 'Explore this show'. On the right side, there is a 'Preview Pane' showing a 'TV Series image' of a player. At the bottom right, text indicates 'Included in your package' and 'Available until 31/03/2015', along with the 'Sky On Demand' and 'sky SPORTS' logos.

Header: Show Title

INFO button triggers pop-up showing all metadata

Main Body: Description (6 lines max)

Attributes, Duration, Year, Rating

nb. No cast or genre info in this case

Options: (3 line max)

Preview Pane: TV Series image (200 x 150)

Entitlement status

End-of-license date *

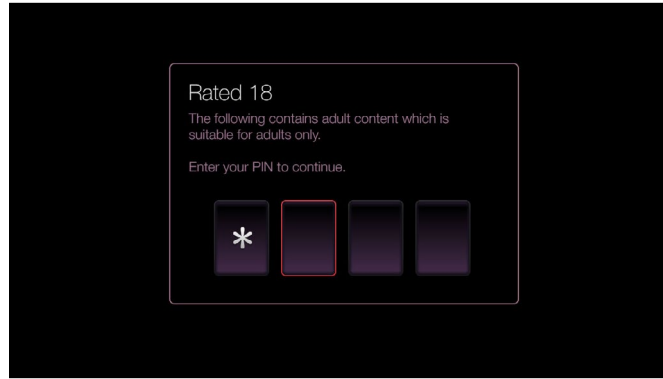
Content Provider Logo & HD, 3D logos

Example User Journey

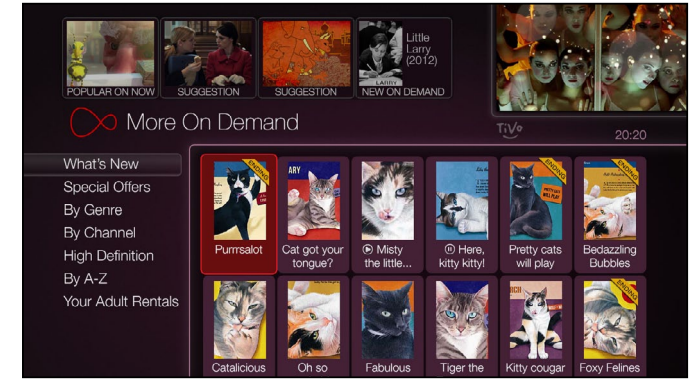
More On Demand (Adult)



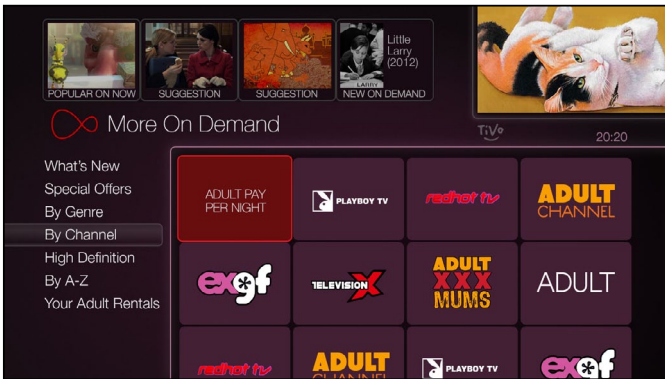
1



2



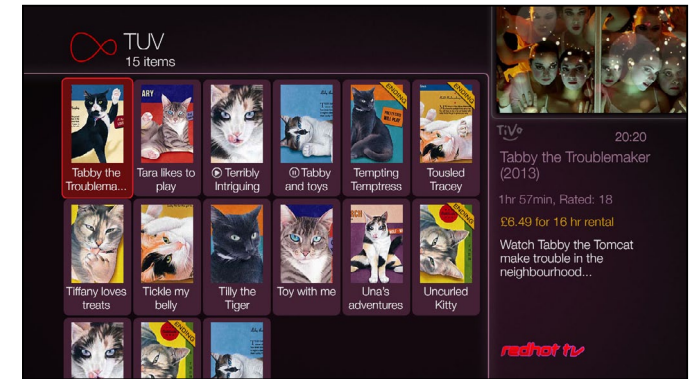
3



4



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