

Description of the MTVI application - Functionality

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When you request MTVi (either by selecting it from the Gateway menu or by channel changing) a Debut screen appears. (This is consistent with all the interactive TV applications.) The screen is a simple animation with a sound track consistent the current interface graphics. Select an Affirmative button to continue to the MTVi Main Menu.

I Main Menu -- The entrance to the features of MTVi. You can choose from five options to (A) play videos based on music genre, (B) watch current news stories, (C) create, edit, and play from your personalized list of videos, (D) play videos from a special feature selection, (E) get suggestions for music and events customized to you and customize your interface.

- A. Sound Chambers
- B. MTVI News
- C. Your Vault
- D. MTVI Special Feature
- E. MTVI Suggests
- F. Tools:

Two tools appear on every screen: (1) Analog MTV, which switches you to linear MTV, and (2) Backup, which takes you back one level in the interface. These tools are not repeated in the following lists even though they appear on the screens.

I.A Sound Chambers -- Music genres based on analog MTV shows. This is your primary way to find current videos in a particular genre. Sound Chambers is updated weekly. Each Sound Chamber is hosted by a VJ who gives you an introduction to the videos in their chamber.

- 1. Alternative Nation
- 2. Yo
- 3. Most Wanted
- 4. Hard Rock
- 5. MTV Jams

6. Classic MTV
7. The Big Vault

I.B MTVi News -- Music news updated weekly (daily?, hourly?). News includes headline stories as well as current concert tours and music releases. Anchors give you a quick overview of news. Choices appear on the screen as topics are mentioned. You can choose them to get a more in depth story on a particular topic. The News Library contains thousands (!?) of news clips and interview clips, as well as histories of musical artists (does this exist at MTV already? if not it's probably too much work...).

1. News Stories (number varies per week)
2. Concert Tours
3. Music Releases
4. News Library

I.C Your Vault -- Your own personalized list of videos that you can edit freely. This is the place where you can enter your vault, but you can add videos from many other places. Additions appear at the top of your list. You can use your list to program a quick group of videos for tonight, like a video jukebox, or to compose the ultimate party set. There is not limit to the number of video you can add to your list.

1. Videos (number varies)
2. Tools
 - Doorway to the Big Vault
 - Play in Order
 - Play Random
 - Delete
 - Scroll Arrows

I.D MTVI Specials -- A special feature, sort of like a special show on linear MTV. The format will vary, but most likely it will be a VJ's favorite videos at a particular moment, or will feature the work of one artist. Specials will run for one to two weeks and there may not always be one available.

1. Videos (8 or more)

2. VJ
- c. Tools:
 - Add to Your Vault
 - Play Video

I.E MTVI Suggests -- Right now, this section is probably the most unresolved and, because it is, potentially confusing for the user. But it incorporates some of the most unique capabilities of the application. MTVi make suggestions to you based on what the system knows about your musical tastes. These suggestions can take the form of music videos, news clips or other clips from the News Library, or announcements of upcoming events or shows on linear MTV. The system knows about you based on the choices you make as you use the application, and there is also a question/answer section where you can enter your preferences. Another feature is a Music Selector. This allows you to search for musical artists that sound like another artist that you like. This allows you to deliberately expand the music you listen to, particularly helpful in finding more obscure artists that don't get a lot of air time on MTV or MTVi.

1. Check This Out (1-3 of these)
2. MTVI Music Selector
3. Tell MTVI Your Music Preferences
4. Tools
 - Interface Sound Mixer
 - Continuous Suggestions

I.A.1,2,3,4,5,6 Alternative Nation, etc. -- Each sound chamber features a particular genre of music, and is hosted by a VJ. As you enter the chamber the VJ begins to tell you about the videos. You can listen to the VJ or go on to play the video in any order that you wish, switching to another if you don't want to watch an entire video. Sound Chambers are updated weekly.

- a. Music Videos (10)
- b. VJ
- c. Tools:
 - Add to Your Vault
 - Doorway to Genre Vault
 - Doorway to Other Genres

Play video(s)

I.A.7 The Big Vault -- The entire on-line video collection. You can browse the entire collection, listed alphabetically by artist or by title, then secondly selecting a section of the alphabet. You can also order the list by date, secondly filtering by decade. You can play videos directly from the vault or add them to your own vault.

1. Videos (the complete library)

2. Tools

Add to Your Vault

Doorway to Your Vault

Scroll Arrows

Filters: Artist, Title

Date

A-G, H-M, O-T, U-Z

Pre-70's, 70's, 80's, 90's

I.B.1 News Stories -- The individual news stories. Links can appear during a news story that go to related news clips, interview segments, or music videos.

a. Links from News Story Clip (could be video or an announcement)

b. Tools

Previous

Next

Replay

I.E.2 MTVi Music Selector -- Lets you find other musical artists that sound like artists that you already like and/or are familiar with. This is particularly useful in searching for more obscure or lesser known artists who are not extensively aired on MTV or MTVi.

a. Tools

Play Video

Filters: Artist, Song

Virtual Keyboard

I.E.3 Tell MTVi Your Music Preferences (3-7 screens) -- A feature that quizzes you on your personal preferences in music. The

system uses it to feed back to you suggestions for videos and events that you may like and not already know about.

- a. Video Clips (6-10)
- b. Rating Buttons: Love, Hate, Don't Care
- c. Tools:
 - Next Screen
 - Previous Screen

II Play Video (universal to all Play Video commands) -- The universal screen when you request to play a video. The video is in a window with buttons along side or surrounding it.

- A. Tools:
 - Full Screen
 - Add to Your Vault (exception: Delete from Your Vault when you come from Your Vault)
 - Show Lyrics (Hide Lyrics when enabled)
 - Show Video Links (Hide Video Links when enabled)