



December 16th 2008

This Christmas: more TV channels, more choice of programmes, more humbug

TV schedules too complex for normal people, say experts – but there is a solution

This year's Christmas television schedules will leave more people more disappointed than ever, listings experts claimed today – although not, perhaps, for the most obvious of reasons.

The dramatic increase in the number of channels available means that people will actually miss *more* programmes of interest than ever before– despite many families now using systems such as Sky+ to record programmes when there are viewing clashes or when they're out.

[More than 400 TV channels](#) are now available in the UK, and [more than 90% of households](#) now have at least one form of multi-channel digital TV service - digital TV receiver, satellite or cable. Consequently, even though many people try to catch up with popular programmes using services such as Channel 4's 4oD and BBC's iPlayer, they will always be fighting a losing battle.

“Planning your TV viewing with any certainty is now beyond people,” said Simon Steward, chief executive of listings technology company [Vizimo](#). “There are so many channels and so many sources that it's virtually impossible to find and remember all the programmes that you might want to watch so you can plan your day or evening in front of the TV. You're going to miss stuff you wanted to see, and that's frustrating, especially at Christmas when there's a lot of good stuff on.”

However [Vizimo](#) – a British technology company – has come up with a solution that will enable all of us to spend more time this Christmas watching programmes we like instead of 'filler' that we don't.

The company has developed software for mobile phones which helps families or individuals to work out how to see everything that they want to watch, eliminating - or at least reducing! - family tensions. Versions include a [downloadable, advanced application](#) for Apple's popular iPhone and iPod touch. Those with a different mobile phone use the service by visiting wap.tioti.com on their handset.

The software displays programme schedules for the week ahead across dozens of channels. [Choose the programmes you're interested in](#), channel by channel, without having to remember what you've chosen. Then, when you've explored as many channel listings as you want, choose 'My TV' – and the software produces what is, in effect, a personalised TV channel for you, telling you which channel you need to be watching and at what time.

With just a couple of clicks, iPhone and iPod touch users can even [programme their Sky+ box to record specific shows](#), helping to resolve schedule conflicts: watch one channel while recording another. Vizimo's iPhone and iPod application will programme your Sky+ box over the internet so you can do it from anywhere, anytime - even from holiday abroad.

"It sounds quite clever, and of course it is," continued Steward. "What it means for everyone is something very simple: we don't need to worry about what we chose to watch at 8.30pm from the choice of umpteen channels, and we don't need to worry about missing something we wanted to see, because it's all worked out and remembered for us."

iPhone and iPod touch users can download the application, named [Tioti TV+](#), from the App Store for just £1.79. Those without an iPhone or iPod touch can access a free version of the service by visiting wap.tioti.com on their handset.

Both services are available now, ensuring people have plenty of time to get familiar with it ahead of the TV-heavy Christmas holiday period.

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Screenshots: <http://www.flickr.com/photos/vizimo/sets/72157610530955359/>

About Vizimo

Vizimo is a leader in developing personalisation and discovery technology to help users navigate the overwhelming universe of content on TV, the web and mobile. It works with TV service providers and platform providers, mobile operators and publishers to create innovative solutions to the discovery problem. For more information, visit <http://vizimopressoffice.blogspot.com/>.

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