

HD – Interactive

- ▣ Just like in SD, be clear about the customer proposition. Good iTV content will work just as well in HD as SD.
- ▣ HD is only widescreen (16x9) so beware compatibility with 4x3 iTV templates.
- ▣ A HD proposition will need a complete HD shoot, graphics and post. This may well cost more than the equivalent in SD.
- ▣ HD CGI will cost significantly more than SD CGI.
- ▣ During the BBC Technical trial there will not be iTV on HD.