

# Two Way TV US Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis



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Two Way TV US Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Two Way TV US Inc. and its competitors. This provides our Clients with a clear understanding of Two Way TV US Inc. position in the Media Industry.

- The report contains detailed information about Two Way TV US Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.
- Another part of the report is a SWOT-analysis carried out for Two Way TV US Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.
- The Two Way TV US Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.
- In the part that describes Two Way TV US Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.
- Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Two Way TV US Inc. business.

### About Two Way TV US Inc.

Two Way TV US, Inc. (formerly known as TWIN Entertainment) (the company), provides interactive television technology solutions and games to digital cable and satellite operators, as well as programmers and content owners, interested in developing interactive gaming capabilities. As part of its service, the company intends to provide customers with technical assistance in developing and integrating interactive games into branded virtual games channels. These virtual game channels will reach the consumer through digital satellite or cable distribution networks that support some of the digital television platforms, including Liberate, OpenTV, Wink and Microsoft TV. The game offering can be a stand alone game comprised of still graphics and animation, or an enhanced overlay to an existing TV program, such as a sports event or a game show and will depend on many factors including the set top box hardware and the middleware chosen by the operator.

Licensed from Two Way TV Limited, the company's digital TV technology enables real time broadcast of interactive applications during live program transmissions. Two Way TV Limited's proprietary patented tool suite also enables the creation of interactive game content for both applications synchronized to broadcasts and standalone virtual games.

The Company intends to commercially launch its first service in the fourth quarter of 2002 and has already conducted a trial of certain games on the Charter Communications network in St Louis in partnership with digeo Technology, Inc. (formerly digeo Broadband Technology, Inc.), using the Microsoft TV platform.

The Company's service will have a choice of games for the viewer at all times which may include trivia style games, casino games, word games, number games and other types of formats.

#### Principal Products and Services

The Company's core product currently is its games pack. The games pack has been developed for both Microsoft TV and Liberate platforms and has been used in trials on the Charter Network in St Louis. The games pack can be made available on different middleware platforms and can be tailored to meet the needs of its cable and satellite TV partners. The games will be accessed through a digital TV set-top box menu selection operated by a standard remote control and presented on the television screen. Digital set-top boxes are broadband devices allowing two-way high-speed data transfer.

Two Way TV Limited's existing games, which have been launched in the United Kingdom, Australia, Israel and Portugal, consist of two types of games: "standalone" games and enhanced television games.

Standalone games consist of strategy games, word and number puzzles, trivia quizzes and arcade-style games. They are full-screen games that sit within a virtual channel and are available for play either on-demand or on a scheduled basis. An on-demand game is available for a set amount of time, usually 24 hours. A scheduled game has a specific start time or "window," and the viewer must play during that time.

#### Markets

The end users for its games will be digital cable and satellite viewers. The Company has two main categories of potential customers:

Broadcasters and content owners who require any combination of its creative and application development skills, integration and management services or licenses to content creation and management tools.

Cable and satellite operators who either want it to develop an "own branded" interactive games offering for their customers or wish to license from it the technology and tools to develop their own interactive applications.

#### Competition

The Company's competitors include ABC, CBS, NBC, PBS and Game Show Network. The Company also competes with Spiderdance and GoldPocket. Within the iTV space, there are some potential competitors such as Static (Playjam), VisiWare (LudiTV), Buzztime, MetaTV and Net4TV.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for public traded companies.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need 2-3 days to complete it. During this time we are also updating the report with respect to the current moment. So, you can get up-to-date version for the same price. Please note that preparation of additional types of analyses requires extra time.

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