

# Zapping Channel



## Invention/Idea Description

This invention consists of software for a channel receiver device (either cable or satellite) which presents a 'pseudo' television channel that when selected, displays all other channels receivable by the box incrementally pausing on each one for a small amount of time. The end result is a channel that automatically channel surfs.

Considering the amount of channels available for each user and the information about the content presently displaying in every channel (current and next program showing), channel surfing has become extremely slow and unsatisfying.

With the implementation of a 'Zapping Channel', the client will be able to channel surf in an effortless and relaxed way.

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## **Key Features:**

This project presents five exciting features that distinguish it from other existing automatic channel surfing devices installed in televisions or remote controls.

1. By passing across the wanted channel, the user can press the 'OK' key on the box's remote control and jump directly to the desired channel.
2. Although there is a standard speed for the channel surfing, the user can control the speed of the cycling using the left arrow key for slower and the right arrow key for faster.
3. In case the user intends to activate it, the project includes a caching feature that presents the most viewed channels before the others avoiding the passage through unsubscribed channels.
4. It can be useful to have an option that allows the user to see the channel partially on their television screen whilst watching their current channel simultaneously.
5. There is also another application in study which would acquire information about the category of programs each channel is showing at any given moment (through the television service data packets for instance) and group them by content allowing the viewer to determine and choose which type of show he wants to watch. The most likely groups to create are: series, film, children, entertainment, news, sport, lifestyle, music, special interest, shopping, on demand, regional and adult. [The same technique can be applied to audio channels (radio) also distributed over these networks].

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## **Practicality of the idea/ Short business plan:**

This project does not have a very big cost to program and implement since it makes use of an existing hardware device (the box) already distributed by the television providing companies.

Providing an optimized service to TV viewers and package subscribers, the zapping channel assures distinction and refinement compared to other providers of the same service.

Therefore, it generates grooming and aggregation of new customers and strengthens the bond of old customers to the company, also increasing their satisfaction with the service which results in a consistent and significant increase in revenue for the company that implements it.

That said, the project consists of the presentation of the concept to television providing companies since it can be easily implemented by programming team that integrates which is fairly well acquainted with the applications and processes it.

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### **Without established partnerships but likely ones:**

This idea may be of interest to any tv providing companies among other providers of cable television, satellite, or fiber which provide a high number of channels to its users.

Internationally, we intend to negotiate with the strongest TV providers especially with those that offer packages that include a large number of channels since they are the ones who have the greatest need to implement this project offering customers a useful, unique and indispensable to significantly increase its satisfaction and empathy with the company.

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### **Next steps of the project:**

Based on a brief market study one can say that the idea is completely original and currently there is no available channel zapping in any country. Consequently, allows it to be sold/ marketed to companies providing television services both domestic and international.

In this context, the next step is to move from idea to market both nationally and internationally worldwide clearly highlighting the North American since it has the widest service offer packages of channels in the current market outlook.

To study the applicability of the concept to television online and mobile is also a possibility to contemplate for this project.