



## Smart TV LivePlus (August 8, 2013)

### Description

LivePlus is a feature on 2012 and 2013 Smart TV's which enables broadcasters and cable networks to deliver synchronized, interactive content to the TV while you are viewing certain programs. See Appendix for the list of 2012 Smart TV models supporting LivePlus.

### Frequently Asked Questions (FAQ)

1. What is LivePlus?

LivePlus enables certain programs to provide interactive content on the TV which is synchronized with show.

2. Which Programs have synchronized content using LivePlus?

Currently, some of the original programming on Showtime Networks is enabled for LivePlus. New content and networks are continuously being added. For a list of Showtime programming which supports LivePlus, see [www.sho.com/shosync](http://www.sho.com/shosync).

3. How do I get the LivePlus interactive experience?

When you are watching a program with the LivePlus interactive experience available, a prompt will automatically appear on the screen asking if you would like to receive this content. Just use the TV remote to click on the prompt to receive the content for the episode.



Figure 1: Example of a prompt which appears on-screen while viewing Homeland on Showtime. Photo © 2013. Twentieth Century Fox Film Corporation. All rights reserved.

4. Do I need to install any applications to receive the LivePlus interactive experience?

There are no programs or applications which need to be installed to use LivePlus. The LivePlus interactive experience is automatically delivered for the program if you opt-in into the experience.

5. What else do I need to do to get LivePlus content?

You will need to have a TV model which supports LivePlus and to be connected to the Internet through WiFi or Ethernet (**Internet service sold separately**). The LivePlus setting in the TV set up menu needs to be "on".

6. Why does LivePlus need to connect to the Internet?

LivePlus uses the Internet to both recognize if the program has LivePlus interactivity and to deliver the experience.

7. What is the minimum Internet bandwidth needed?

A broadband connection (DSL, cable modem or fixed wireless service) of at least 1Mbps download bandwidth is needed.

8. How much Internet bandwidth is used by LivePlus?

LivePlus uses a small amount of broadband bandwidth (about 1 Kbps) continuously during the time when the TV is operating. The cost for the broadband service is the responsibility of the user. If the broadband service has a very low usage cap, we do not recommend that LivePlus be used.

9. Can I use LivePlus on a cellular data service?

LivePlus can be accessed via a cellular broadband service using a hot-spot or other device; however, it does take about 1Kbps in bandwidth during the time LivePlus is on. The cost for the broadband service is the responsibility of the user, so please be cognizant of any associated costs.

10. Why do I need to click "OK" on the invitation prompt?

The LivePlus experience is "opt-in" which means that viewers who want to receive it must accept the request and will only receive the content if they choose to do so. The opt-in prompt appears on the TV after a few minutes of watching programming that offers Live Plus interactive content.

11. What happens when I change the channel?

If you are viewing a program with LivePlus interactivity and the channel is changed during the program, the LivePlus interactive content will no longer be displayed unless you are in the process of interacting with the LivePlus application. If you change the channel back to the program with LivePlus content, a new "opt-in" request may be displayed to continue the LivePlus session.

12. How do I interact with LivePlus content?

If the content is interactive, for example a quiz or poll, use the TV's remote control to select the answer. Either the Magic Remote or conventional remote control can be used. For the conventional remote control, use the directional arrow keys to navigate to your selection and press the "OK" button. For the Magic Remote control, simply point to the selection and press the center button.

13. Who is providing the LivePlus Content?

The LivePlus content is created by the network or show producer.

14. Which TV models support LivePlus?

See Appendix for the list of 2012 Smart TV models supporting LivePlus.

Support for 2013 models is coming shortly. LivePlus is not available on non-Smart TV's, Google TVs, or TV models before 2012.

15. What TV services are supported?

LivePlus is supported on all pay TV services located in the United States in which a set top box is connected to the TV through the HDMI port. This includes cable TV services, satellite TV services (DirecTV and Dish Networks) and IPTV services (such as AT&T U-Verse, Verizon FiOS). Specific programs on certain networks are enabled for LivePlus interactive experience. Also, for programs with LivePlus interactive experience, viewing the shows on the pay TV operator's video-on-demand (VOD) system and on Blu-ray or DVD's is also supported for a period determined by the network.

16. I can't get LivePlus working. What should I do?

Please check the following items to ensure that these are working:

- You have a supported LG Smart TV model. (See Appendix for a list of supported models).
- Your Smart TV is connected to the Internet.
- The LivePlus setting on the TV is turned on. (See instructions on enabling/disabling LivePlus)
- You are located in the United States.
- You are using a pay TV service connected to the TV through the HDMI port.
- You are watching a program and episode which has a LivePlus experience enabled. See [www.sho.com/shosync](http://www.sho.com/shosync) for a list of programs supported by Showtime Networks. Other channels will be added as they become available.
- If you are watching a program which is recorded on a DVR, the network supports the show after the initial air date of the show. For some networks, LivePlus interactive shows are supported for only 3 days (72 hours) after the initial air date while other shows will support the LivePlus experience for up to 365 days after the initial air date. This policy is set by the network.
- You have accepted the opt-in when you first viewed the show. (See example of the opt-in request).

17. Is LivePlus supported on broadcast networks?

LivePlus is supported on broadcast networks which are viewed through a set top box connected to the TV through the HDMI port. LivePlus is not supported on programs viewed through the TV's built-in tuner using an over-the-air antenna.

18. Does LivePlus work on both high definition (HD) and standard definition programs?

If the same program is available as both a high definition and standard definition channel, we recommend viewing of the high definition channel. If only the standard definition channel is available, LivePlus will work if the network enables it.

19. The LivePlus experience blocks the closed captions. How do I prevent this?

The LivePlus interactive experience is designed to be shown on the TV briefly and then is automatically removed. If this interferes with the closed captions for the program, please exit from the LivePlus experience (see how to exit from LivePlus applications).

20. Is LivePlus supported on Smart TV applications?

LivePlus is not supported on Smart TV streaming video applications such as Netflix, Hulu, Vudu and CinemaNow.

21. Does LivePlus work with recorded programming?

LivePlus interactive experience is available for enabled shows which are recorded on a Digital Video Recorder (DVR) or played through a pay TV service Video on Demand (VOD) service. The number of

days after the original air date for recorded shows which LivePlus supports depends on the policy of the network.

22. How do I exit while watching a LivePlus interactive program?

The LivePlus opt-in is valid for the duration of the episode that you are currently watching. If you want to exit before the end of the episode, use the exit command in the application or press the EXIT key on supported remotes. Also, the application is automatically exited if the channel is changed.

23. When do consumers receive privacy notice about LivePlus?

Customers with 2012 TV's which support the LivePlus were notified when the TV was updated to support the LivePlus service. Customers with 2013 TV's which support the LivePlus service are notified when the TV is set up and activated to use the Smart TV service.

24. What type of data is collected?

LG and certain authorized 3<sup>rd</sup> party partners receive TV viewing data such as the program name, episode number, viewing duration and an anonymous device identifier. This data is anonymous and does not contain any personally identifiable data. Certain information about your usage of LivePlus applications and content may be collected by the provider of the application. For example, this may include any participation in votes, polls and quizzes. The terms of the usage of the application are specified by the LivePlus application provider and not LG. Please see LG's privacy policy for full details <http://www.lg.com/us/privacy>.

25. What shows and content are recognized?

Only broadcast and cable networks are recognized. The system operates on a "white list" system and only national or local programming is recognized. No personal content such as photos and videos using the Smart Share system are ever recognized.

26. How is this data used by LG?

LG uses this data to improve its products and services, to enable certain Smart TV services and to offer data products and services to certain partners.

27. Does LG use or store any private or personally identifiable data?

Some personally identifiable information such as email address is required for certain services, such as Smart World registration. This information is always securely stored separately from any TV viewing data and is never provided to any third parties.

28. Does LG share data?

Anonymous viewing behaviors and IP addresses will be shared with third parties for advertising and media research purposes. None of this information will identify you individually. Personally identifiable information is never provided with this data. Learn more about the privacy policy, see <http://www.lg.com/us/privacy>.

29. How long is the data retained?

Certain data may be retained by LG and authorized 3<sup>rd</sup> parties for long-term media research. Most data is typically stored for up to 1 week and then purged.

30. How is my personal information secured?

No personal information (for example, Smart World account registration) is stored with the LivePlus data. Any personally identifiable information is stored securely, separately and only by LG.

31. How do I opt-out of LivePlus?

Access the TV's settings menu through the Smart TV home page or through the Quick Menu. Select the Smart TV settings (identified by a toolbox icon) and select the LivePlus setting. Select off for this setting. This disables the LivePlus system and prevents any LivePlus content from being displayed. Also, any LG TV service which uses LivePlus will not be enabled.

## APPENDIX: Smart TV LivePlus Supported Models

2012 TV models support the LivePlus service.

TV Type	Model Year*	LG Series Number	Size** (Diagonal)	Model Number
TV (LED LCD)	2012	LM7600	55	55LM7600
TV (LED LCD)	2012	LM7600	47	47LM7600
TV (LED LCD)	2012	LM7200	60	60LM7200
TV (LED LCD)	2012	LM6700	55	55LM6700
TV (LED LCD)	2012	LM6700	47	47LM6700
TV (LED LCD)	2012	LM6700	42	42LM6700
TV (LED LCD)	2012	LM6400	55	55LM6400
TV (LED LCD)	2012	LM6400	47	47LM6400
TV (LED LCD)	2012	LM6200	65	65LM6200
TV (LED LCD)	2012	LM6200	55	55LM6200
TV (LED LCD)	2012	LM6200	47	47LM6200
TV (LED LCD)	2012	LM6200	42	42LM6200
TV (LED LCD)	2012	LM6200	32	32LM6200
TV (LED LCD)	2012	LS5700	60	60LS5700
TV (LED LCD)	2012	LS5700	55	55LS5700
TV (LED LCD)	2012	LS5700	47	47LS5700
TV (LED LCD)	2012	LS5700	42	42LS5700
TV (LED LCD)	2012	LS5750	60	60LS5750
TV (LED LCD)	2012	LS5750	55	55LS5750
TV (LED LCD)	2012	LS5750	47	47LS5750
TV (Plasma)	2012	PM9700	60	60PM9700
TV (Plasma)	2012	PM9700	50	50PM9700
TV (Plasma)	2012	PM6700	60	60PM6700
TV (Plasma)	2012	PM6700	50	50PM6700
TV (Plasma)	2012	PM4700	50	50PM4700
TV (Plasma)	2012	PM4700	42	42PM4700

Notes:

- The TV must be located in the United States to use LivePlus.
- Google TV models do not support LivePlus.