

NagaWorld1

IPTV Layout Proposal

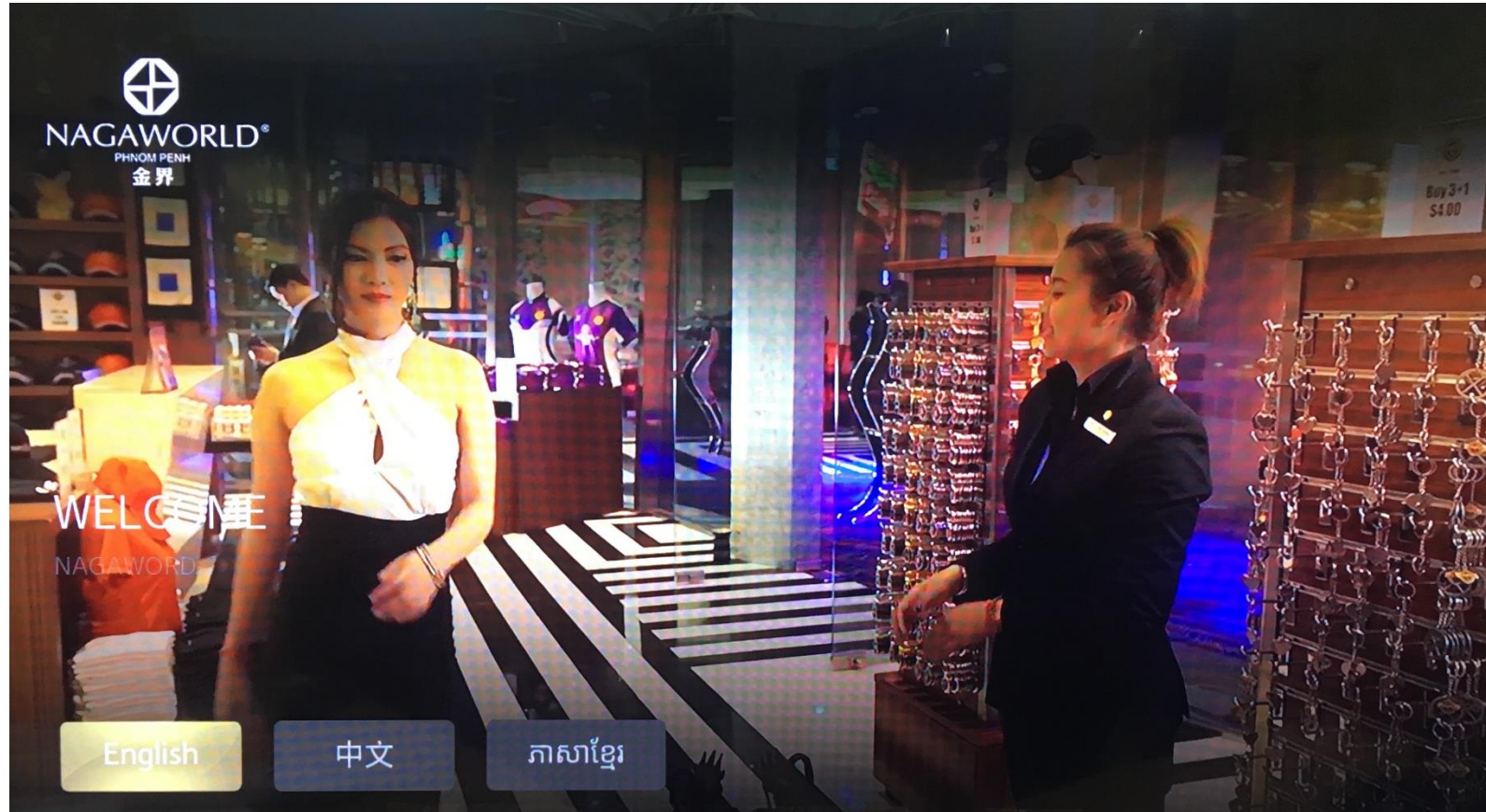
Prepared by MarCom
Updated 10 Sep 2019

Categories of Contents

Promotions	TV	Movies & Dramas	Stay	Play	Dine	Shop	Relax
	TV Channels	Movies	Overview	Casino	All the restaurants in N1+N2	NagaCity Walk	The Spa
		Dramas	Concierge	Live Entertainment		NagaRock Souvenir Shop	EOL
		Kids	Meetings & Convention	NABA Theatre			Rooftop Pool
			Golden Passage Destination	DD Music Lounge			Fitness Centre
				F Club			
				Club 88			
				Club 888			

Landing Page - Video

- Our NagaWorld video will be played when the TV is on.
- To have the language bar appear after the video is being played for 15-30 secs
- Guest can click their choice of language to skip the rest of the video and proceed to the HOME page.

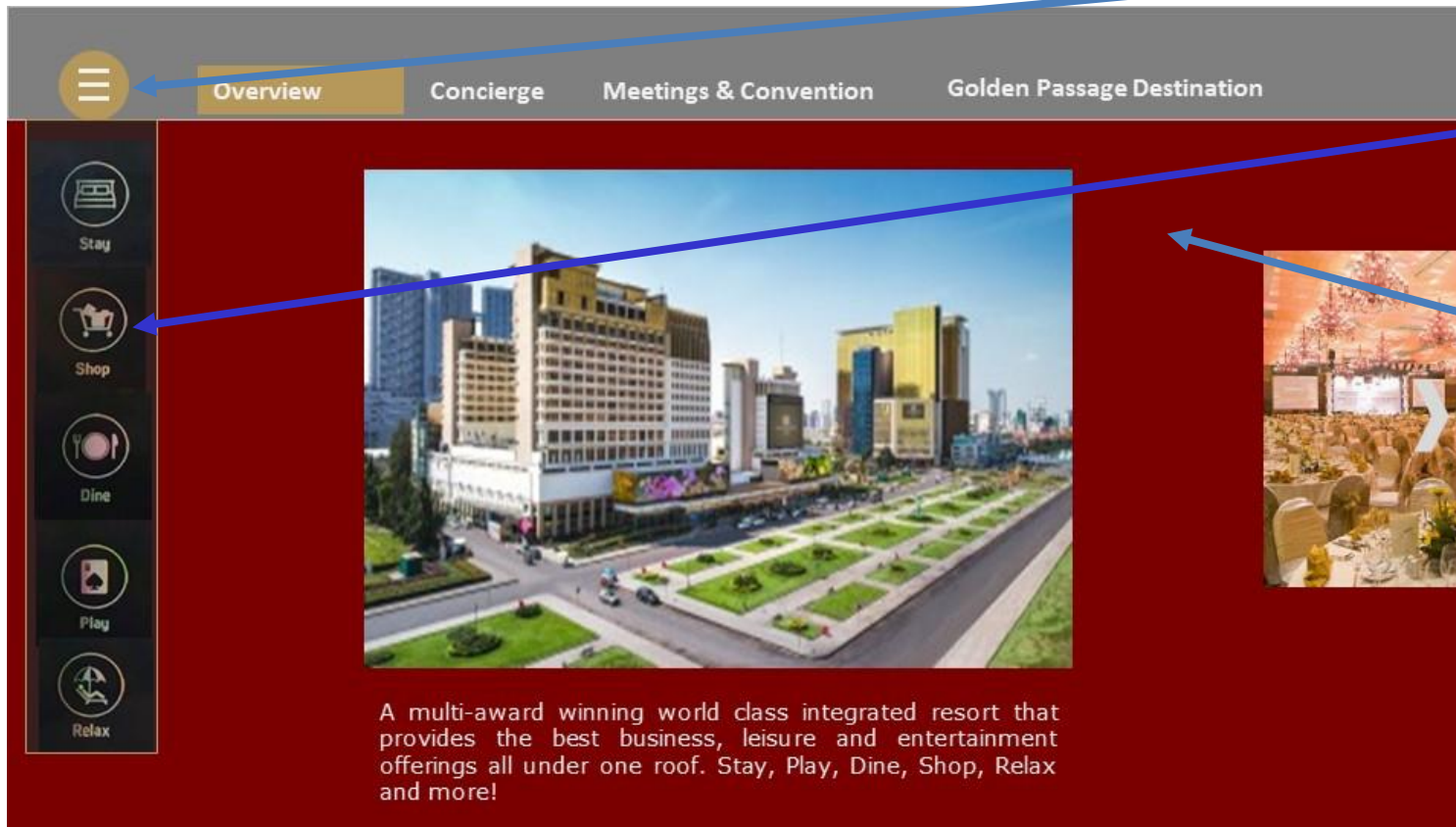


Home Page



- To have language options here again for ease of switching.
- To have weather updates on this page
- To have a 'Feature Image' to reflect with the respective thumbnail when it is clicked on.

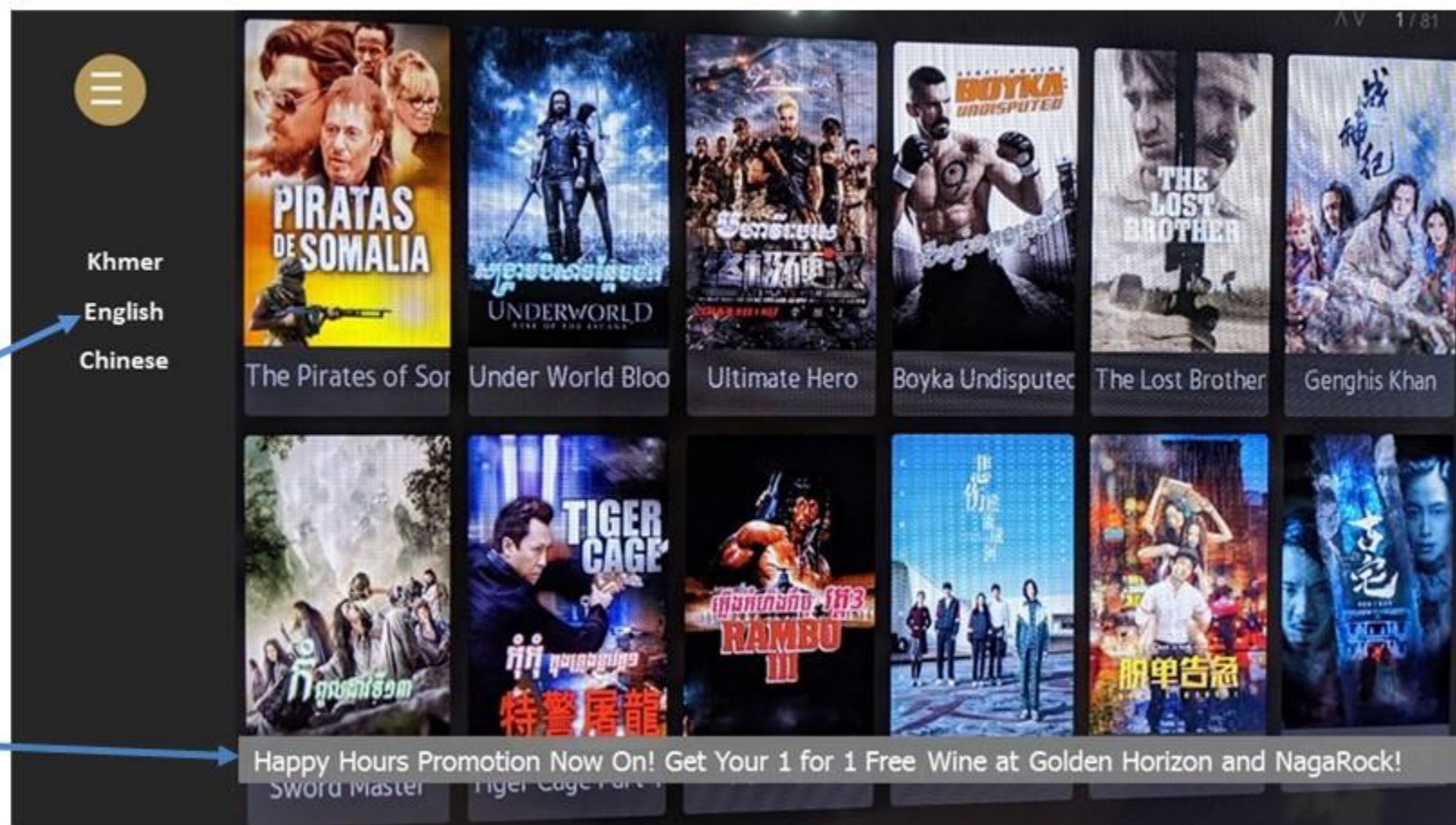
Sub Page For Promotions, Stay, Play, Shop & Relax



- To add in the menu button(either word or logo format) for ease of going to another page without going back to the main page.
- Drop down banner will consist menu of all pages except TV and Movie/Drama due to limitations
- Change the background colour to maroon **R130 G41 B38** or **C30 M91 Y85 K35**
- Currently, this page is on auto-rotate format. Suggest to have the option of non-rotate format as well.
- Suggest to have this format apply for other pages except Dine.

Sub Page Movie & Dramas

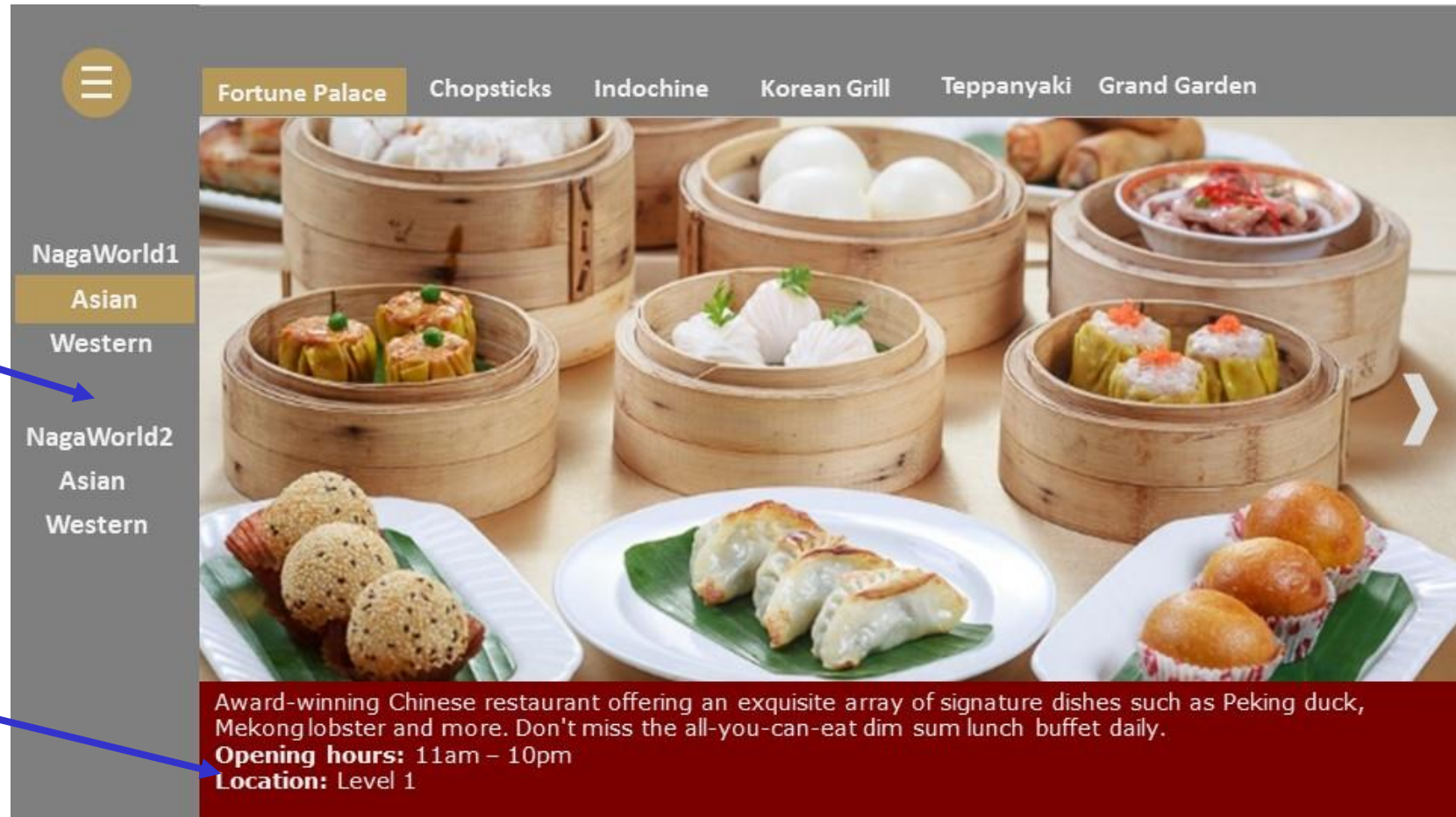
- Suggest to combine Movie, TV Series and Kids into 1 page and rename it as Movie & Drama.
- Inside the page, it will be divided by languages only.
- Scrolling text for advertising messages in the TV, Movies & Dramas during air time.



Dine Sub Page

To add the left banner to separate the locations for clearer presentation.

The content is at the bottom for a clear view.



CMS Feedback

1. Current CMS provided by SingMeng is rather complicated whereby users have to return to the previous pages to upload and view the contents uploaded.

Proposed workflow for CMS

Content Upload --- select Main Category--- Add in sub category --- upload content
(picture & text) - Preview- Publish

2. To be granted access for Video CMS as well and to be provided standard video encoding parameters to ensure compatibility with the TV.
3. Real time Page hits (Insights) report download access from the CMS – how many times a page is being viewed.
4. Content sequence – Newer contents to be at the front , older contents to be at the back.

The End