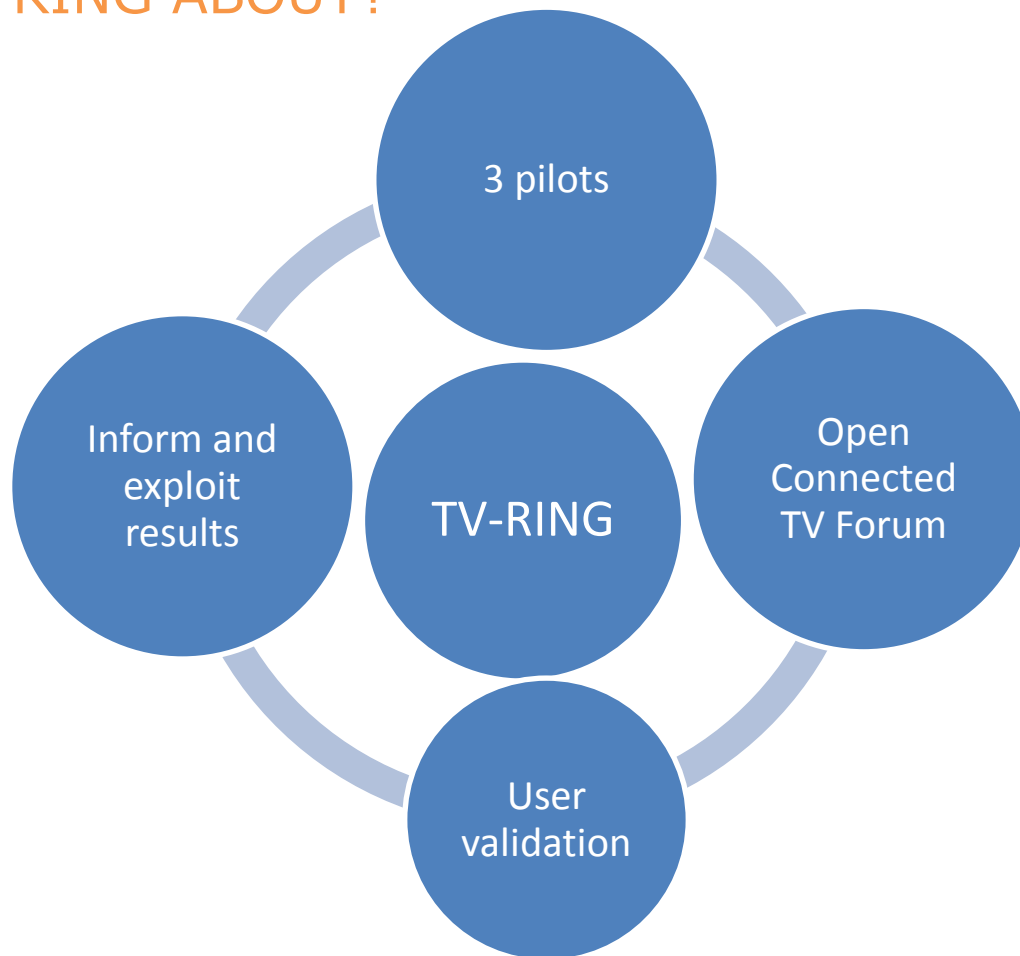




TV-RING Jornada sobre TV conectada @ ITA

By Sergi Fernández // i2CAT Foundation // 20.1.2015

WHAT IS TV-RING ABOUT?



WHAT IS TV-RING ABOUT?

3 pilots

The Netherlands

Digital Right Management (DRM)

Recommendation systems

2nd Screen App

Germany (Berlin-Brandenburg)

HbbTV App with UHD contents / MPEG-DASH

New interactive formats

TV App Gallery

Spain (Catalonia)

Multicamera Service

MPEG-DASH: Live and On-demand

WHAT IS TV-RING ABOUT?

Open
Connected
TV Forum

Online

For stakeholders:
Information and
discussions

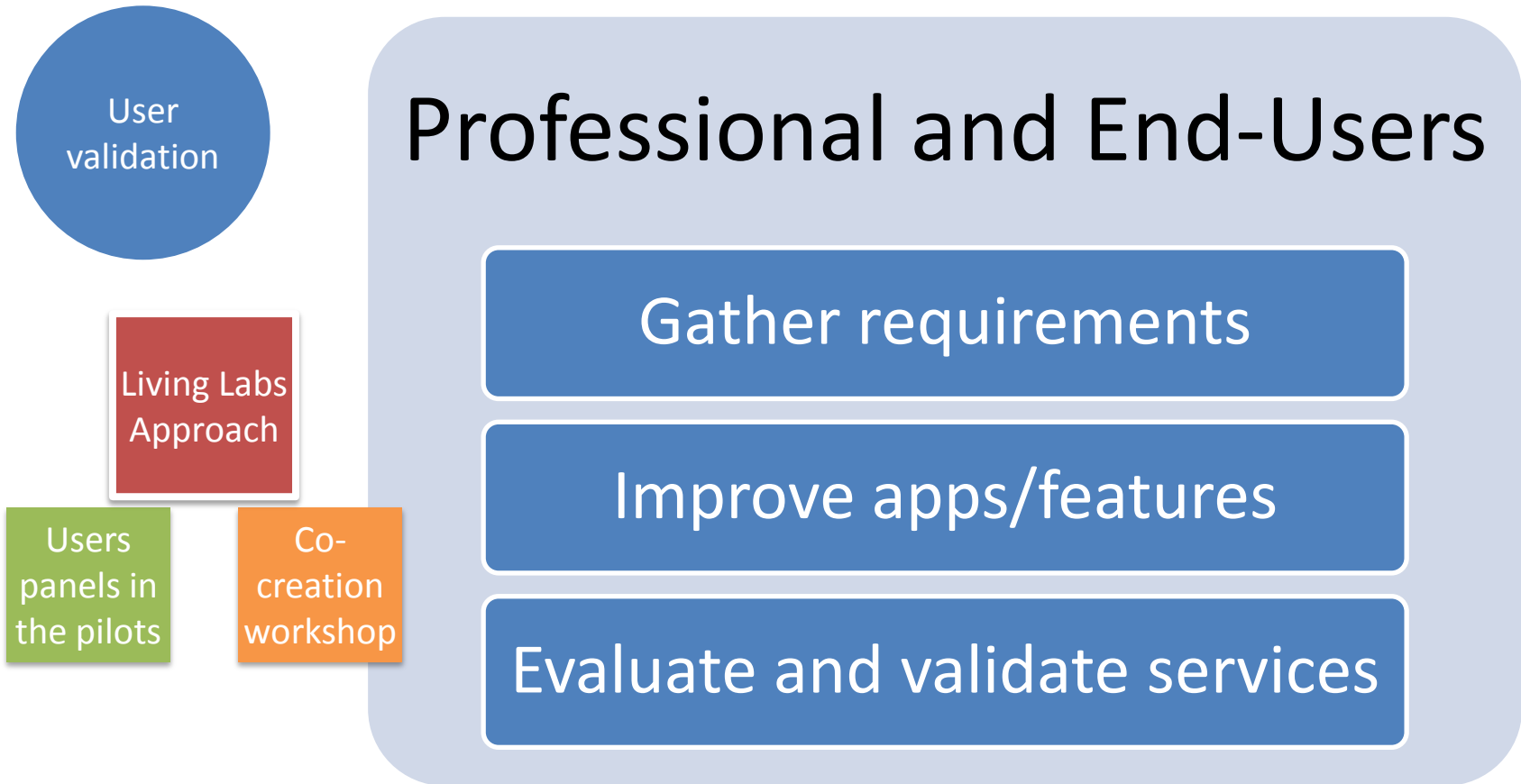
For developers:
HbbTV development
tools and resources

Offline

International &
Regional Workshops

Third parties
engagement > use of
test-beds

WHAT IS TV-RING ABOUT?



WHAT IS TV-RING ABOUT?

Inform and
exploit
results

Communication

Events

Website

Publications

Exploitation

Validation of services

Creation of business
models

Explore potential
new business models

The pilots

Dutch pilot HbbTV



- Main objectives
- Partners involved
- Calendar & milestones
- Test panel
- Three scenarios

Main objectives Dutch pilot

'Optimise user experience and engagement in order to expand the video consumption and usability of HbbTV portals'

Three scenarios:

1. Quality differentiation by using DRM
2. In house recommendations for HbbTV and CTV apps
3. HbbTV as a central interface for second screen competition

Partners involved

Within TV-Ring:



PEOPLE'S PLAYGROUND



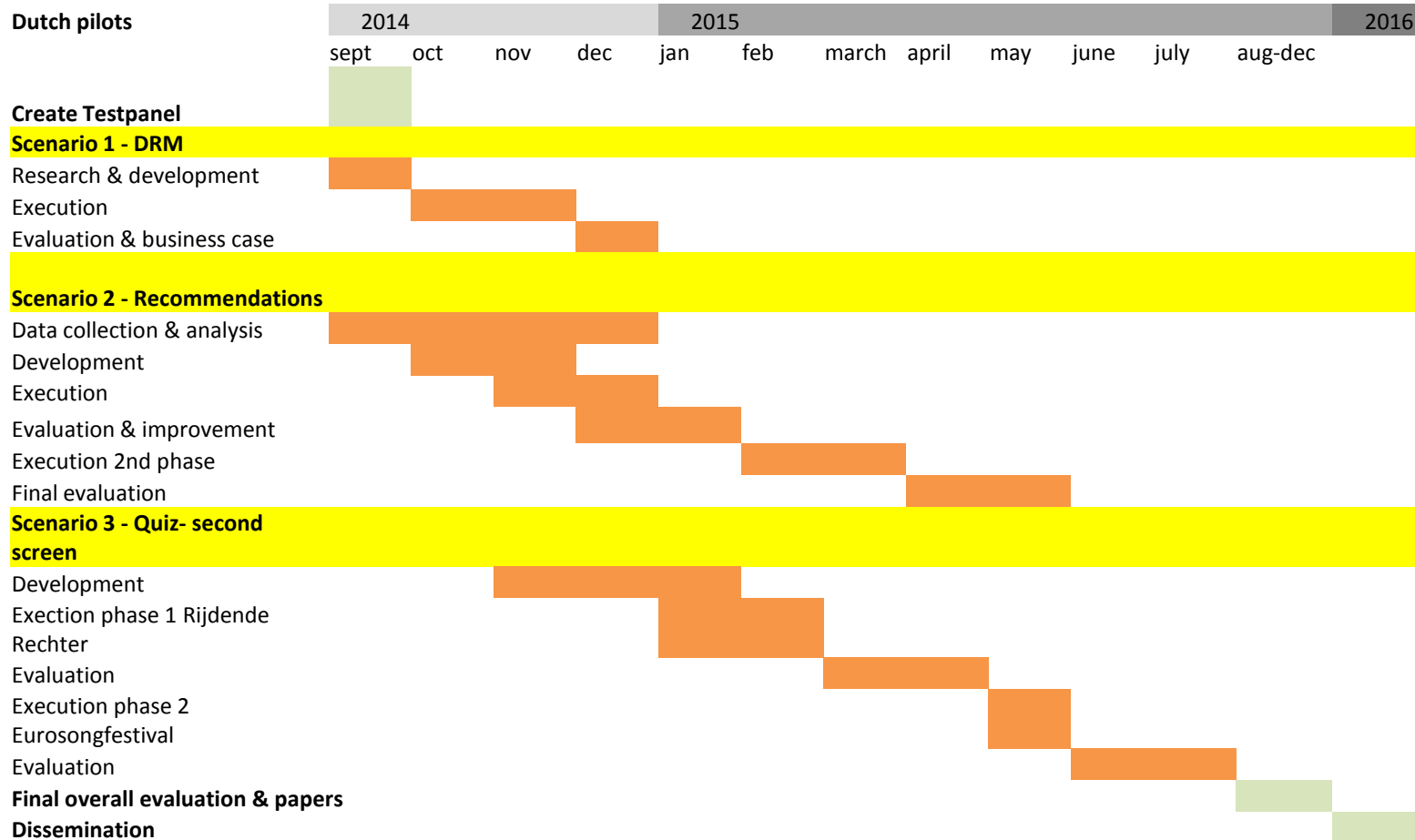
External partners:



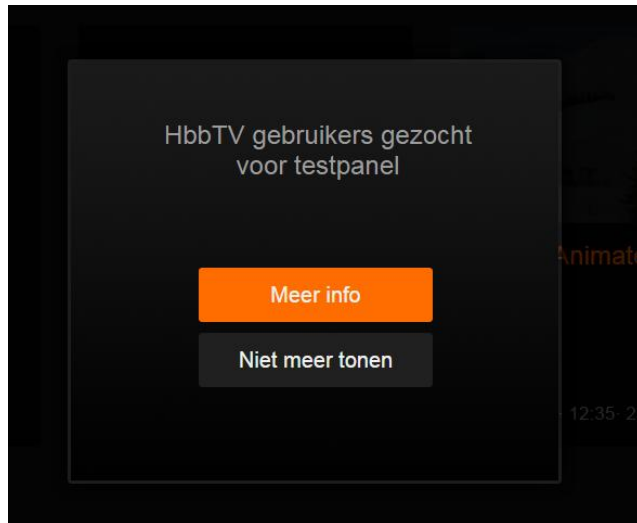
TNO innovation
for life

angry bytes

Calendar & Milestones



Test panel



HbbTV gebruikers voor testpanel gezocht

Door de rode knop te gebruiken heb je toegang tot uitzending gemist en apps zoals NOS Nieuws Extra. Dit noemen we HbbTV. De publieke omroep maakt nog meer innovatieve diensten voor HbbTV die we graag willen testen met gebruikers.

Aanmelden kan door een mail met je contactgegevens te sturen naar hbbtv@npo.nl

We nemen z.s.m. contact met je op.

[Meer info](#)
Activeer test account

1 Nu 2 Gemist 3 Gids 4 Radio 5 Testpanel
6 Favorieten 7 NPO Plus

Three scenarios described - 1

1. Quality differentiation by using DRM (Research pilot)

The screenshot shows a TV interface for a video player. On the left, there is a video thumbnail of the Rolling Stones band members sitting on a couch, with a play button overlay. Above the thumbnail is the 'VARA' logo. To the right of the thumbnail, the text reads 'Rolling Stones Concert', 'DO 21 FEB, 22:35 - 23:10 UUR', and 'DUUR 35 min'. Below the video player, there are three buttons for quality selection: 'SD' (highlighted in orange), 'HD', and 'UHD'. The background of the interface is dark with a faint image of a person's face.

Three scenarios described - 2

2. In house recommendations for HbbTV and CTV apps

PROGRAM NAME
day . time. duration


description Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

CATEGORY

< Basic Premium Gold

TEST GROUP
Was this a good recommendation for you?
Please help us to improve our service.

Great! Not really Terrible


Nice! We will keep up with this
great recommendations for you.

Thank you!

Three scenarios described - 3

3. HbbTV overlay as a central aggregated interface



Main characteristics German pilot (by Franz Baumann – IRT)

High quality and parallel services requiring massive bandwidth. Future highly interactive transmedia TV formats. Opening HbbTV to third parties.

Three scenarios

1. Rich accompaniment of a TV show (“Verknallt & abgedreht”)

Investigate technical and editorial possibilities of enhancing an HbbTV service with rich media, like HD pictures and videos

2. Social Media-based accompaniment

Investigate technical and editorial possibilities of enhancing an rich HbbTV service with Social Media features, like a blog or user updates

3. Publication platform for HbbTV developers and service providers

How can TV-Ring reach stakeholders and how can stakeholders contribute

Partners involved

Within TV-Ring



Involved external partners



Three scenarios described

Rich accompaniment of a TV show

Professional user

- Feedback from editorial staff, before during and after the on-air phase
- To fine-tune for the current and possible later usage of the service

End user

- Test user perception of service. Do people find additional rich content acceptable on the screen?
- Do they use and enjoy those features?

The TV-Show "Verknallt & abgedreht"



- Documentation about three girls and three boys who are living for 14 days together and are making short movies about the first love
- During they are creating this movies they are learning many things about themselves

- A close look behind the scenes of a movie-production and the thoughts of youth



Behind the Scenes

The TV-Show “Verknallt & abgedreht”

- 20 episodes in November and December 2014 on KIKA (German childrens television channel by a joint venture of the public broadcasters ARD and ZDF)



Three scenarios described

Rich accompaniment of a TV show

LOGO

Spruch des Tages
 "Jeden Tag schaue ich dich an und ich merke, wie du mir Tag für Tag wichtiger wirst."
Benni zu Anna im Späti

www.verknalltundabgedreht.de

[Neues](#) | [Episoden](#) | [Personen](#) | [Orte](#) | [Specials](#)

[zur Live-Ansicht umschalten](#)

Fete de la Musique

Dienstag, 14.11.

Interview mit Matthias Schweighöfer

Dienstag, 14.11.

Sprayer Areal (Bildergalerie)

Dienstag, 14.11.

Video oder Bildergalerie

Dienstag, 14.11.

Video oder Bildergalerie

Montag, 13.11.

Video oder Bildergalerie

Montag, 13.11.

Täglich um 18h auf KiKa
 Nächste Folge: Morgen, 11.12.

02/02/2015

Funded by:

Coordinated by:

Partners:

21

Three scenarios described

Social Media-based accompaniment

Professional user

- No additional feedback planned for this second on-air phase

End user

- Test user perception of service. Do people find additional Social Media content acceptable on the screen?
- Do they use and enjoy those features? Do they feel they can take part? Do they “feel” others?

Three scenarios described

Social Media-based accompaniment

Social area, voting, blog updates and Social Media (e.g. Twitter, Instagram...)

Canvas (für Bild, Galerie, Video, TV-Bild)

Spruch des Tages
"Jeden Tag schaue ich dich an und ich merke, wie du mir Tag für Tag wichtiger wirst."
Benjamin zu Anna im Späti

Täglich um 18h auf KiKa
Nächste Folge: Morgen, 11.12.14

www.verknalltundabgedreht.de

Impressum & Datenschutz

NEUES SOCIAL INFOS

NEUER ÄLTER

QUIZ
Wer ist der/die Verknallteste?

Anne
 Benni
 Irm
 Peter
 Marie
 Ernst

Wähle und drücke **OK**,
um das aktuelle Ergebnis zu sehen!

Three scenarios described

TVAppGallery

Login User-ID
 Password >





[About TVAppGallery](#)
[TVAppGallery](#)
[Registration](#)

TVAppGallery

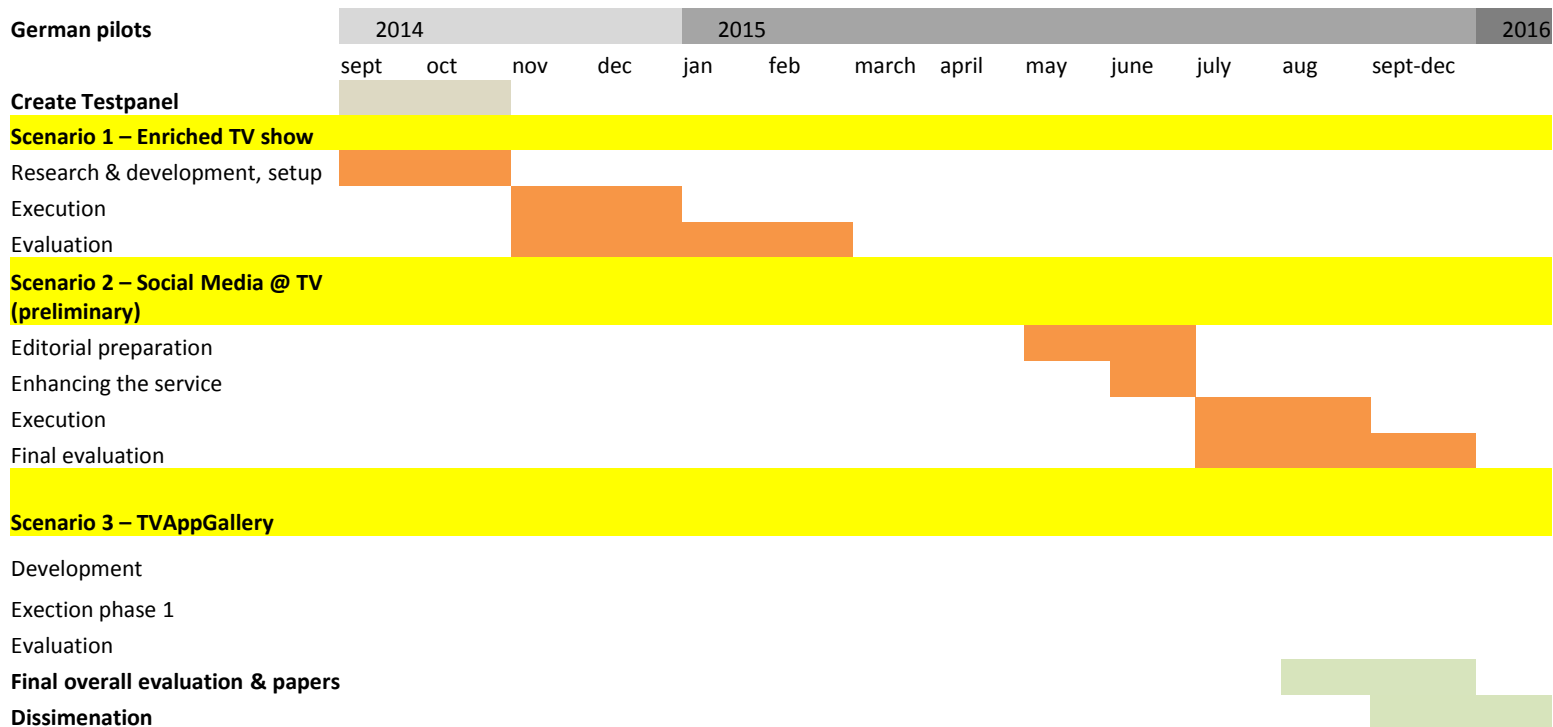
Sorting:
 Kategorie:

App search / App-ID
 >

App 1-5 from 7 Apps

- | | | |
|---|---|--|
|  | <p>TV-Ring MPEG-DASH Player
MPEG DASH Testplayer Application</p> | <p>App-ID: 653927
 Rating: ☆☆☆☆☆
 Details ></p> |
|  | <p>Eins Festival Mediathek
Die Mediathek von "Eins Festival"</p> | <p>App-ID: 264418
 Rating: ☆☆☆☆☆
 Details ></p> |

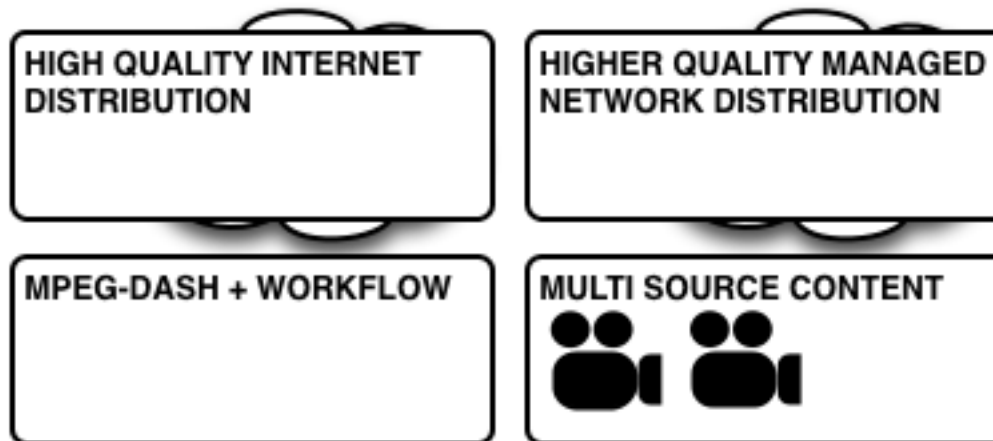
Calendar & Milestones



Spanish Pilot (by Daniel Giribet – TVC)

Objectives

- Testing MPEG-DASH distribution
- MPEG-DASH High Definition content production
- Caching on CDN
- Performance of local-CDN concept vs global-CDN



Spanish Pilot

Partners

- i2CAT – Managed network CDN, video processing tools
- RTE (Abertis) – Internet CDN, business analysis
- TVC – Broadcaster, HbbTV development, content



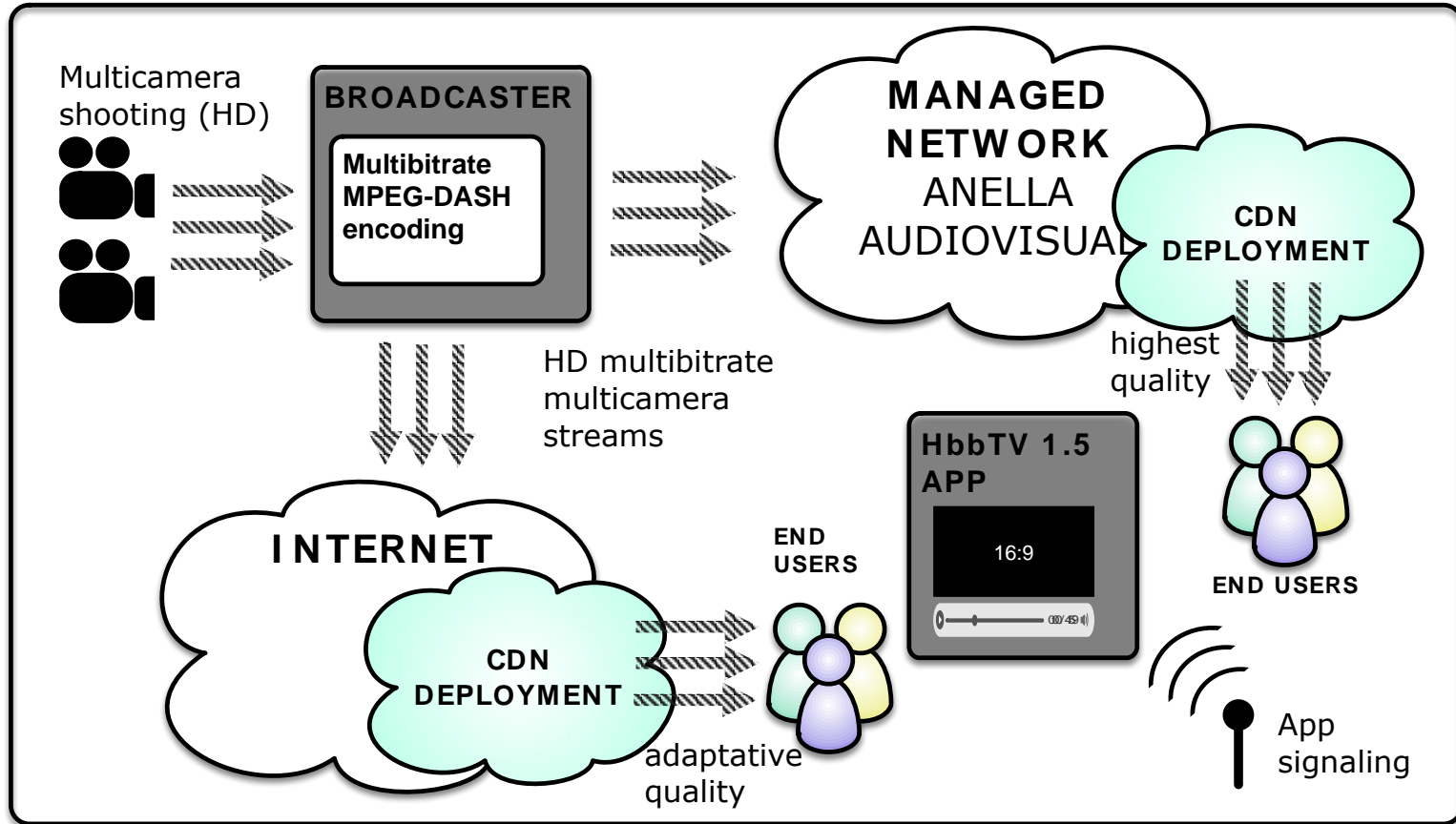
Spanish Pilot

Main milestones

- November 2014 – First phase of pilot starts using talent show
- December 2014 – End of first phase & feedback analysis
- 2015 – Second phase of pilot with more content such as charity shows, elections & political milestones

Spanish Pilot

Pilot description



Funded by:



Coordinated by:



Partners:



Spanish Pilot

Pilot description

- Talent show 'Oh Happy Day' multicamera points of view
 - Exclusive talent shots
 - Jury reactions
 - Backstage exclusives
- Users
 - Controlled panel of users in local CDN
 - Any HbbTV 1.5+ user



Acciones conjuntas: Evaluación de la UX

Uso de los testbeds de TV-RING junto
a ConTV Lab

Introducción

Promoviendo la colaboración

- TV-RING dispone de un *testbed* con 80 usuarios (~25 hogares) con dispositivos HbbTV 1.5
- ConTV Lab y TV-RING colaboran desde mayo para organizar un evento de difusión y una prueba usando tecnologías de ambos proyectos

Objetivo: *Comparar resultados obtenidos de la evaluación de un panel de usuarios con la alicación HbbTV del piloto español con la metodología de TV-RING Vs ConTV Lab.*

Los experimentos

a) Análisis afectivo

- Análisis del material audiovisual del panel de usuarios TV-RING con la metodología de análisis afectivo de ConTV Lab
- Resultados iniciales: previstos inicio de febrero

b) Test real

- Test de campo de la metodología ConTV Lab en dos hogares del panel de usuarios
- Fecha ejecución: Previsto para mediados de febrero

Resultados iniciales con test de usuarios en Gurb (Catalunya)

a) El contenido es tan importante como la aplicación

-Ciertos contenidos se adaptan mejor al uso de ciertas tecnologías. Se debe hacer un estudio previo para valorar la inversión en creación de contenidos extra y de su impacto en la audiencia para determinadas tecnologías (e.g.: second screen, multicámara, etc.).

b) Control real sobre la aplicación

-Los usuarios adoran sentir como intervienen en como se visualizan los contenidos (en el caso de la multicámara).
 -Por lo contrario, si el efecto no es notable, la valoración puede ser negativa.

c) Uso de redes sociales

- La integración de redes sociales esta bien vista
 - Se prefiere la integración en Apps de "segundas pantallas"

Que resultados puede aportar ConTV Lab?

a) Validación de la metodología en estudios de campo

-El software de análisis afectivo será validado en pruebas *in-situ* en hogares seleccionados dentro del panel de TV-RING.

b) Validación de la metodología con *self-reported content*

-Los usuarios del panel han gravado vídeos en sus hogares en los que se observa el uso que hacen de la aplicación y se aprecian sus reacciones ante esta.

-Los vídeos serán analizados mediante el software de ConTV Lab (análisis afectivo).

Thank you for your attention!

If you want further information, please contact us: sergi.fernandez@i2cat.net (TV-RING project coordinator) or visit www.tvring.eu