Multi-user Interactive TV: the next step in personalization

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Paradox?

TV is increasingly personalized...

with personalization comes a focus on single users

...however, TV is a collective medium

Current IPTV architectures lack services for multiple users of the same TV!

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<th>Situations</th>
<th>Use cases</th>
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<td>Single users or arbitrary # of</td>
<td>Broadcast TV, PT, Pay Per View, Content on Demand, Personal Video</td>
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<td>users</td>
<td>Recording, Incoming calls shown on TV, Content Recommendations (using</td>
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<td>user identifiers)</td>
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<td>Multiple users at different TVs</td>
<td>Social TV (watching sport, together), User Generated Content, Presence,</td>
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<td>Sharing the remote control, Content Recommendations (from other users)</td>
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<td>Concurrent use (multiple users</td>
<td>(none found)</td>
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<td>at the same TV)</td>
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Use cases from IMS-based IPTV and Integrated IPTV requirements document

Identification?

Focus on single user results in lack of proper user identification system

Most (IP)TV architectures make no distinction between terminal and user

There is a need for a proper multi-user identification system!

Combine IMS-based IPTV with RFID!

Multi-user TV services!

from a user perspective...

Multi-user Content Recommendations

Multi-user Social TV

And also: multi-user subscribed channels, interactive TV show etc.

... and from a business perspective

Multi-user Targeted Advertising

Demo!

Try it yourself

1. Log in yourself

2. Watch your personal channels

3. Log in your friend and see how the subscribed channels are combined

4. Log in a child for parental control features

Multi-user Subscribed Channels