



Community TV content making

COTV

A Social TV Platform

Presented by
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The Quality Link



Emerging technologies



Community TV content making

A study made by MIT in 2010 identified the following 10 most important emerging technologies



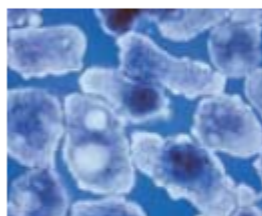
Real-Time Search

Social networking is changing the way we find information.



Mobile 3-D

Smart phones will take 3-D mainstream.



Engineered Stem Cells

Mimicking human disease in a dish.



Solar Fuel

Designing the perfect renewable fuel.



Light-Trapping Photovoltaics

Nanoparticles boost solar power's prospects.



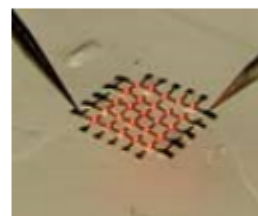
Social TV

Relying on relationships to rebuild TV audiences.



Green Concrete

Storing carbon dioxide in cement.



Implantable Electronics

Dissolvable devices make better medical implants.



Dual-Action Antibodies

Fighting cancer more efficiently.



Cloud Programming

A new language will improve online applications.

Social TV market trends



Source: MIT 2010

Social networks →

- 72% of all internet users
- Facebook 350 Million users
- Facebook \$4 Billion / Year

Social TV

- 60% of viewers use social networks while watching TV
- Typical applications: chat, comment, vote, rate, share video, view / share UGC

← Video on TV

- 125 Million internet connected TV devices
- OTT TV (Internet video on TV) \$5 Billion 2013 in EU & US
- VOD \$56 Billion in 2013 WW

TV facing new challenges



- Context
 - Competition from internet, new medias, gaming
 - New users consumption behaviours
 - Exponential growth of social networks
 - Challenge
 - Keeping audiences and market shares
 - Generating complementary revenues
 - Being present in the new medias
- 
- COTV innovation
 - TV broadcasters and TV viewers co-producing TV content, combining **professional & user** generated content
 - Dedicated facilities for organizing & producing quality **TV UGC**
 - An online platform supporting **creative & collaborative** user participation

For TV broadcaster

COTV Offer

Enriching TV programs with quality UGC
Organising viewers' participation
Establishing TV communities
Linking with social networks



Benefits

Strengthening customer loyalty
Widening their audience
Competing with internet services
Promoting TV programmes
Gathering user preferences / stats

For TV viewer

COTV Offer

Co-authoring TV programmes
Supporting quality UGC production
Socialising around TV programmes
Supporting multiple devices



Benefits

User enhanced TV experience
User creativity expression
Sharing views, liking, content
Being part of a community

- Cybercultus (*Prime*) -> Social & immersive media platforms
- Astra TechCom (*Partner*) -> TV broadcast services
- GCS (*Partner*) -> Communication and playout services
- CRP Henri Tudor (*Partner*) -> New media & iTV applied research
- RBB / ARD (*Partner*) -> Innovative TV content & broadcast
- TW1 (*Partner*) -> Tourism TV content & broadcast



- Pioneering the COTV platform development & deployment (*2007 – 2010*)
- COTV successfully field tested during 6 months with over 100 users
- Originally build on the standards JAVA & MHP (*Multimedia Home Platform*)
- New standards emerging (*HbbTV / CE-HTML & HTML5 - final version for 2014*)
- Extending COTV to support the new standards (*2010 – 2011*)

COTV environment



COTV Broadcaster tools

COTV Client applications

COTV promo video



Community TV content making

[Click here](#)

- TV terminal
 - HbbTV / CE-HTML (browser approach)
- PS3 terminal
 - HTML & Flash
- Mobile terminal
 - HTML5, HTML & Flash
- PC terminal
 - HTML5, HTML & Flash

Note: both HbbTV / CE-HTML and HTML5 are still under revision and final versions are expected to be released within the next 2 to 3 years.

Business offer



TV Broadcaster tools

mein FritzTM tv **Broadcaster Tools**
You are logged in as *COTV-Testadmin* [Log out](#)

[invite a new admin user](#) [Change Access Data](#)

[Headliner/Broadcast](#) [News Feed](#) [Challenge Tool](#) [User Administration](#) [Content Manager](#) [Messages](#)

[Challenge Editor](#) [Template Builder](#) [Video Branding Tool](#)

Challenges

Challenge 1 [Edit Challenge](#)
Challenge 1 [Delete Challenge](#)

Information:
Title:
Description: (max.144 chars)
Thumbnail: [Durchsuchen...](#)

Challenge Runtime (dd.mm.jjjj):
start: end:

Publish Runtime (dd.mm.jjjj):
start: end:

Template
Template 1 [Choose Template](#)

Video Branding
Video Branding 1 [Choose Video Branding](#)

Chapters list


1	chap 1	Edit Chapter	Delete Chapter
2	chap 2	Edit Chapter	Delete Chapter
3	chap 3	Edit Chapter	Delete Chapter

[Update order](#) [Create new Chapter](#)

Current chapter
Name:

Description:

Duration (hh:mm:ss)
min: max:



mein FritzTM tv **Broadcaster Tools**
You are logged in as *COTV-Testadmin* [Log out](#)

[invite a new admin user](#) [Change Access Data](#)

[Headliner/Broadcast](#) [News Feed](#) [Challenge Tool](#) [User Administration](#)

[New TV Show](#) [List of TV Shows](#) [New Text](#) [List of Text](#)

Information:
Title:
Description: (max.144 chars)
Thumbnail: [Durchsuchen...](#)

Upload:
 [Durchsuchen...](#)

Broadcast Schedule:
date: (dd.mm.jjjj): time: (hh:mm:ss) [add a new date](#)

User Generated Content:
Team 1 User [add a new team](#)

Business offer



HbbTV set & Blu-ray player application



Registration

Start page

Videos

Community wall

Current challenge

Search

My COTV

About COTV

User name

Password

Stay logged in



Current TV show: Title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est.

12.02.2011, 26:16 min, 145 views

Rating: ★★★★★

With videos by Team 1, Team 2, Team 3, Team 4

Comments

User 1, 12.02.2011, 14:26h: Great show!

User 2, 12.02.2011, 14:23h: I like it!

User 3, 12.02.2011, 14:21h: I think the show could be better in terms of ...

User 4, 12.02.2011, 14:02h: Wow, this show is really cool because of ...

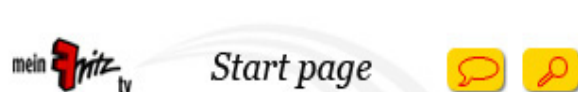
User 5, 12.02.2011, 13:00h: Great, especially the video of Team 3!

Business offer



Community TV content making

Mobile phone application



Current challenge
Title
Countdown: 7d 3h 45m

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Current TV show
Title
12.02.2011, 26:16 min

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

With videos by Team 1, Team 2, Team 3, Team 4

Videos Current Challenge

Community wall My COTV

COTV LOG OUT



Template Medien Editing Publish

Upload: **Browse**

Sort files by
All Name **Sort**

Video title	Chapter
15.02.2011, 11:17 by Olli 00:00:31 avc1-Video, mp4a-Audio	1 <input type="checkbox"/> X 2 <input type="checkbox"/> X 3 <input type="checkbox"/> X
15.02.2011, 11:17 by Olli 00:00:31 avc1-Video, mp4a-Audio	1 <input type="checkbox"/> X 2 <input type="checkbox"/> X 3 <input type="checkbox"/> X
15.02.2011, 11:17 by Olli 00:00:31 avc1-Video, mp4a-Audio	1 <input type="checkbox"/> X 2 <input type="checkbox"/> X 3 <input type="checkbox"/> X
15.02.2011, 11:17 by Olli 00:00:31 avc1-Video, mp4a-Audio	1 <input type="checkbox"/> X 2 <input type="checkbox"/> X 3 <input type="checkbox"/> X

COTV LOG OUT



Template Medien Editing Publish

Content
Choose: **Chapter 1**

clipname	clipname
00:00:18 mp4v-Video, samr-Audio 640x480, 30fps	00:00:18 mp4v-Video, samr-Audio 640x480, 30fps

Effects
Transitions:
black to video Dur.: 10 sec.

Text
Text-effects:
rolling Dir.: down Font: Arial

Timeline
undo redo + - Save Preview

Text	V 1	V 2	A 1	A 2
< >	< Videotitle >	< Videotitle >	< >	< >

COTV LOG OUT

Business offer



Community TV content making

PC application



User name Password [Forgot your password?](#) Stay logged in [Log in](#)

Current challenge



Title

Open until 21.02.2011 at 00:00 | Countdown: 7d 3h 45m

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

- Template and strategy
- Media repository
- Trimming and editing
- Publish

Current TV show



Title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

12.02.2011, 26:16 min, 145 views

Rating: ★★★★★

With videos by [Team 1](#), [Team 2](#), [Team 3](#), [Team 4](#)

Videos

Search video by [Search](#)

[Most recent](#) | [Best rated](#) | [Most viewed](#)



Title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy ...

12.02.2011, 08:18 min, 156 views

Rating: ★★★★★

Team: [Team name](#)

Challenge: [Challenge name](#)



Title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy ...

12.02.2011, 06:16 min, 145 views

Rating: ★★★★★

Team: [Team name](#)

Challenge: [Challenge name](#)



Title

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy ...

11.02.2011, 05:12 min, 123 views

Rating: ★★★★★

Team: [Team name](#)

Challenge: [Challenge name](#)

[Older videos](#)

Registration

New user? Register now!

Community wall

User 1 „Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore.“

User 2 is now member of **Team 4**

Team 3 has published the video **Lorem ipsum dolor**

User 3 has founded the team **Sit amet**

COTV information: next challenge starts on 23.02.2011 at 00:00

[Older posts](#)

My COTV

[COTV](#) | [My profile](#) | [My team](#)

Lorem ipsum dolor
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.
Stet ditta kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt. [more](#)



You are logged in as Schenfee since 14.02.2011, 16:12

[Log out](#)

Production

[Template and strategy](#) | [Media repository](#) | [Trimming and Editing](#) | [Publish](#)

Content

Choose:

	clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps
	clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps
	clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps
	clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps		clipname 00:00:10 mp4-Video, same-Audio 640x480, 30fps	more Content >>	



Effects

Transitions: Dur.:

Color-effects:

Time-effects:

Text

Text Effects: Direction:

Font: Size: Color:

Text:

Timeline

[undo](#) [redo](#) [Save](#) [Preview](#)

0:00 1:00 2:00 3:00 4:00 5:00 6:00

Text	<		>
Video A	<		>
Video B	<		>
Audio A	<		>
Audio B	<		>

Conclusion



- COTV initiated a pioneering Social TV concept
- Field trials have shown viewers' enthusiastic adoption of COTV
- Field trials have also shown some limitations (*ex: need to install a client*)
- Market standards have evolved with MHP no longer being supported by the industry and with rich media browser based standards now emerging (HbbTV / CE-HTML and HTML5).
- A great opportunity for COTV, which by supporting these new standards can provide a social TV solution that requires no prior client installation and that can run on a wide range of end-user terminals



- Roll-out expected in 2012 with the first commercial use of COTV
- Expansion to a range of TV channels from 2013 and onwards.

Many thanks!



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