

Creating a different type of TV Experience

– opportunities for Creative Industries

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"The Future of Interactive Multimedia" Seminar, Leicester 7 December 2005

Who am I?

- Run a small consultancy
- Now focusing on personalisation and Personalised TV developments
- Previously focused on innovative approaches to learning through using new technologies

Agenda

- Changing role of TV
- TV Anytime Anywhere – web TV, IPTV
mobile TV
- Impact of broadband to home
- New business opportunities - role of
communities of interest
- Implications for the Creative industries

The background of the slide is a blue gradient. The top portion shows a lighter blue sky with wispy white clouds. A horizontal line, representing a horizon, separates the sky from the lower portion of the slide. The lower portion is a darker, more uniform blue, suggesting a calm sea or a vast, flat landscape under a clear sky.

Changing Role of TV

Defining Television

- Tele is Greek for "far"
- Vision is from the Latin "visio" meaning "vision" or "sight"
- Therefore – accessing visual content from a distance through any electronic device??
- But don't get hung-up over just the "box" in the living room



TV is becoming more
interactive and personal

Evolution of TV “on the box”

- *Passive* – traditional mode
- *Interactive* – primarily controlled by the service provider – driven by digital TV satellite and cable providers
- *On demand and interactive* – primarily controlled by end user - facilitated by new players like telcos and broadband ISPs seeking new revenue streams.

Interactive TV – Graham Norton Volleyball



Source: Broadband Bananas Video vault

Multiview TV

TELCOVid



forward
**JULIAN
ISLA**

1 goal
1 yellow card



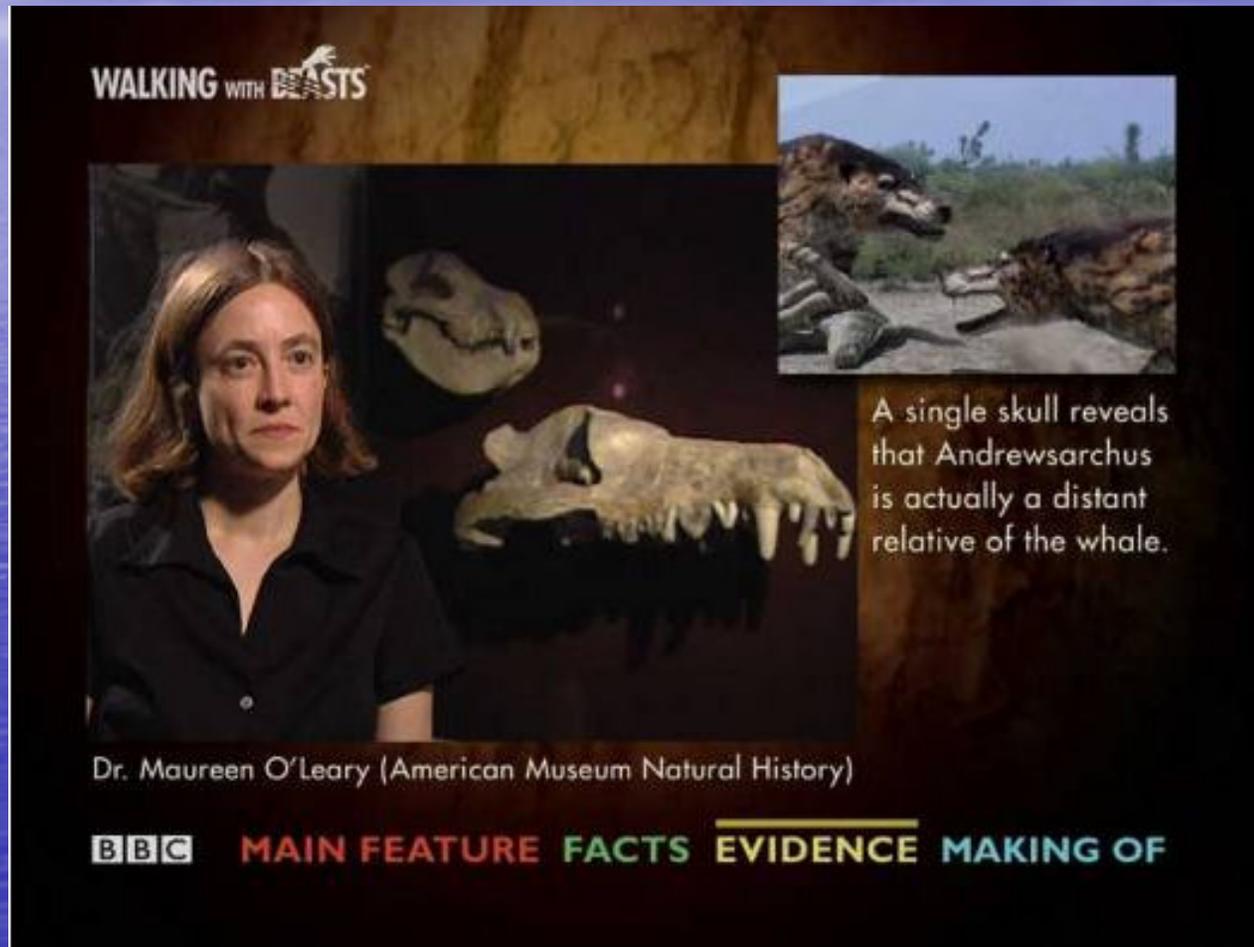
78:15

	BRNA	0
	CHRT	3



Source: Microsoft

Interactive TV – Walking with beasts



WALKING WITH BEASTS

Dr. Maureen O'Leary (American Museum Natural History)

A single skull reveals that Andrewsarchus is actually a distant relative of the whale.

BBC MAIN FEATURE FACTS EVIDENCE MAKING OF

The screenshot shows a woman, Dr. Maureen O'Leary, in a dark shirt, standing in front of a museum display of fossil skulls. One skull is prominently displayed in the foreground. In the top right corner, there is a small inset image showing a computer-generated dinosaur in a naturalistic environment. The text 'WALKING WITH BEASTS' is at the top left. Below the woman's name, there is a navigation bar with the words 'BBC', 'MAIN FEATURE', 'FACTS', 'EVIDENCE', and 'MAKING OF'. The word 'FACTS' is highlighted with a yellow underline.

Source: BBC

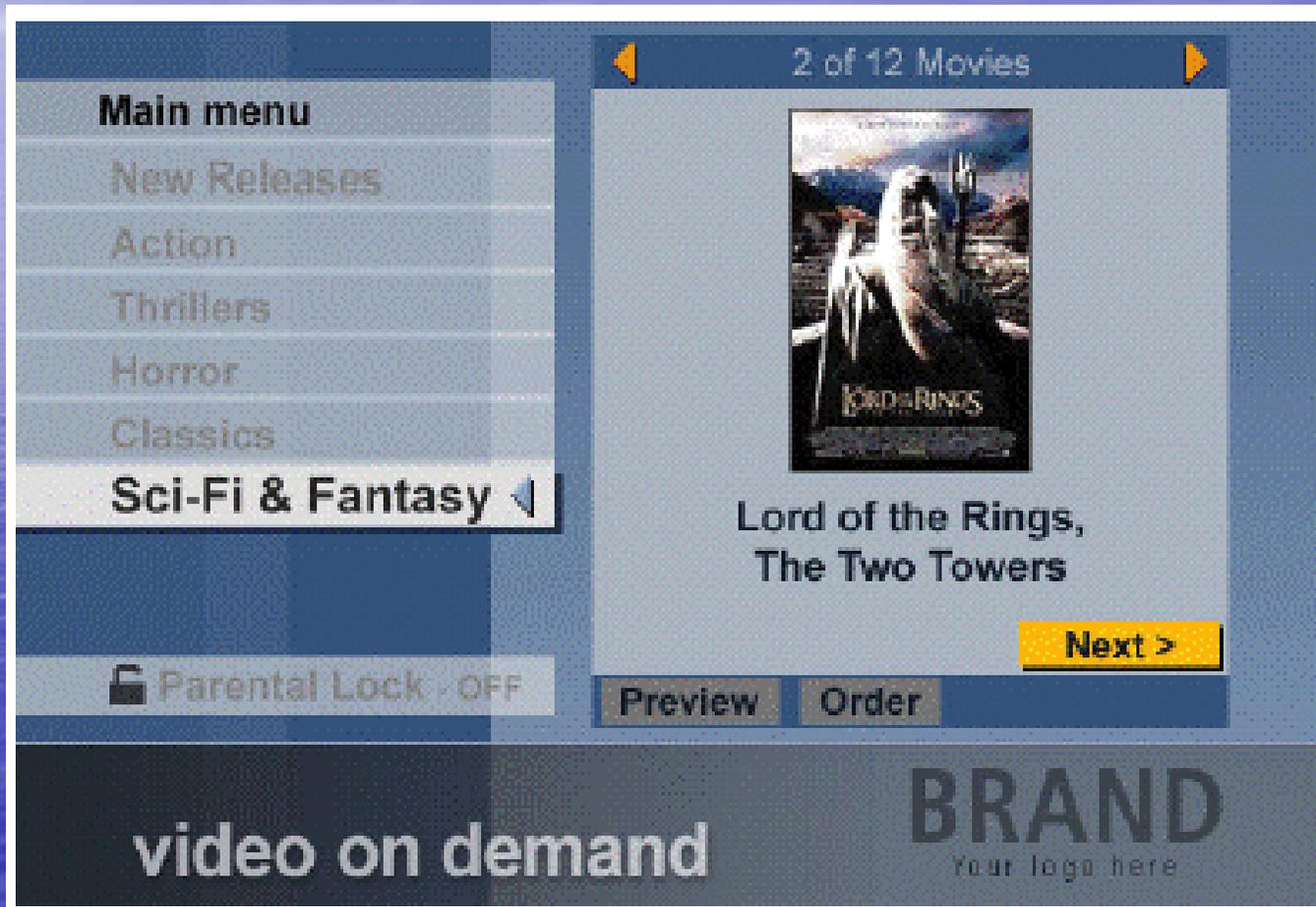


Push and pull technologies

Personal digital video recorders

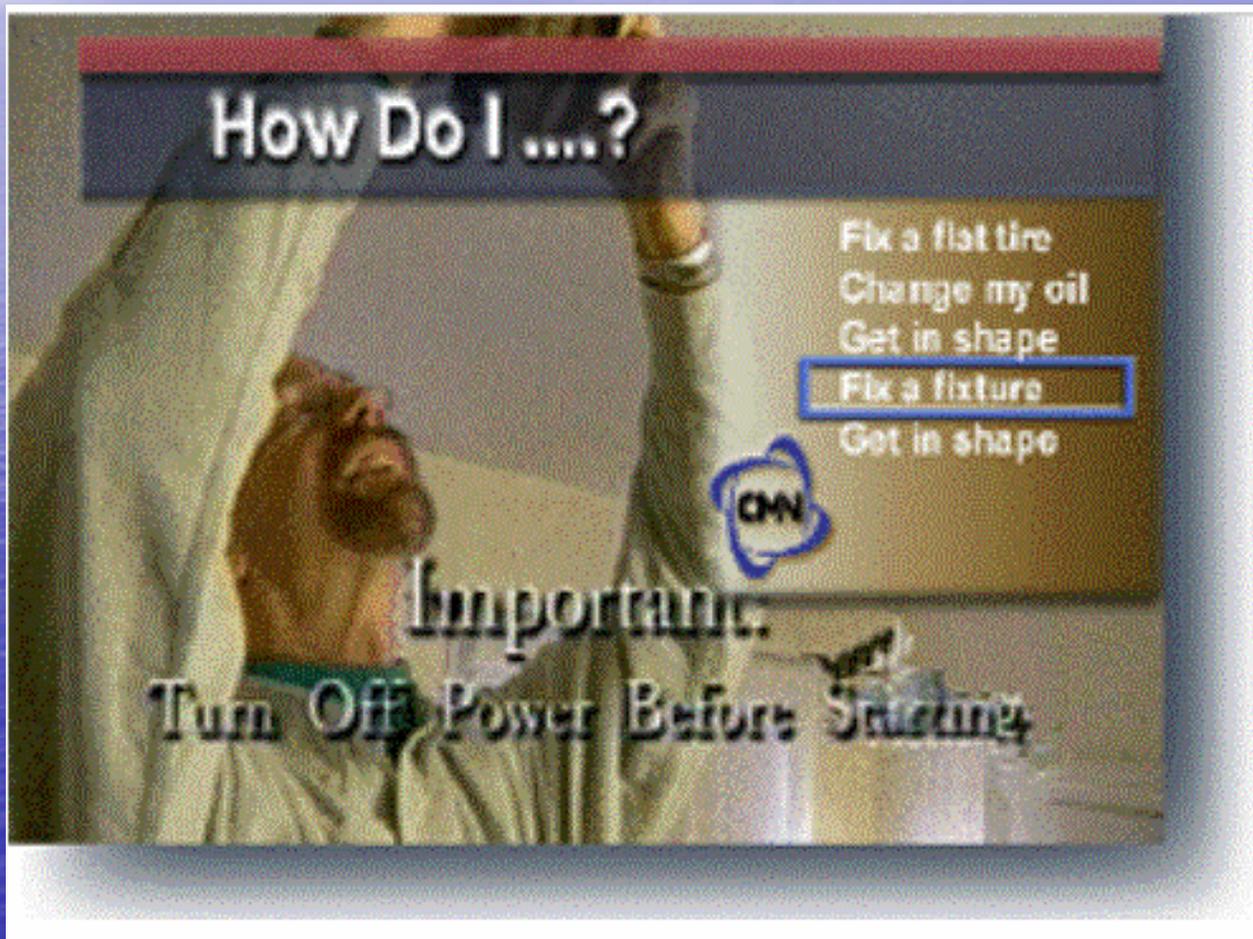


Video on demand



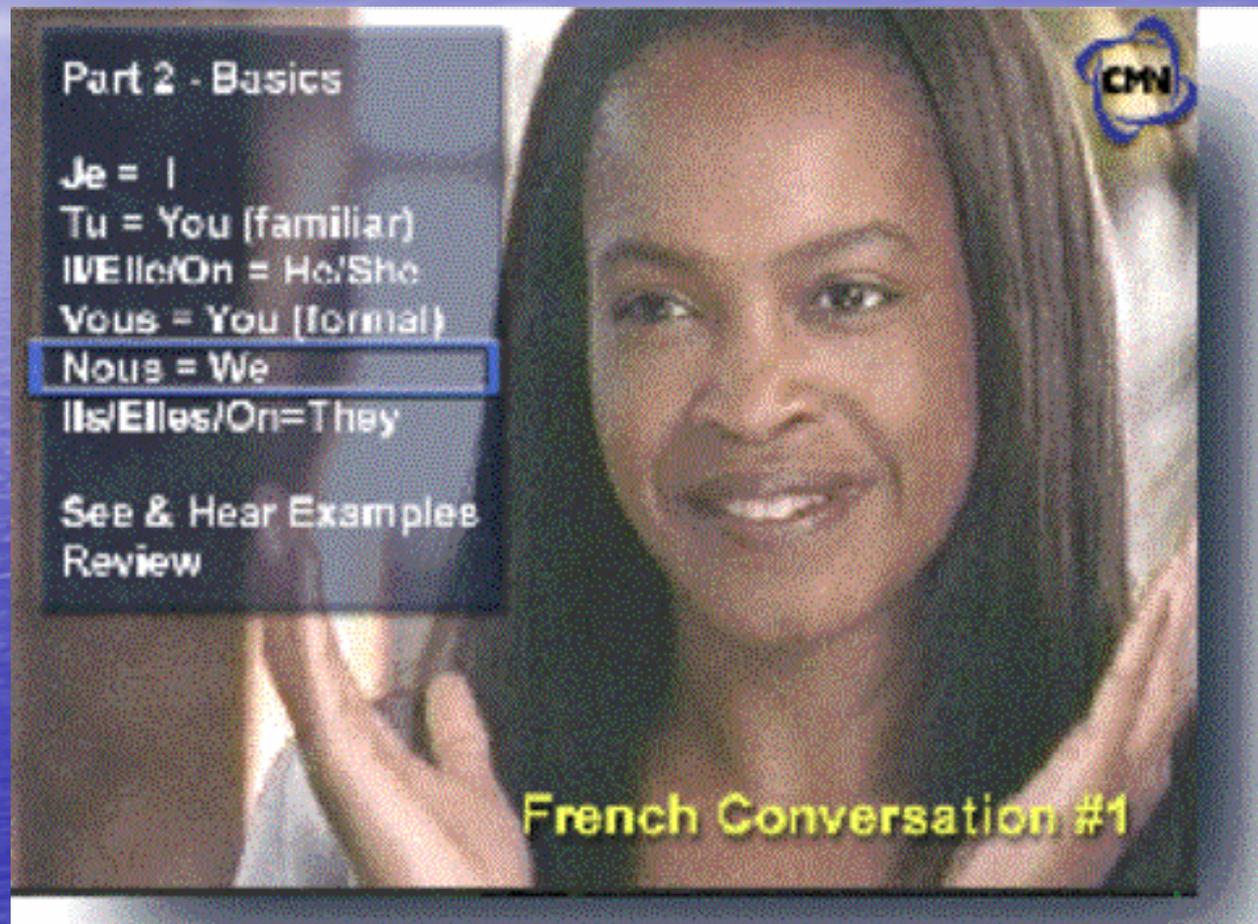
Source: Kasenna

VOD – DIY ... How do I.....?



Source: Chaos Media Networks

VOD – language learning



Part 2 - Basics

- Je = I
- Tu = You (familiar)
- Il/Elle/On = He/She
- Vous = You (formal)
- Nous = We**
- Ils/Elles/On=They

See & Hear Examples
Review

CMN

French Conversation #1

The background is a blue gradient with a horizon line. The top half shows a sky with light, wispy clouds, and the bottom half shows a calm sea with gentle ripples. The text is centered in the middle of the image.

TV Anytime Anywhere

Delivery of TV-like content

- *TV* – broadcast and now on demand
- *PC* – streaming video
- *Mobile* – streaming video and soon broadcast

*Anytime anywhere on the move
and interoperability*

Web - Streaming Video

CNN.com WITH FREE VIDEO
Member Center: [Sign In](#) | [Register](#) International Edition | Netscape
[MAKE CNN.com YOUR HOME PAGE](#)

SEARCH THE WEB CNN.com SEARCH Powered by YAHOO! search

CNN.com Home Page - More CNN.com sections: VIDEO

VIDEO

HEALTH

Getting a one-hour face-lift

The simplicity of the thread face-lift procedure has made it very popular. CNN's Dr. Sanjay Gupta reports (December 6)



THE ONE-HOUR FACE-LIFT CNN

Resume **PLAY VIDEO**

U.S.

Failing grades in security (2:03)



- 'Renditions' reality (2:31)
- 9/11 panel: U.S. not prepared (4:12)

WORLD

Cashing in on gay weddings (2:09)



- Hussein courtroom drama (2:25)
- Rumsfeld on Iraqi insurgents (2:17)

U.S.

'Renditions' reality (2:31)



WORLD

Rumsfeld on Iraqi insurgents (2:17)



POLITICS

Cheney going to bat for DeLay (1:30)



HEALTH

Getting a one-hour face-lift (2:12)



Mobile TV – streaming video

- One-to-one streaming
- Orange TV – using their 3G network in UK



Mobile TV - broadcast

LIVE & LOCAL CONTENT

Live Audio & Video



Live TV Channels
Live Audio Channels

Video on Demand (VOD)

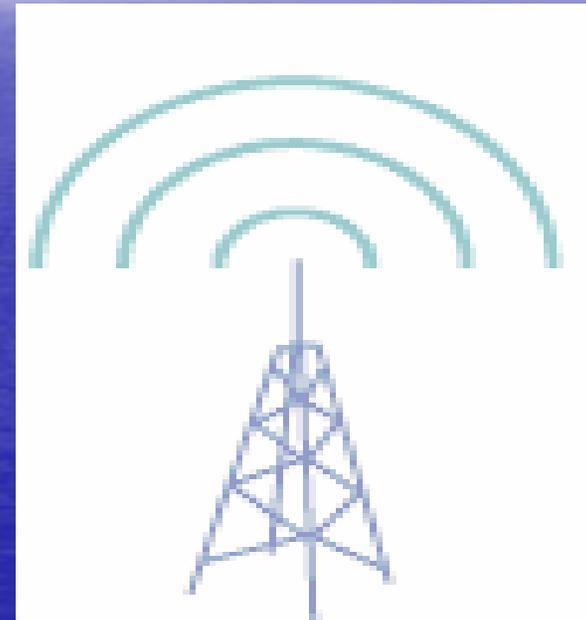


Movies
Sports
Music

Interactive Content



Weather
Traffic Conditions
Games, etc.



Mobisodes

- TV episode specially made for viewing on mobile TV screen
- Usually of short duration - one to three minutes
- e.g. Lost – 20 mobisodes several minutes long



Mobile - video ipod



The new iPod

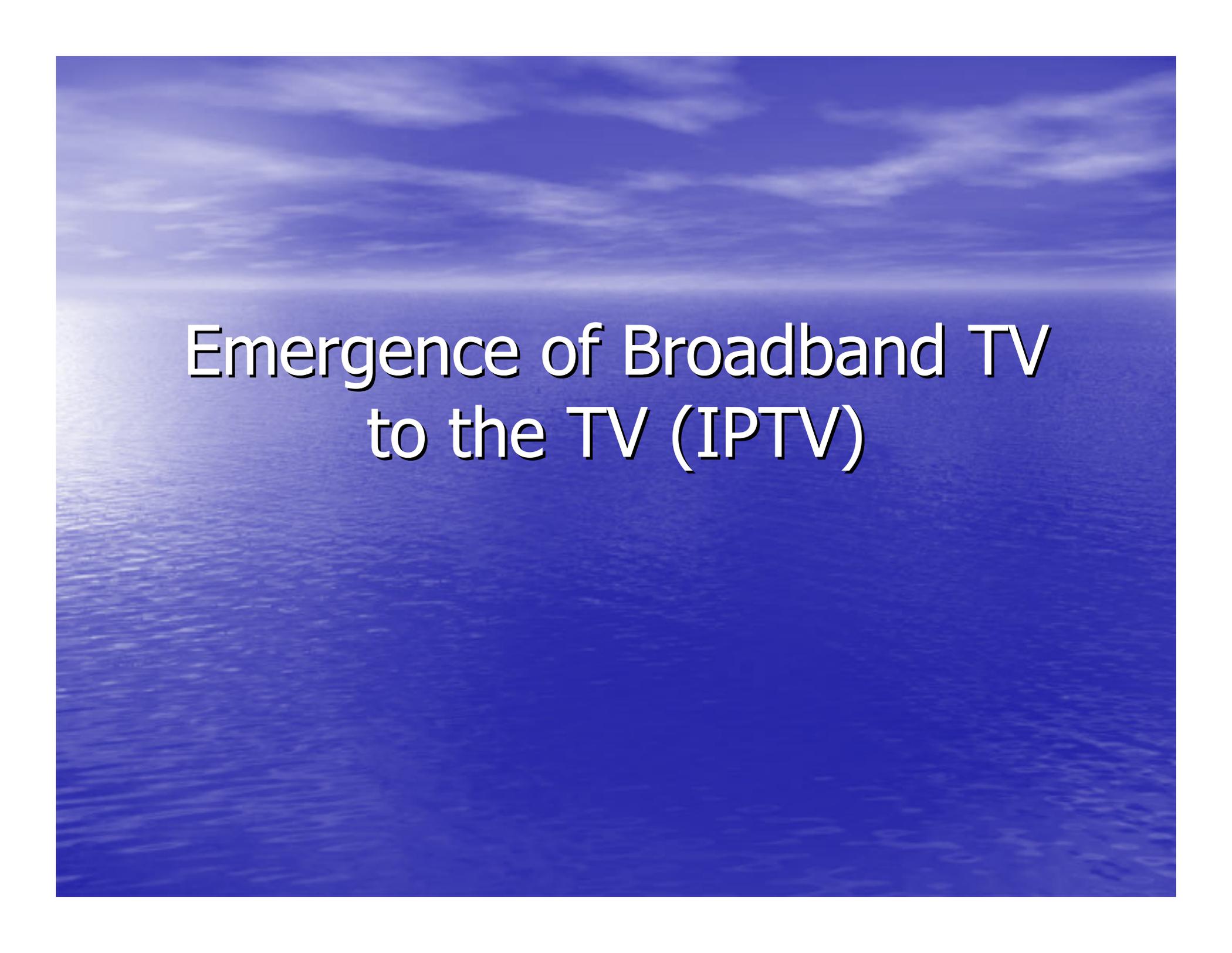
15,000 songs.

25,000 photos.

150 hours of video.



Impact of broadband to home



Emergence of Broadband TV to the TV (IPTV)

IPTV - Personalised TV

- Every set-top box has its own address
- Caller ID, TV-email, video conferencing
- Personalisation is possible
- Delivery of personalised interactive content
- Personalised advertising
- Use of recommendation tools

Differences between Web TV and IPTV

- Web TV – streaming video via a web site – tends to have a more open framework in which a very large number of small and medium-sized video producers contribute highly innovative niche content alongside with offerings from more traditional retail and distribution channels.

Differences between Web TV and IPTV

- IPTV – tend to be a more closed, proprietary TV systems such as those present today on cable/satellite services but delivered via IP-based secure channels representing a sharp increase in control of content distribution.

But this is likely to change as
new business models emerge

BT – “Thousands to millions”
strategy

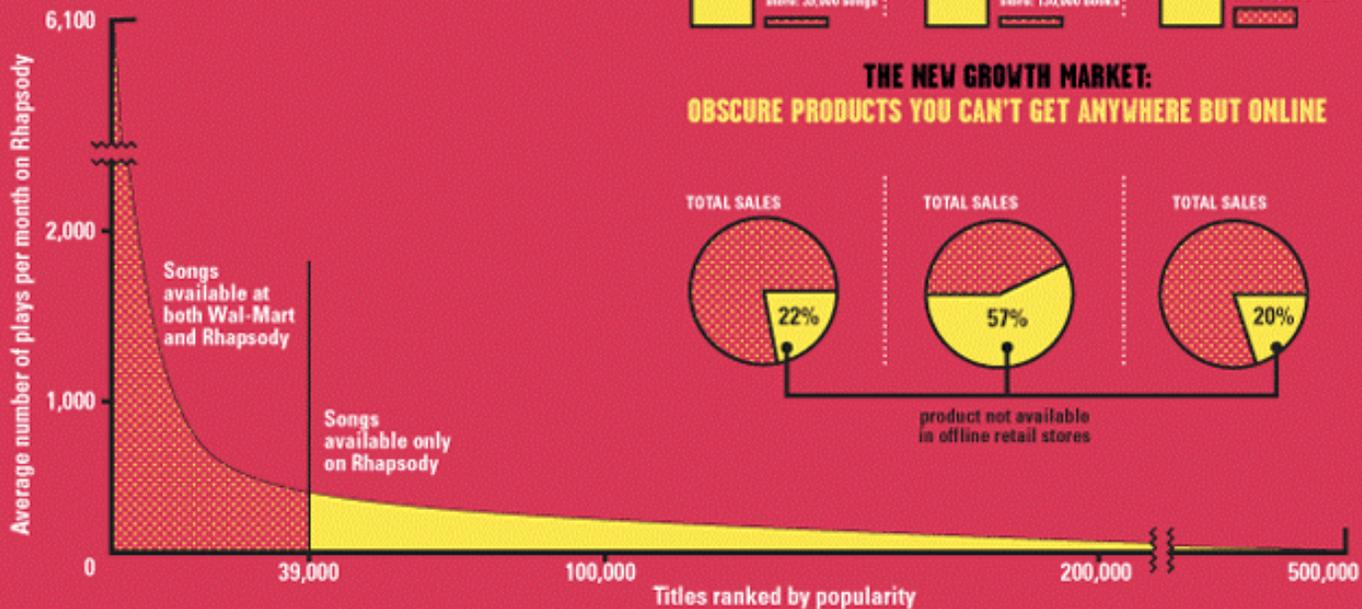


Interactive niche content will
increasingly become more
accessible via TV
– as it makes money

Impact of the Long Tail

ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody's more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.



Sources: Erik Brynjolfsson and Jeffrey Hu, MIT, and Michael Smith, Carnegie Mellon; Barnes & Noble; Netflix; RealNetworks

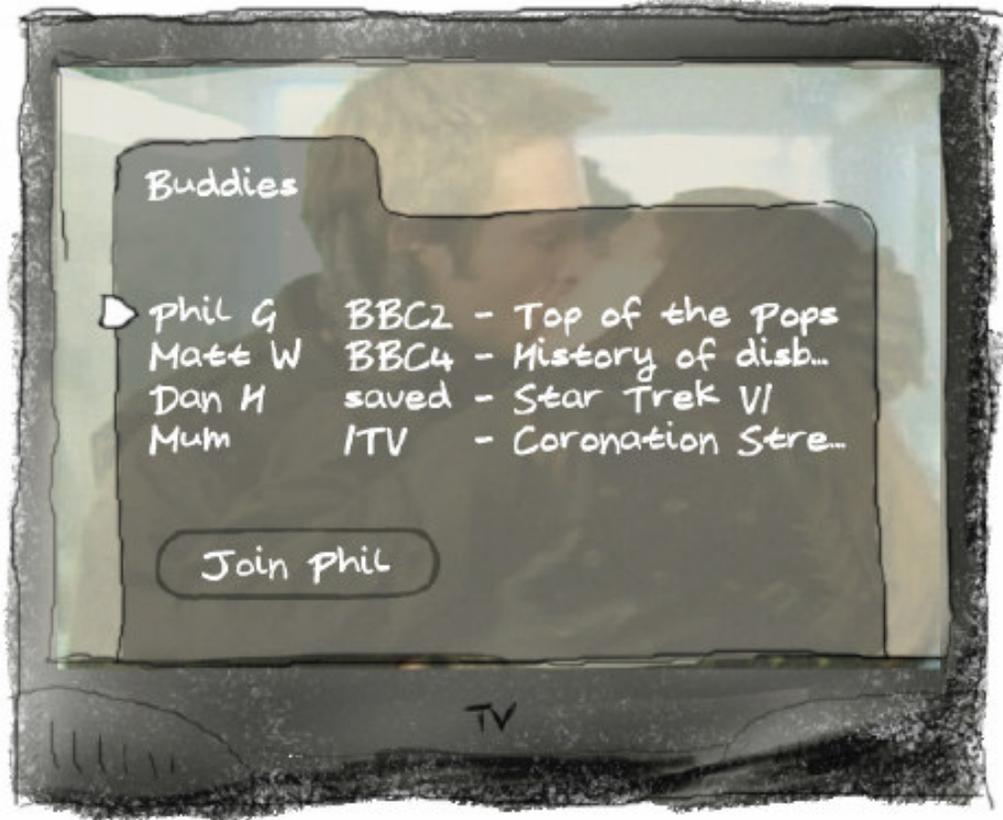


Other applications on TV

A Buddy List

Your television buddy list lets you add friends and see what they're watching in real-time whether it be live TV or from disk. Ratings information embedded into shows allows you to choose not to advertise watching more mature shows. Press your enter button to watch Top of the Pops alongside phil.

You can add buddies by hand with your remote, or from a list of people you've watched TV with before...



Source: Tom Coates

Chatting and planning via TV

During an ad break, or when a show starts to get dull, a user can bring the social dimension into focus and background the show.

They could just chat or they can plan what to watch next. A simple interface allows a user to propose a new show to start watching- either from their library or from live TV. If the other users agree then their set-top boxes will switch to the relevant show, and the group will be backgrounded again...



Source: Tom Coates

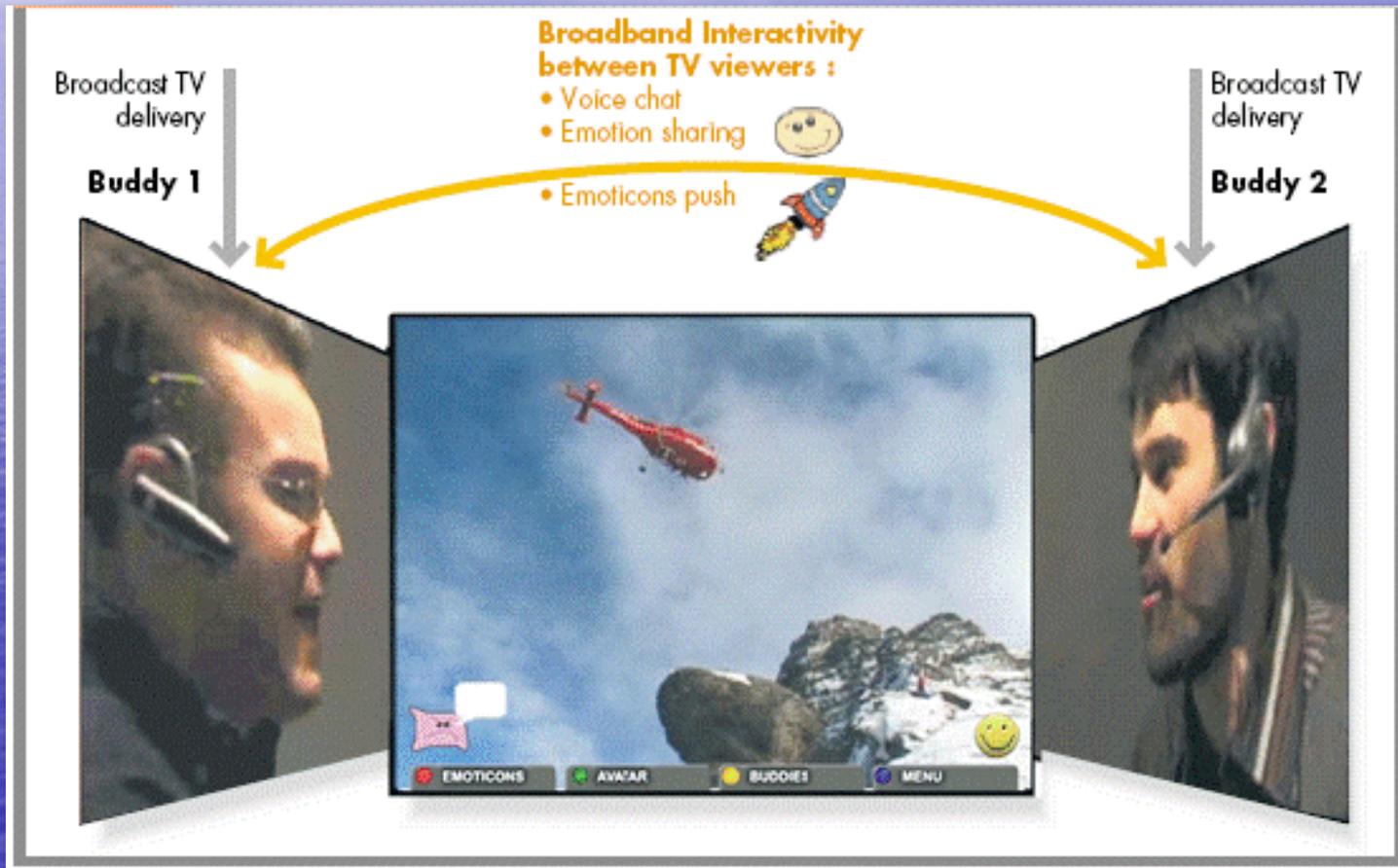
Subtle presence alerts



An alert appears on screen to tell you when your friends switch to another channel. If they switch as a new show is starting, then the alert is immediate. Otherwise - so people don't get overwhelmed by flicking through stations - the alert will only happen after four minutes of continuous viewing.

Source: Tom Coates

Voice Communications and Avatars



Source: Alcatel

TV community portal

Buddies John Verano press  to go BACK

▲ more buddies

-  **Peter Janssens**
VT4 Champions League   buddy
-  **Jan Peters**
VT4 Champions League   buddy
-  **Joe Santiago**
TV1 Koppen   2nd degree
-  **Fonne Flipkes**
NED3 Jeugdjournaal   buddy
-  **Suzanne Baert**
VJFTV Oprah Winfrey   buddy
-  **Tom Vervennen**
Offline

▼ more buddies

VT4 Champions League
FC Brugge - Bordeaux



Jan Peters
is CHATTING with **ME** and with
 Peter Janssens and  Joe Santiago

 **Stop CHAT**  **Buddy's TV**

Dinsdag 26 oktober 2004 20:49

Source: Alcatel

Avatars and emotions



Source: Alcatel

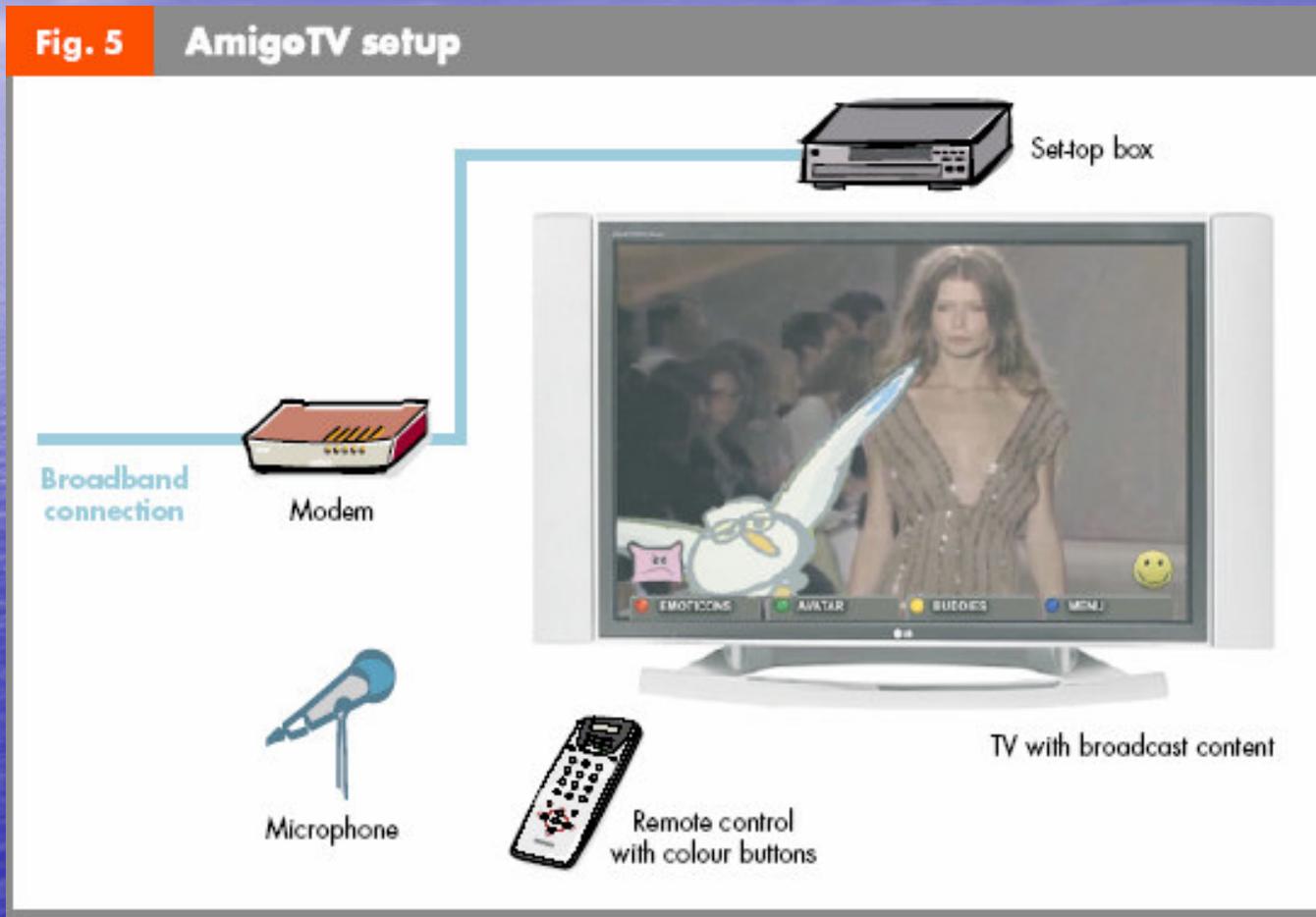
Sharing emotions with buddies



Source: Alcatel

AmigoTV

Fig. 5 AmigoTV setup



Source: Alcatel

Using RSS feeds

The screenshot shows the FeedDemon 1.5 interface. The main window displays a list of news items under the heading "Today". The items are:

- Will Zimbabwe's ...** 31/03/...
Zimbabweans are going to the polls in parliamentary elections...
- I hate facing me...** 31/03/...
Prince Charles voices his dislike of facing the media at a photo...
- Brain chip reads ...** 31/03/...
A paralysed US man becomes the first person to be fitted wi...
- Rwandan Hutus ...** 31/03/...
The main Rwandan Hutu rebel group blamed for the 1994 ge...
- 'Black holes' in U...** 31/03/...
The US lacks reliable and detailed intelligence about nuc...
- DNA profiling of b...** 31/03/...
Proposals for a national scheme to take DNA profiles of every ...
- 'Tagged' football...** 31/03/...
Arsenal footballer Jermaine Pennant, jailed for drink-drivin...
- Long queues as Z...** 31/03/...
Zimbabweans are voting in controversial elections with Pr...
- Economy focus f...** 31/03/...
Tony Blair will focus on the economy at what is likely to b...
- Call to address c...** 31/03/...
The number of people using cocaine has doubled in Scotlan...
- Author says Pop...** 31/03/...

The right-hand pane shows a preview of the first article, "UNREAD NEWS: BBC NEWS - FRONT PAGE - UK EDITION". The preview includes the BBC News logo and the following text:

Will Zimbabwe's elections be fair?
Zimbabweans are going to the polls in parliamentary elections but rights groups say the poll cannot be fair. Send us your experiences.
Today 14:03

I hate facing media, says Charles
Prince Charles voices his dislike of facing the media at a photo call during the Royals' annual winter skiing holiday.
Today 13:43

Brain chip reads man's thoughts
A paralysed US man becomes the first person to be fitted with a brain chip that reads his mind.
Today 13:29

Rwandan Hutus end armed struggle
The main Rwandan Hutu rebel group blamed for the 1994 genocide announces an end to its armed struggle

What are RSS feeds?

- Really Simple Synchronisation
- Initially used for latest news
- But can be used for other community of interests
- Including video-rich content



Search engines and
recommendations tools will also
impact on the TV experience

User generated content



MPEG NATION
share the stream™



The best way to host and stream your videos. Just \$4.95 one-time fee for unlimited bandwidth/views.

UPLOAD AND STREAM NOW 

1

Upload your video file saved in nearly any video format from your PC or Macintosh.

Formats we accept:
.avi; .mov; .mp4; .wmv;
.asf; .dv; .mpg; .rm

[Or Send Us Your Tape/DVD](#)

2

We convert your video file into Windows Media, RealVideo & QuickTime streaming formats.



Windows Media™ Compatible



3

✓ Link and stream your video stored at MPEG NATION from any blog.



✓ Link to your video from any auction site.

Picture library



Source: Microsoft

Personal Broadcaster

The PBC demo includes following features:

- Watch content on TV, created by your affinity groups (family, friends, local football team,..)
- Publish and share your own videos and slideshows easily on TV
- Recommend, rate and subscribe to community content and aggregation channels.

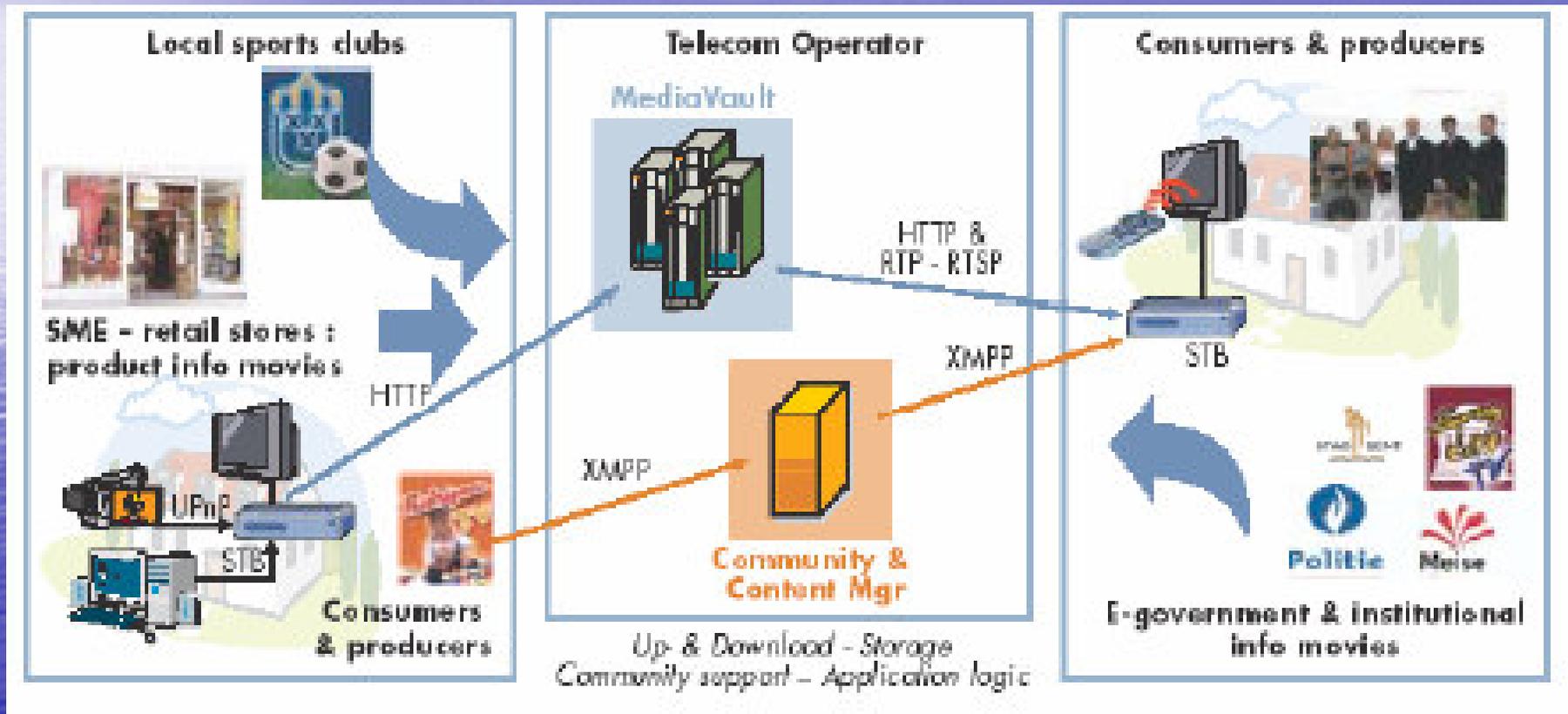


Send & Receive
Recommendations & Notifications



Publish Clips in selected
Playlists (community)

Personal Broadcaster



Podcasting and Blogging

- Web-blogs have turned many bloggers into journalists
- Podcasting has the potential to turn podcasters into radio personalities
- Video podcasting into TV stars!!

Threat for the Creative industries

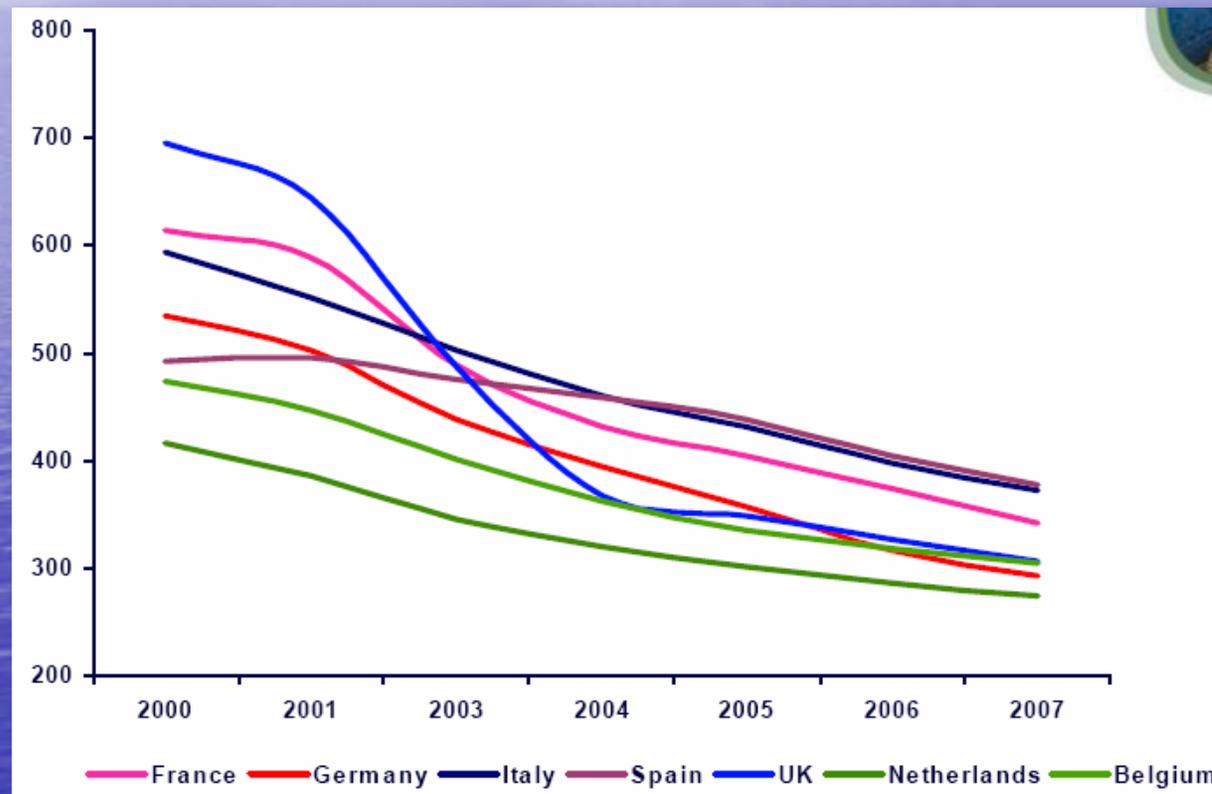


Factors driving changes to the TV experience

Driving Factors

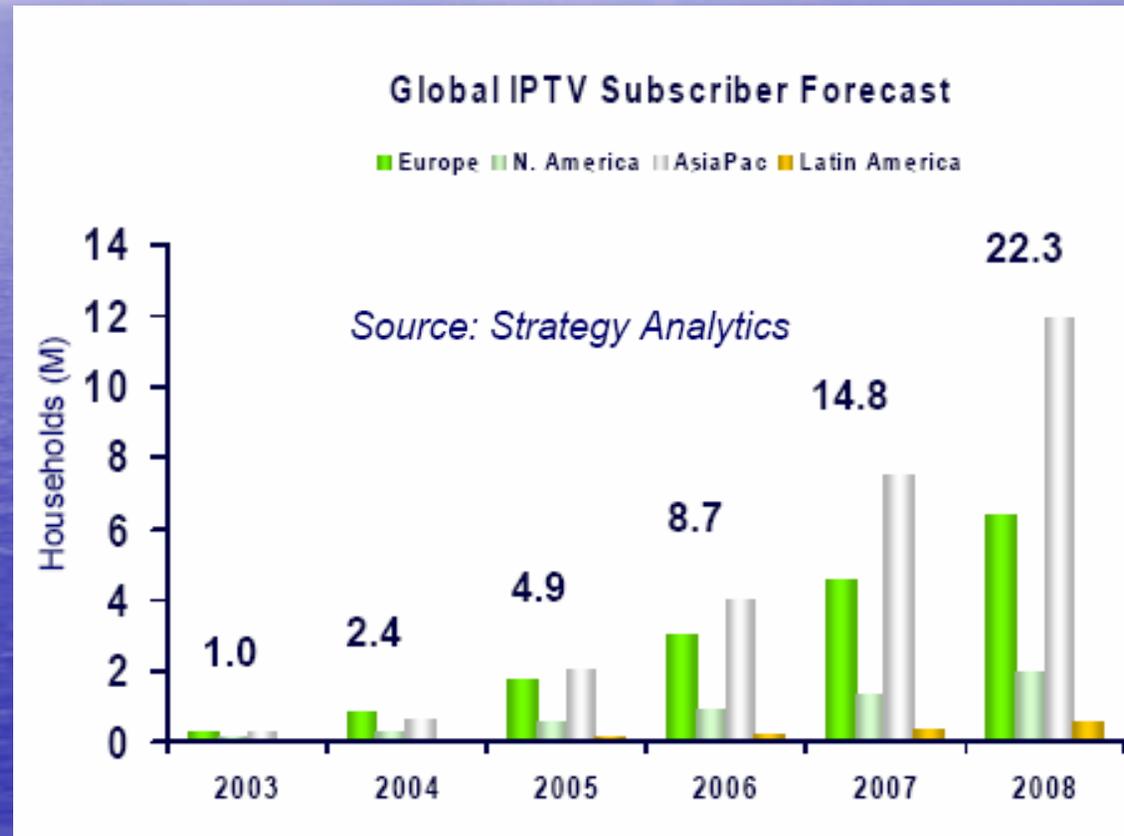
- Broadband to the home
- New revenue opportunities
- Competition – with other media
- Increased awareness the TV need not be a passive medium
- Cheaper digital technologies
- Ease of publishing and broadcasting (blogging, podcasting)

Decreasing revenues for Telcos



European ARPUs are on a downward trajectory Source: Screendigest

Global IPTV (Broadband) Forecasts



Emergence of four-play companies

- Broadband Internet – streaming video
- Telephony - analogue to VoIP
- TV – broadcast and on demand
- Mobile – telephony and video (TV)

- e.g.
 - NTL/Telewest and Virgin Mobile
 - Telecom Italia – Tim (mobile), Alice TV, Alice Broadband
 - Orange/Wanadoo/France Telecom
 - BT – telephony + BT Mobile + Broadband Internet + BT Entertainment (IPTV offering)



New business opportunities -
role of communities of interest

Dimensions of TV Ecosystem

Intertwining of:-

- *Social* - passive to interactive
- *Economics* – willingness to pay for activities and the experience (experience economy)

leading on to:-

- *Enhancing and enriching personal lifestyles* – through the creation of virtual communities of interest

Home Gateway – will drive developments



Video on Demand

Carrier controlled
Home Gateway



Personal Video Recorder



Broadcasting



Video Telephony



Gaming

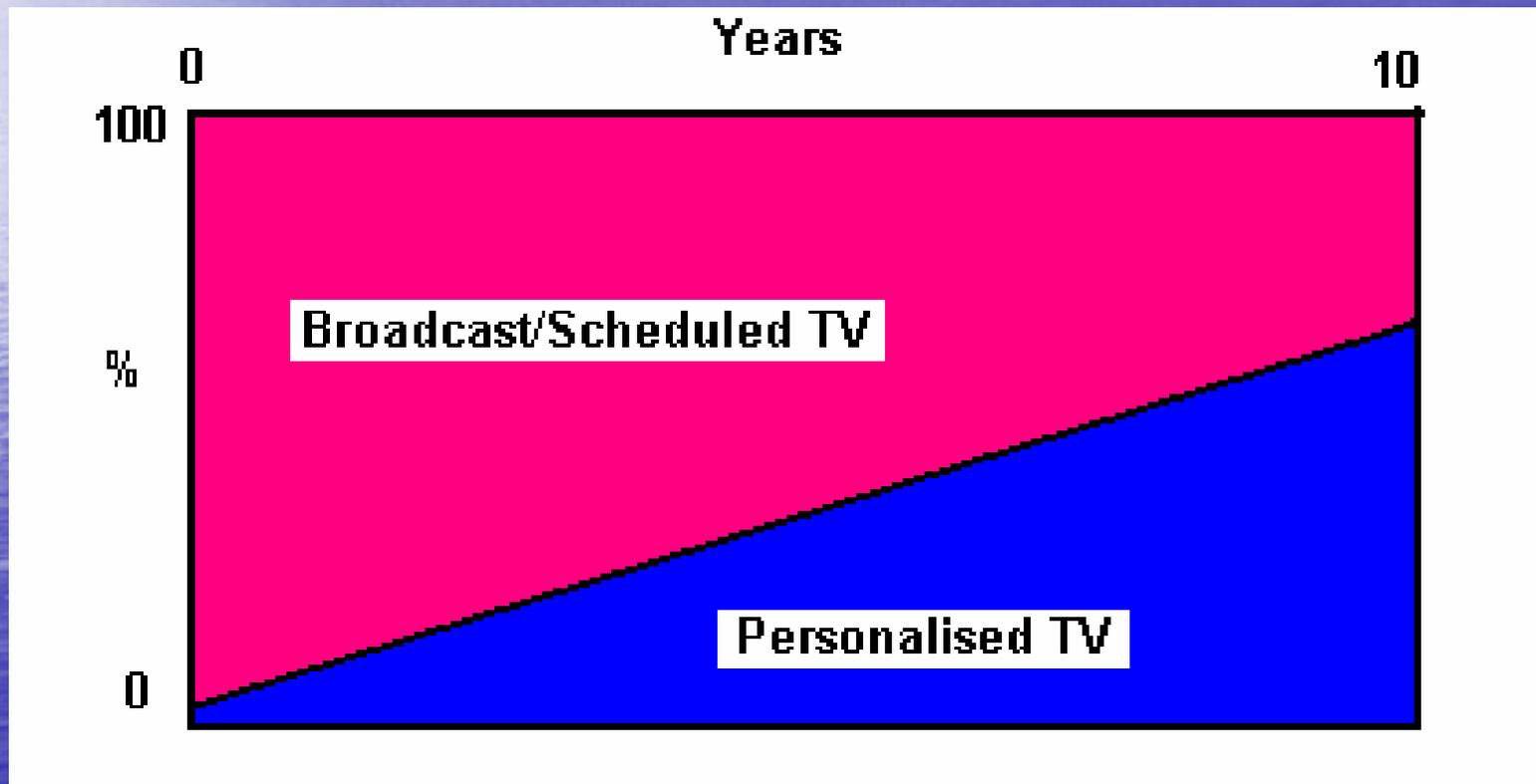


Messaging (SMS,MMS)

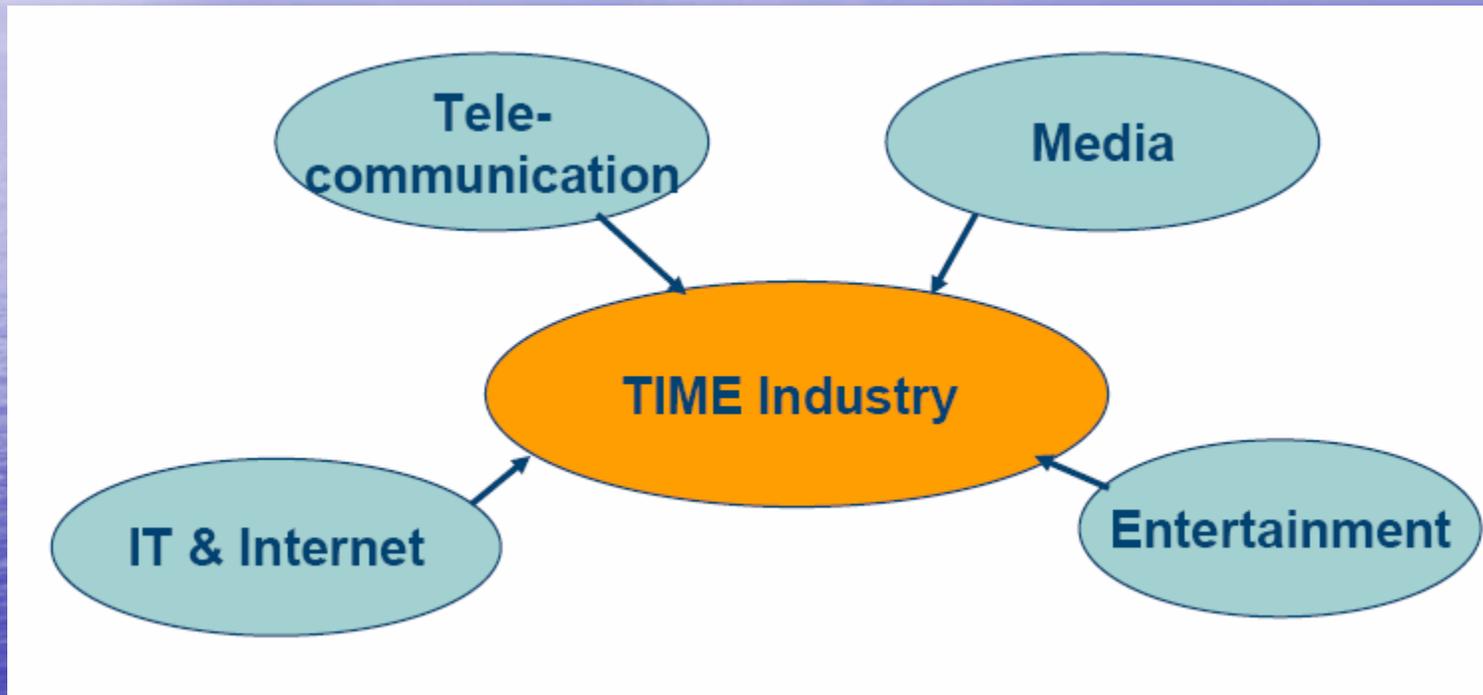


Internet on TV

Trends 2003-2013



Competing for people's time



Source:

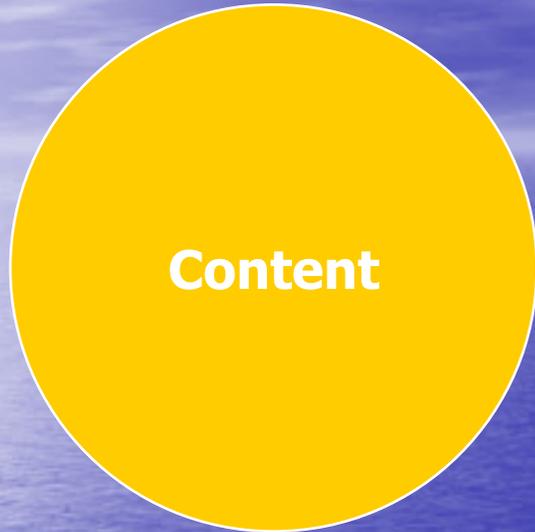
The future of IPTV service delivery
Stefan Jenzowsky
Head of Business Innovation
Siemens Communication

Experience Economy

This is all part of the Experience Economy: -

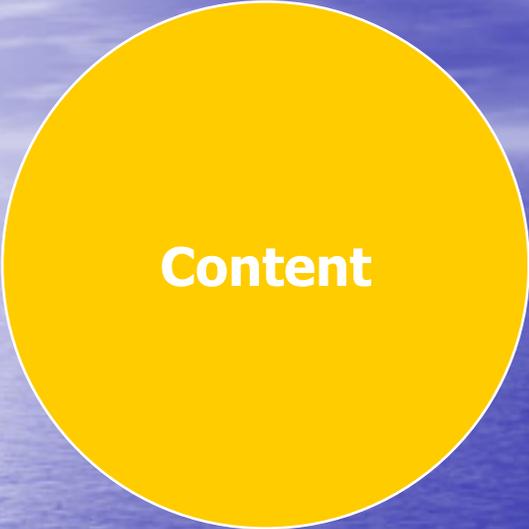
- that focuses on the value generated by the exchange experiences between partners rather than reducing the value to the selling and buying of products and services. Products and services are still part of the market, but considered as vectors of experience.
- Is important when differentiating offerings from other competitors

Focus on the 4Cs



Content

Focus on the 4Cs

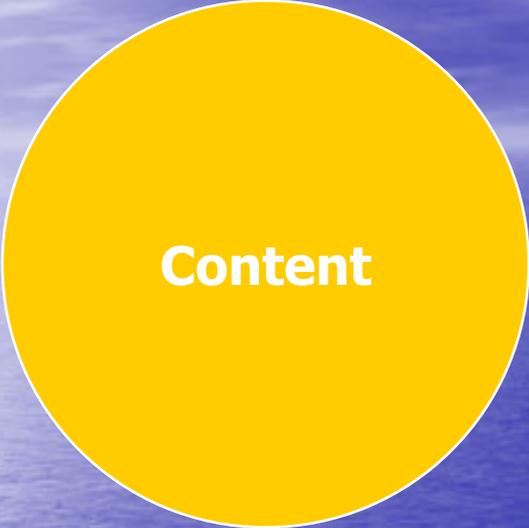


Content



Communications

Focus on the 4Cs



Content



Communications



Commerce

Focus on the 4Cs

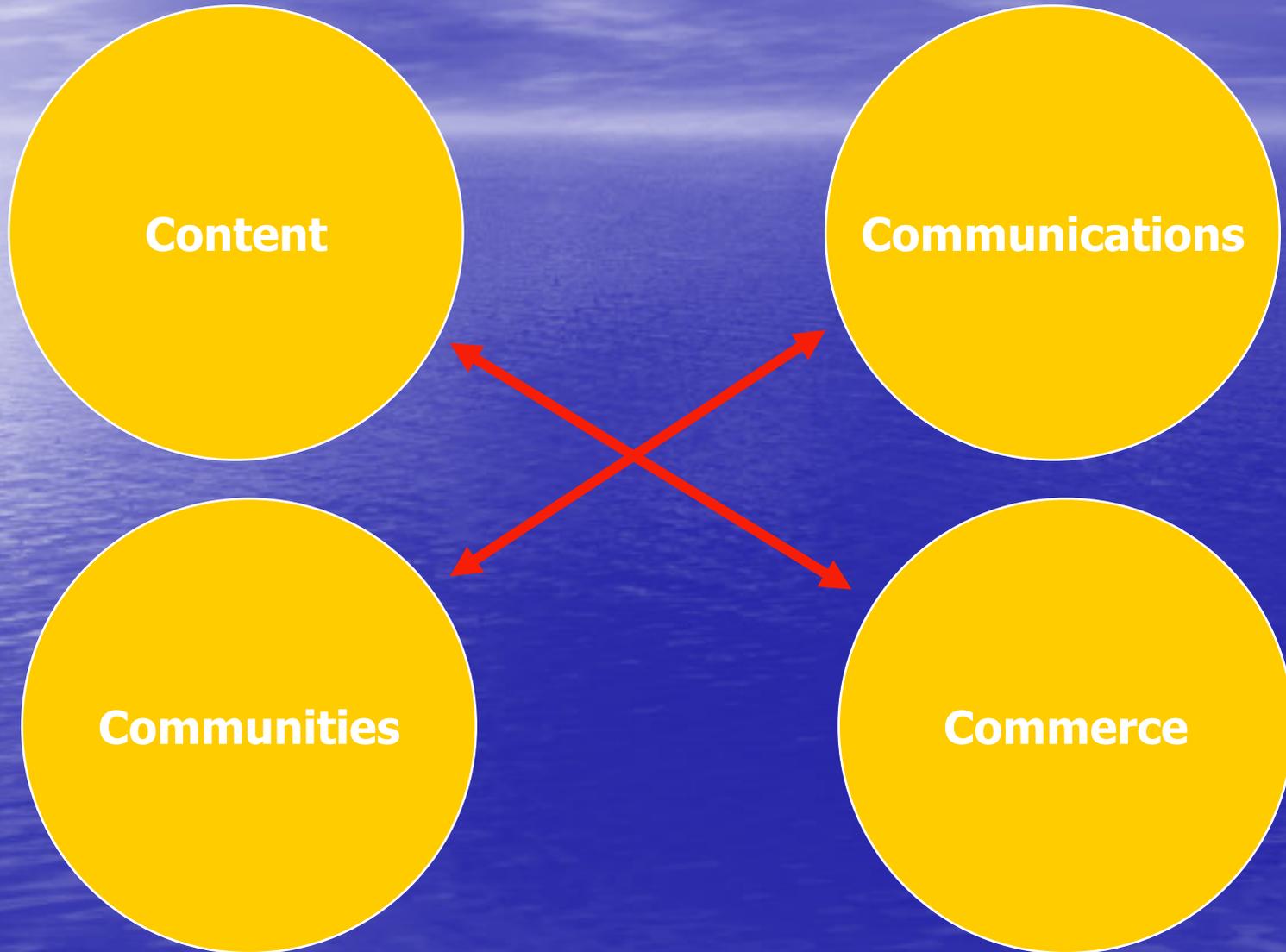
Content

Communications

Communities

Commerce

4Cs - intersection



4Cs – melting pot



Melting pot – new business models

Content

Communications

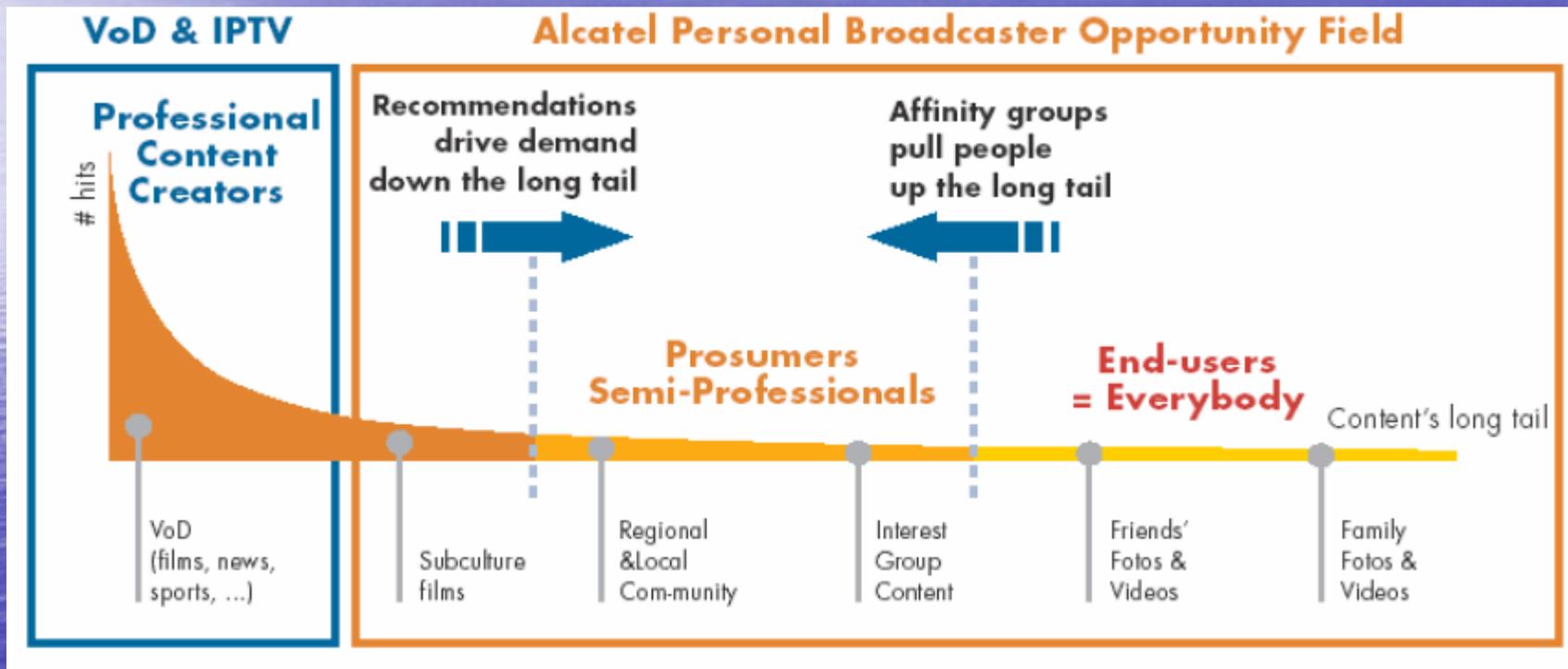
New business opportunities emerge

Communities

Commerce



Revenue generation opportunity through communities of Interest



Source: Alcatel

Communities of Interest - types

- Sports, hobbies
- Lifestyle
- Life change
- Professional communities
- Friends and family (Friends Reunited)
- Local communities

Why communities of interest

- "Stickiness"
- Adds value to the experience
- Affinity
- Opportunities for targeted or personalised advertising



Implications for Creative industries

Conclusions – Implications for Creative industries

- New threats
- New opportunities
- Need to understand the driving forces
- Think about what new sustainable business models will emerge
- Aggregate content around communities of interest
- Be creative and develop new sustainable business models

Resources

- Thinkpieces -
<http://www.pjb.co.uk/thinkpieces.htm>
- Business Research Journal (weblog)
<http://www.pjb.co.uk/blog.htm>

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