



HbbTV

The Future of Connected TV

Connected home experience
Personal in house recommendations
Social second screen competition
Experience a richer on-demand TV

TV-RING is a project funded under the Competitiveness and Innovation Framework Programme by the European Community to develop and test applications and infrastructures that will shape the future internet-based television.

The TV-RING project involves 3 different pilots in three countries: Germany, the Netherlands and Spain. Each pilot will evolve into a living pilot for testing advanced connected-TV scenarios based on HbbTV platforms and Next Generation Access Networks (NGAs). Each pilot will bring together broadcasters, research entities, service providers and app developers to create innovative user-oriented applications and features for the 'Television of the Future'.



Partners



Dutch pilot

The first Dutch service concept involves scanning all household viewing habits and making viewing recommendations for individuals on the central HbbTV set. The NPO, together with Peoples Playground and KU Leuven, is developing an intelligent recommendation engine dataset that enables personal or combined recommendations to be made, using such variables as time of day, device status and historical data. Basically it is about making the television smarter, enabling it anticipate who is watching.

The second Dutch service concept investigates how an HbbTV App can act as a central interface for group second screen play-along in a home network. In this scenario we connect all personal devices in a household or network to one 'quizmaster' device. This 'quizmaster' device will synchronize with the HbbTV app that publishes the results of the individual players on the central screen. This will stimulate competition and 'real' social interaction in a household. The group can be extended to friends and family by connecting through social media.

German pilot

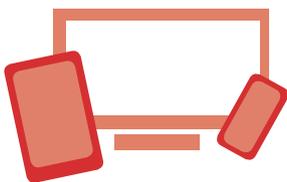
RBB (Rundfunk Berlin Brandenburg) and IRT (Institut für Rundfunktechnik) are mainly responsible for conceiving and developing the German pilot. The pilot is based on a real TV show called 'Abenteuer Liebe'. The show has a documentation format with 20 episodes and aims to cover the topic of 'love' from a teenager's point of view.

The application provides for the advent of a transmedia service offering high-quality content items spread over several devices, including the exploitation of MPEG-DASH video. In detail, this means that the HbbTV application for the TV-RING pilot offers additional content in the form of behind-the-scene clips, video and audio interviews or personal fact-sheets of the show's actors. Some visual content will be produced in very high quality for users with high resolution TVs. It is also planned to prepare in-app voting, quizzes and rewards to trigger the involvement of a social media driven user community.

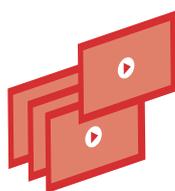
Spanish pilot

TVC (Corporació Catalana de Mitjans Audiovisuals), together with i2CAT and Retevisión (Abertis Telecom), is participating in the pilot carried out in the region of Catalonia (Spain), which aims to deploy multi-camera video services in High Definition on two different networks. First, Anella Audiovisual is an advanced network in Catalonia managed by i2CAT, which interconnects several key Catalan companies including TVC. i2CAT will test CDN facilities on that network to reach the network's users and give them high-quality multi-camera HD video services over HbbTV. Second, Abertis will employ CDN technology to deliver and test similar multi-camera HD services on the general internet.

By enhancing its existing on-air HbbTV service with MPEG-DASH video playback, TVC can test new exciting services in the TV-RING pilot that allow end-users to enjoy rich new perspectives on content, including replays, different camera angles, close-ups and additional footage.



HbbTV as central interface for second screen competition



Multi-screen HbbTV applications enabling rich and social services and high-quality video via MPEG-DASH



MPEG-DASH distribution on CDN



In house recommendations for HbbTV



Video from multiple points of view

Contact

All the knowledge and experience gained during the project will be shared with the professional stakeholders of the broadcasting industry (manufacturers, broadcasters, developers, etc.). For more information, follow us on Twitter @tv_ring , via the site www.tvring.eu or via the LinkedIn Group www.linkedin.com/groups/TV-Ring-7413969