

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!

Situations	Use cases
Single users or arbitrary # of users	Broadcast TV, EPG, Pay Per View, Content on Demand, Personal Video Recording, Incoming calls shown on TV, Content Recommendations (using user history)
Multiple users at different TVs	Social TV (watching apart, together), User Generated Content, Presence, Sharing the remote control, Content Recommendations (from other users)
Concurrent use (multiple users at the same TV)	(none found)

Use cases from IMS-based IPTV and Integrated IPTV requirements document

Multi-user TV services!

from a user perspective...

Multi-user Content Recommendations



Problem...



Dad watching alone



Dad watching with his children

Multi-user Social TV



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

... and from a business perspective

Multi-user Targeted Advertising



Dad watching alone



Mom + Dad



Mom + Dad + Children

Identification?

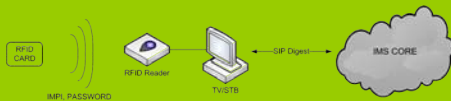
Focus on single user results in lack of proper user identification system



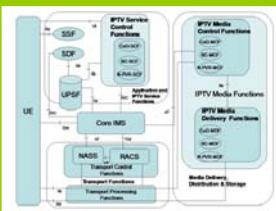
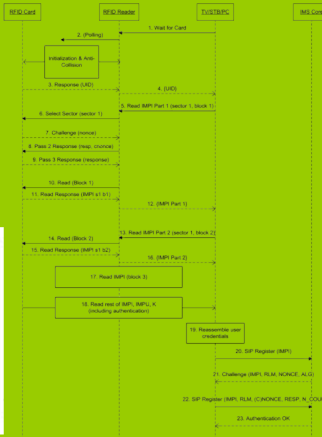
Most (IPTV) architectures make no distinction between terminal and user

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

Combine IMS-based IPTV with RFID!



- IMS IMP/IMPU identifiers, stored on RFID card
- SIP Digest authentication between terminal and IMS core

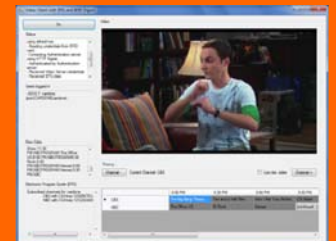


Demo!

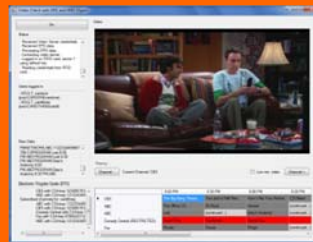
Try it yourself



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