



**LINKEDTV**

Television Linked To The Web

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**LinkedTV**  
**@NEM Summit 2014: TVRing Workshop**

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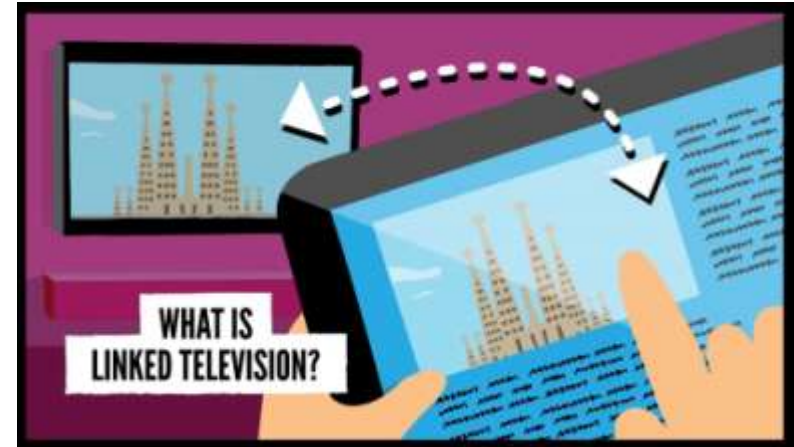
[www.linkedtv.eu](http://www.linkedtv.eu)

# Introduction



## Linked Television

- is a new way to interact with television
- provides the viewer with additional information and content of interest
- is a solution offered to broadcasters and other content producers
- is the vision of the LinkedTV project



# Motivation

Search

101.800.000 results -  
Do you want to see them all ?



## Increasing second screen usage

- viewers want to find out more about the current TV programme
- currently they search for it on a second device
- results are often not sufficient
- high risk to completely loose their attention to the first screen



# Solution



## LinkedTV's Video Enrichment Process

- detects and identifies concepts and topics in a video content
- enriches the concepts with appropriate information and additional content
- filters them according to the viewers taste and profile
- presents them in a companion application on the second screen
- provides the enriched metadata of the content for other purposes



## LinkedTV

- offers a tool suite to support the video enrichment process
- supplies a Platform handling the workflow including ingestion and distribution
- provides a multiscreen toolkit to create companion applications synchronized across screens





## Scenario 1:

### Interactive News Show

- Professional news content produced by RBB
- Seed content: local news show "rbb Aktuell"



## Scenario 2:

### Hyperlinked Documentary

- Cultural heritage content from S&V
- Seed content: "Tussen Kunst & Kitsch" from AVRO (Antiques Roadshow format)



## Scenario 3:

### Media Arts

- MEDIADROM competition for defining new ideas for linked television
- Concepts will be promoted at Mons: European Capital of Culture 2015.



# Thanks to...

