



Context Awareness
Dialogue Systems
Content
Syndication
Digital Marketing
Innovation Mashups
and Widgets **Social**
Media
Interactive Media
Opinion Mining **Second**
Screen Voice Recognition

TV-Ring Workshop

www.socialisingaroundmedia.com

Juan Vte. Vidagany (TIE) – Brussels, 30th September 2014

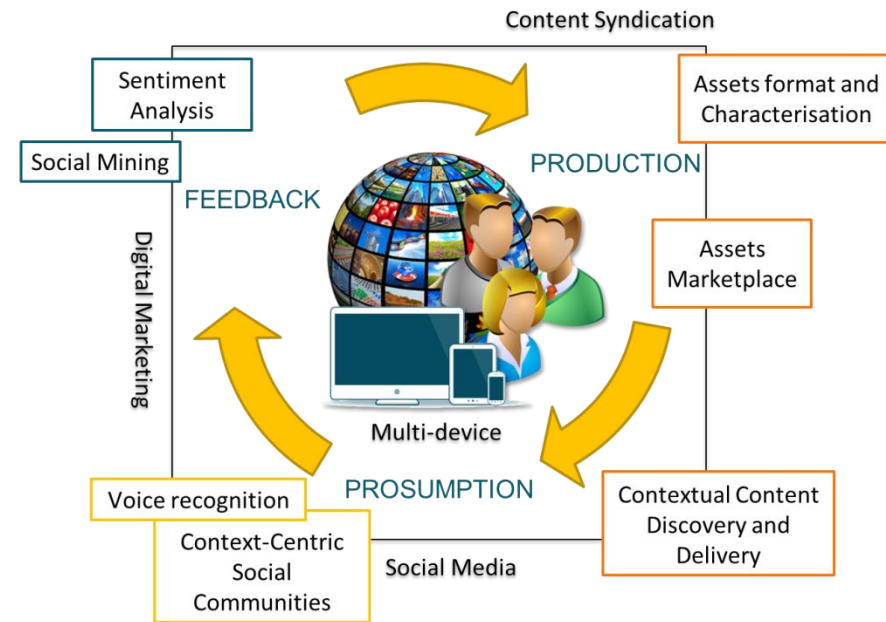
SAM is based in 3 main pillars

- Content Syndication: Field of digital marketing where content is created once and delivered to many different channels allowing efficient content control, delivery and feedback
- 2nd Screen: Users are able to comment or rate a TV show / video and search for related information regarding characters, facts or personalities through their mobile devices
- Social Media: Users interact and share/rate/recommend information regarding specific subjects



SAM's innovation is that instead of users reaching for the data; it is the data, which reaches the user through the syndication approach and their 2nd Screen.

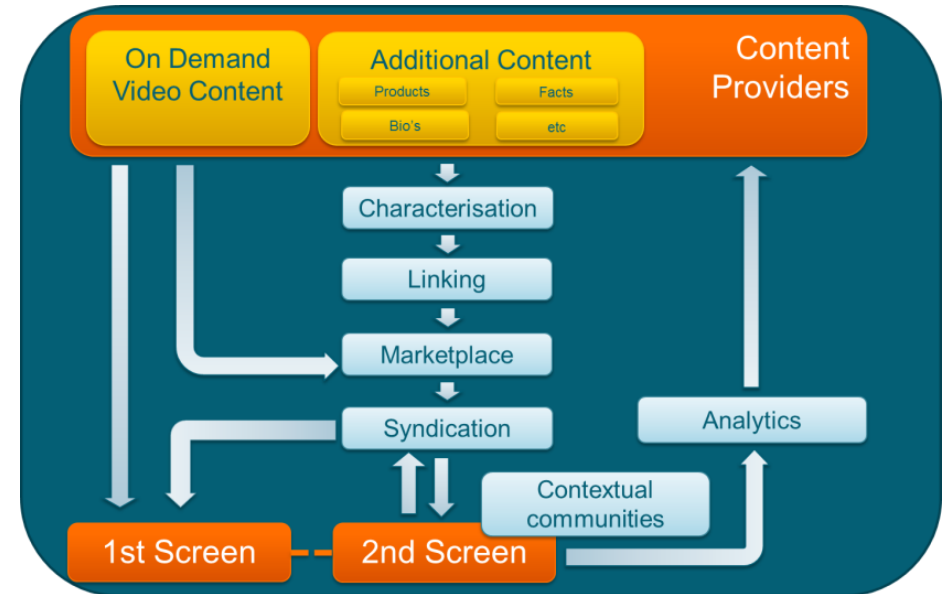
- Advanced federated social media delivery platform based on **content syndication** techniques
- Dynamic media **context-centric social communities** based on the use of **media** and **companion screens**
- Advanced **feedback**
- Standardised **asset description** for multi-channel, multi-device syndication.



Video on demand scenarios

- Content Production
 - Acquisition
 - Characterisation
 - Linking
 - Publishing
 - Analysis

- Content Prosumption
 - Syndication
 - Multi-device
 - Contextual communities
 - Voice recognition and dialogue



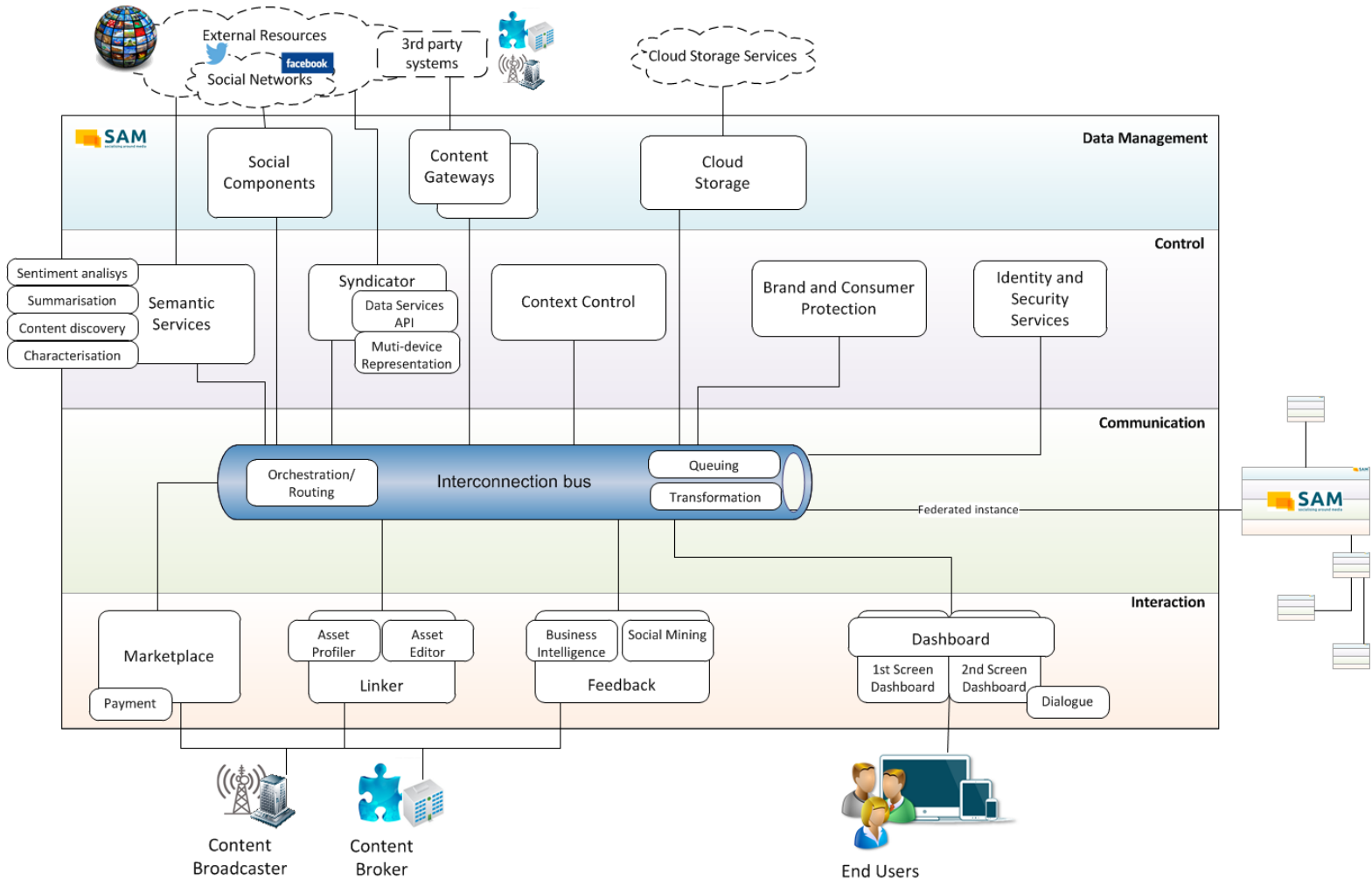
European enterprises have limited potential

- Data for 2nd Screen is made on ad-hoc basis
- Tools and information for 2nd Screen are provided by the media providers companies which limits outreach
- Users are not stimulated and fed with relevant syndicated information
- Few content monetisation possibilities
- Applications lack of contextual information, information is difficult to process to gather comprehensive statistics
- Resources are non-compatible, expensive to develop and complex

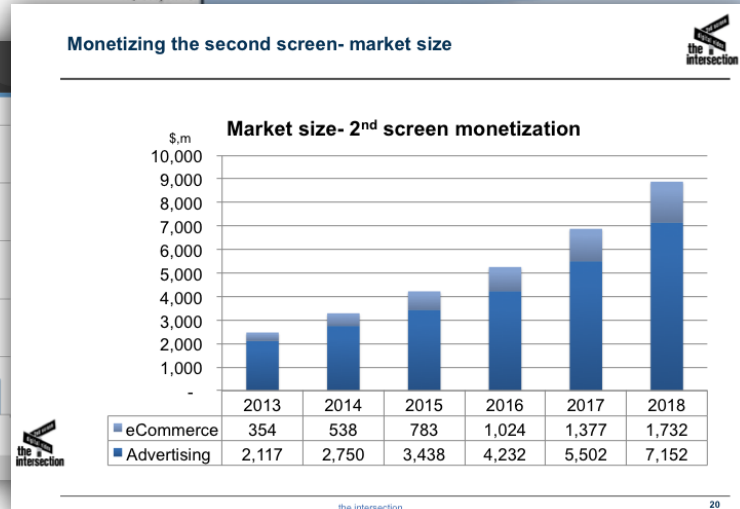
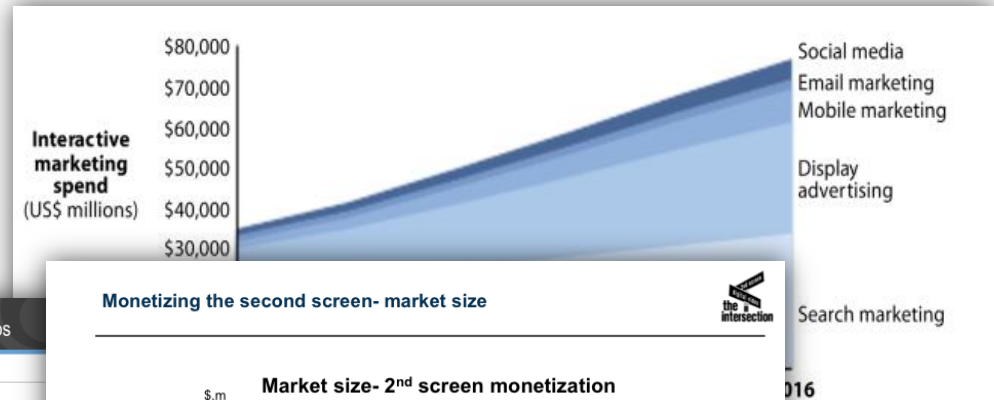
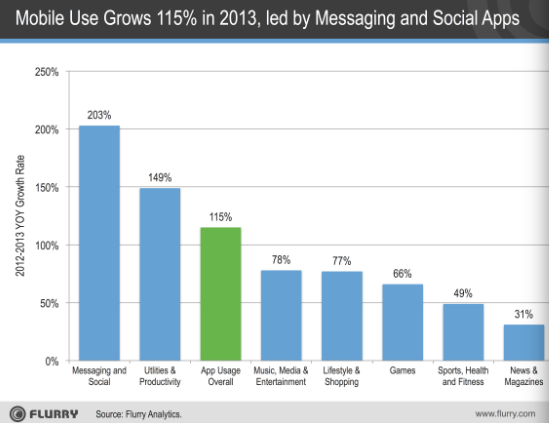
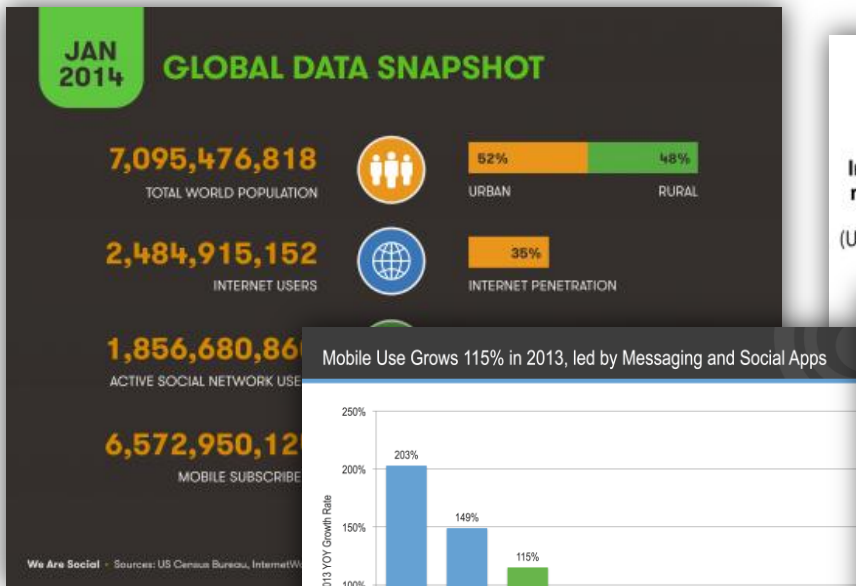
From passive-unidirectional users to proactive-interactive

- 2nd Screen phenomenon has grown in an unordered way, no true standards, protocols
- No common ways to discover and access additional information related to consumed contents
- Users must initiate searches for information by using generic tools, not integrated environment
- 2nd screen resources are proprietary and cannot be shared in a generic way, links or relationships with the content of these are not possible.
- Applications lack of contextual information, information is difficult to process to gather comprehensive statistics

High Level Architecture



- 2nd Screen: \$8.9B by 2018
- Digital Marketing: \$77 Billion in 2016
- Social networks: +1.850 Million Users



- User
 - A richer media prosumption experience
 - Data reaches the user in the context
- Content providers
 - New ways of monetisation and audience retention
 - Fine-grained distribution mechanisms
 - Better feedback including qualitative information
- A good opportunity for software providers
- Aligned and innovating in 3 major on-growing markets
 - Content Syndication
 - 2nd Screen
 - Social Media

Project partners & where to find us



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Many thanks for your attention!

Any questions?

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