

Social TV Study: TV? Please meet my friends

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HOME & NETWORKS MOBILITY

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If I have seen a little further it is by standing on the shoulders of Giants.
(Isaac Newton, February 5, 1676)

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Social Networking and TV: our initial questions



- **Wasn't TV social to begin with?**
- **What does Facebook or MySpace bring to the TV experience?**
- **How do you interact with your network?**
- **Is personalization the inverse of social TV?**
- **Whole home to community to whole world?**
- **What is the future of Social TV?**





**Watching TV:
Where is my stuff?
Where is my TV?
Are my friends watching?
Who are my friends?**



Video as a First-Class Citizen

(Glorianna Davenport and Walter Bender June 19 2008)

Then



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Now



And next?

You and your network: the virtual operator



**Rediscovering the living room experience
but on a community basis:**

Interactivity across boundaries

Two Trends

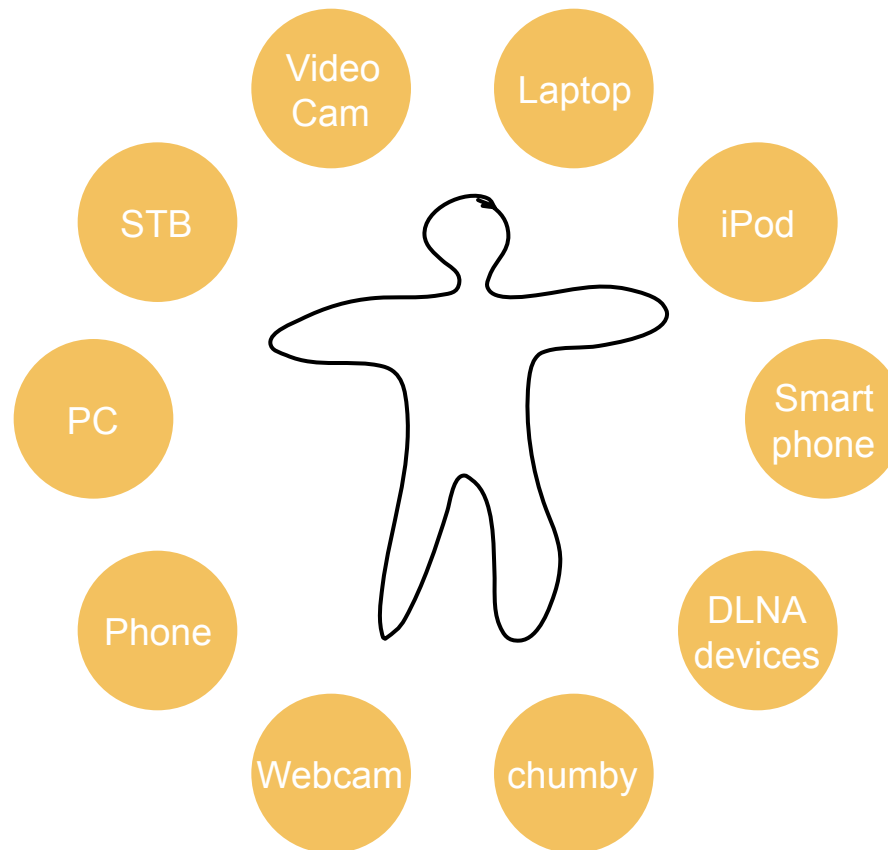


Personalization

Social TV

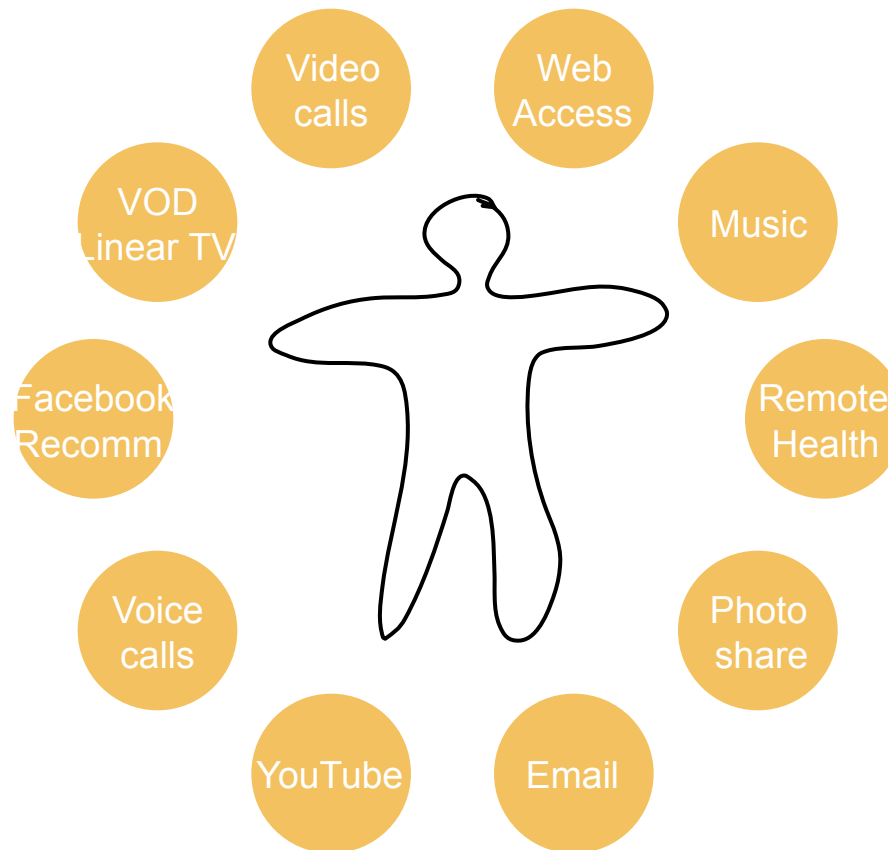


my devices or my services?

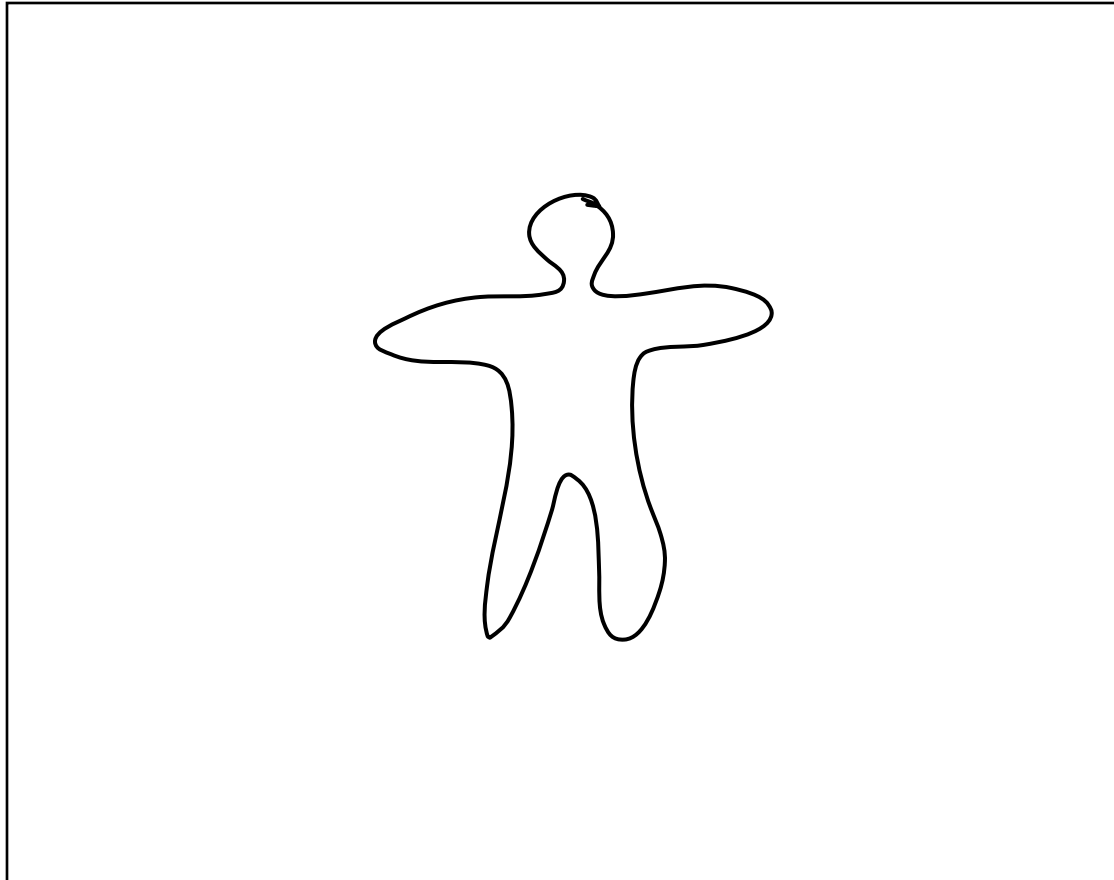




my devices or my services?



The Canvas

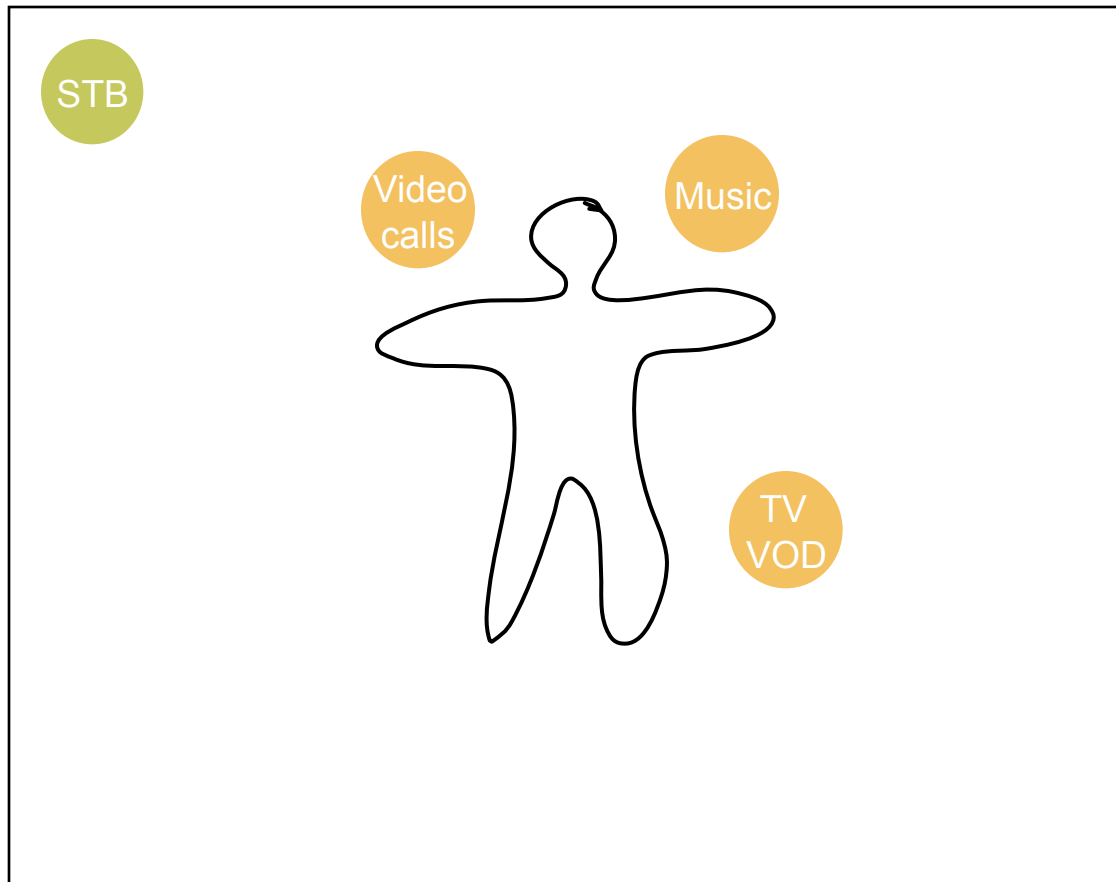


What I want?

What I have

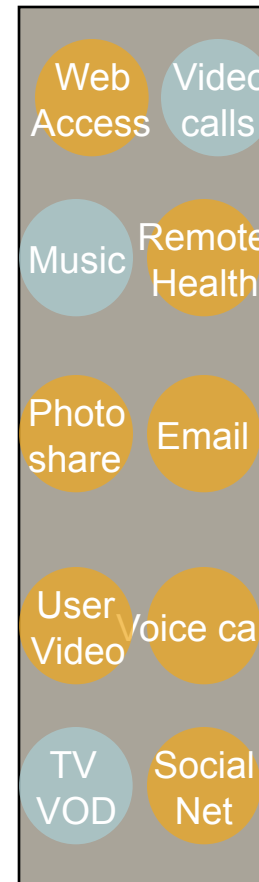
Web Access	Video calls	Laptop	Video Cam
Music	Remote Health	iPod	Smart phone
Photo share	Email	DLNA devices	Web pad
User Video	Voice calls	Webcam	Phone
TV VOD	Social Net	PC	STB

My Friend's Service Canvas



What I want?

What I have



Ratings



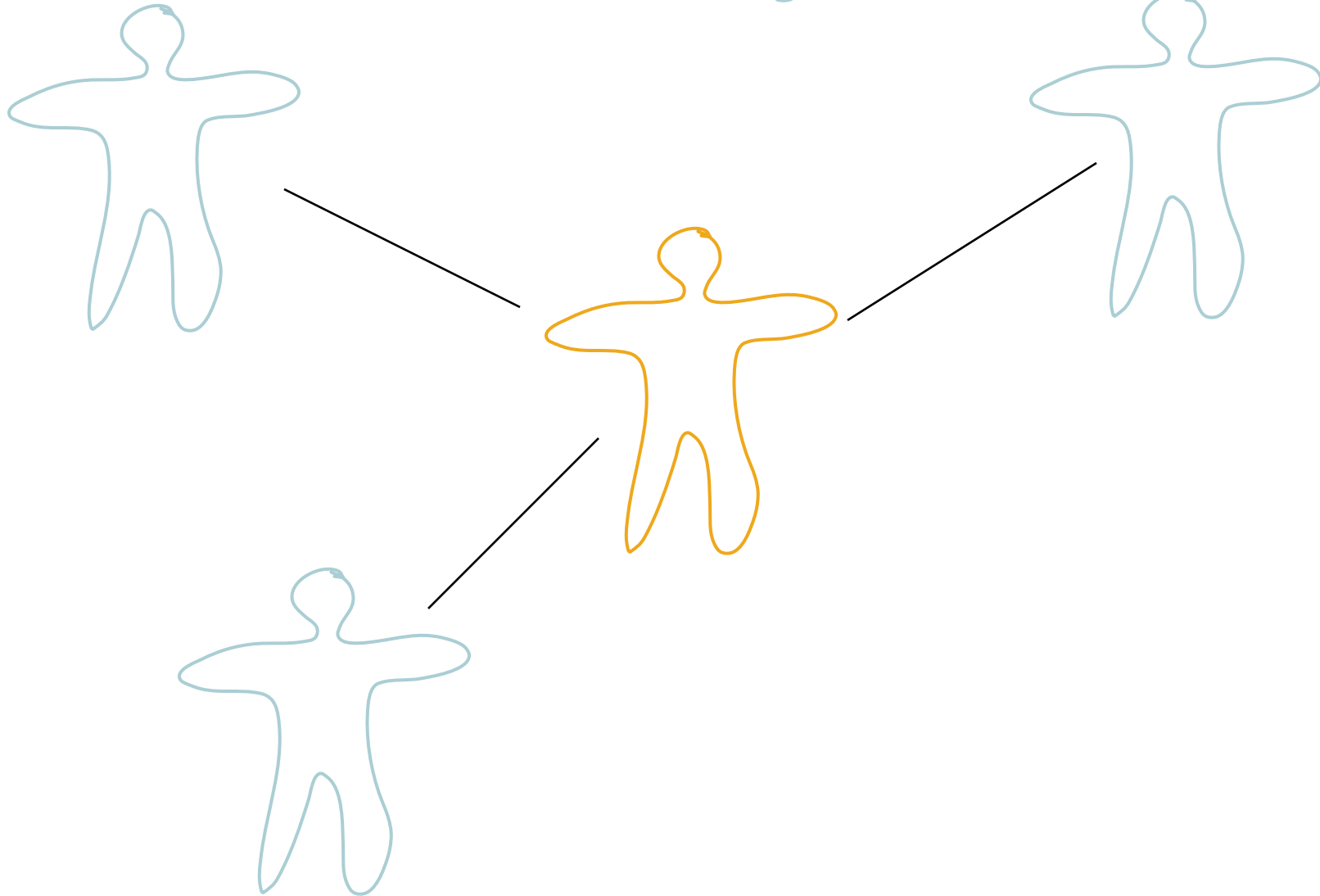
More than personalization

How did I like this: comments and stars

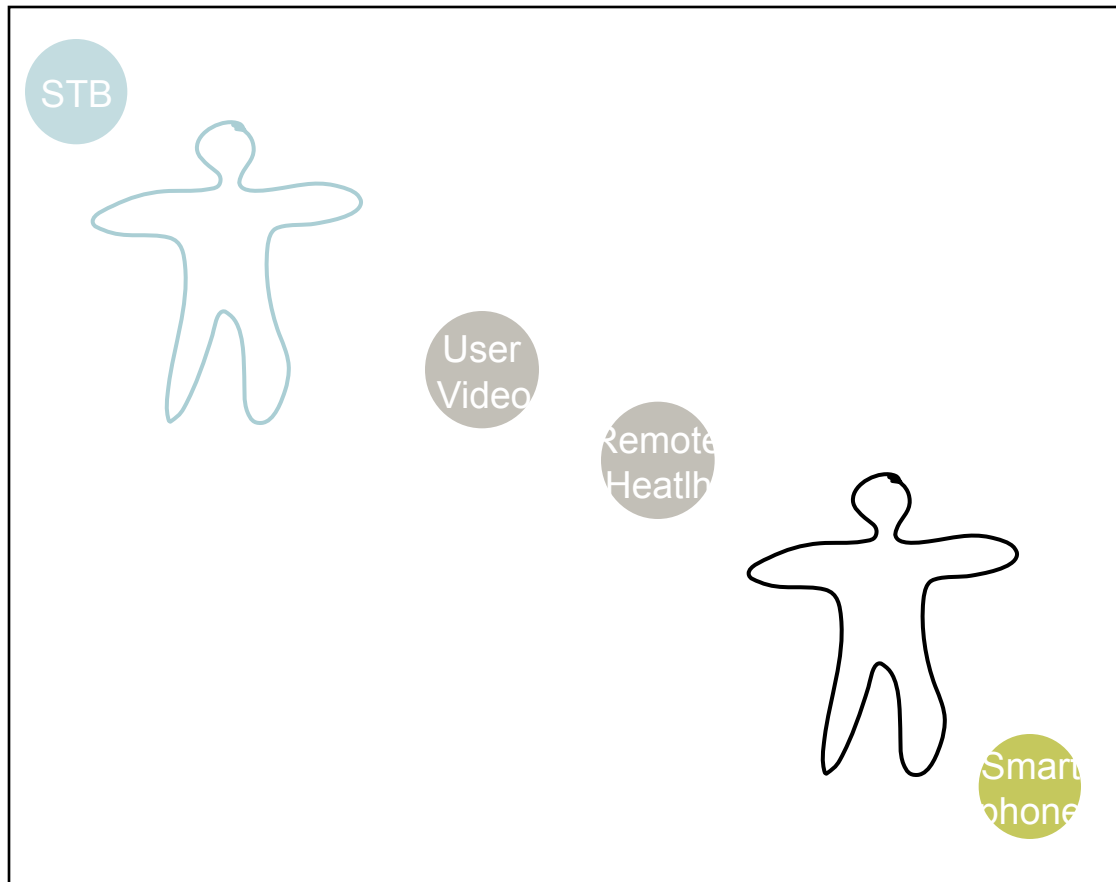
The YouTube and (name the country)-Idol phenomena

Now you need to share this...

*From **Me** to Community*



Our Service Canvas



What do we want?

- Web Access
- Music
- Photo share
- User Video
- TV VOD
- Video calls
- Remote Health
- Email
- Voice calls
- Social Net

What do we have

- Laptop
- iPod
- DLNA devices
- Webcam
- PC
- Video Cam
- Smart phone
- Web pad
- Phone
- STB

Examples



Facebook TV: Mariana Baca and Henry Holtzman of Media Lab

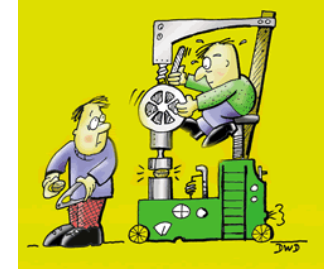
- Use your Facebook friends to record shows on your DVR to watch at a later date

Social TV application on TV and portable media players

New plugins to watch TV on social network sites: Mesmo TV, UStream etc.



But it's not THAT simple!



No common end to end solution

- Both application and middleware
- Cross devices/platforms and operators

P2P “illegality heritage”

Network DVR still controversial; community DVR emerging:

- Content rules
- Not everything available all the time

Applications vs. services; features vs. benefits

Business Case: Someone Needs to Make Money



New paradigms for the creation of content and the management of the Social TV



Empower the Users





Management and Autonomics (self*)



Discovery



Leverage Shared Resources



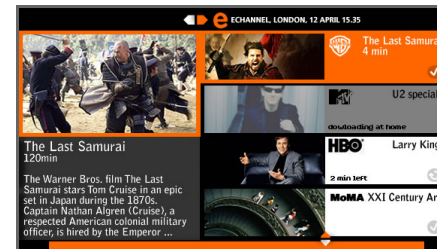
Find new innovative content sharing approaches (legal!)

Share devices in a community

Define common middleware across heterogeneous platforms

Share bandwidth resources

It's all in the Ecosystem



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Go Beyond the Edge: beyond “me too TV”



Emphasizing the “social “ in Social TV



Immersive television experiences

- Telephony and Video Conference**
- Gaming**
- Health Care**
- Banking**
- Retail**
- Etc .**



Uses the TV experience as “mediator”

Health Care to the STB



Bring medication compliance, video conferencing and questionnaires to the STB

- TV is a preferred interface for home medical information delivery
- Link the patient and provider in novel way
- Use the remote (or phone or?) for authentication

Banking and Retail to the TV



**Use TV and home networking to facilitate digital banking,
and advanced e-commerce**

- Start with payment reminders**
- Move to full personalized banking/shopping/point of sale**
- Take advantage of the social ties**

Can it Create Wealth?



**Redefine the TV offering to keep customers
Put services in front of more sets of eyes**

**New provisioning and customer management: move
into a connected ecosystem**

Social Networking and TV: Summary of our findings



Personalization enables social interactions

- **Defines the group’s “label”**
 - Shared shows, recordings
- **Creates concepts of “virtual operators”**
 - My services, my devices and my applications shared with friends

Social TV:

- **Brings the Social Network to the immersive living room**
 - IM, videoconferencing, media sharing
- **Connects the “community” across generations and continents**

The future:

- **Expand the service arena to include value added services (health, retail, banking)**
- **Social TV as IPTV 2.0**

Conclusion



The study of the value of Social TV and Social Networks in general is new, the opportunities seem large in both operator-based TV and new infrastructureless networks

**From the *Living Room* to the *Community* and the *World*
From the *Me* to the *Me and my Network*
From the *me too* to the *me 2.0***

Welcome to the new TV





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