



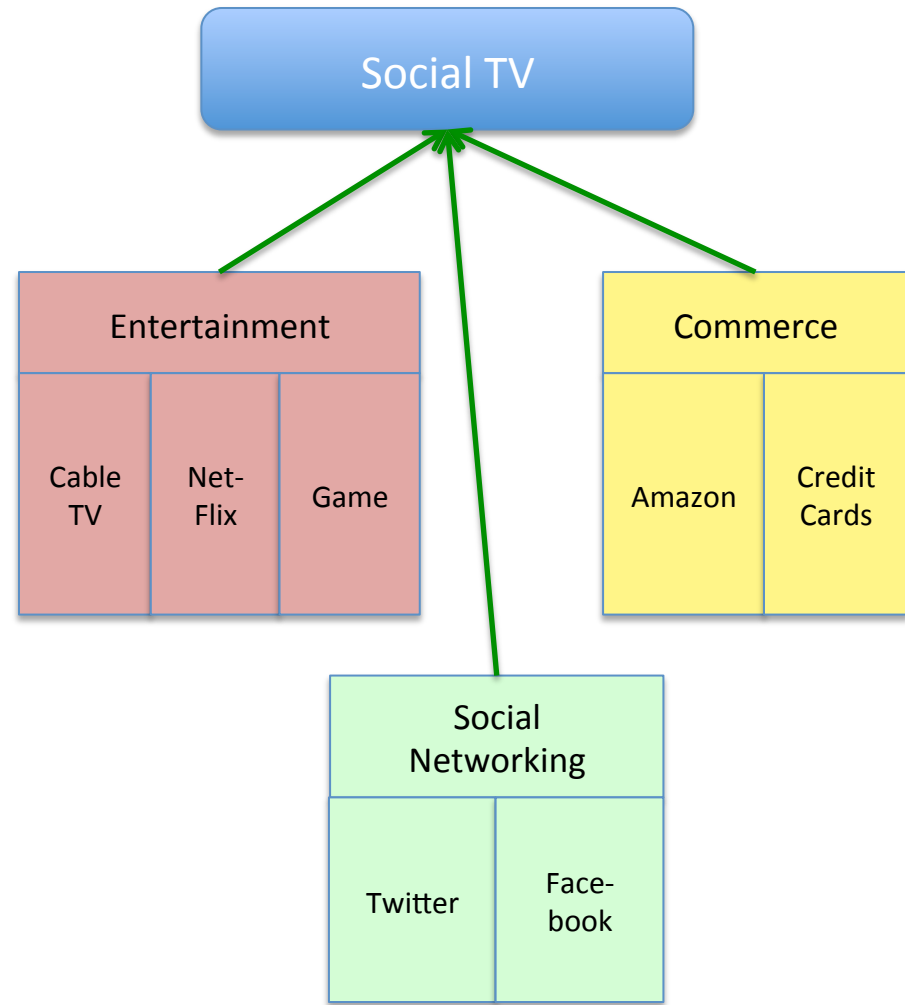
# **Mash-ups in Entertainment: Identity and Privacy in Social TV**

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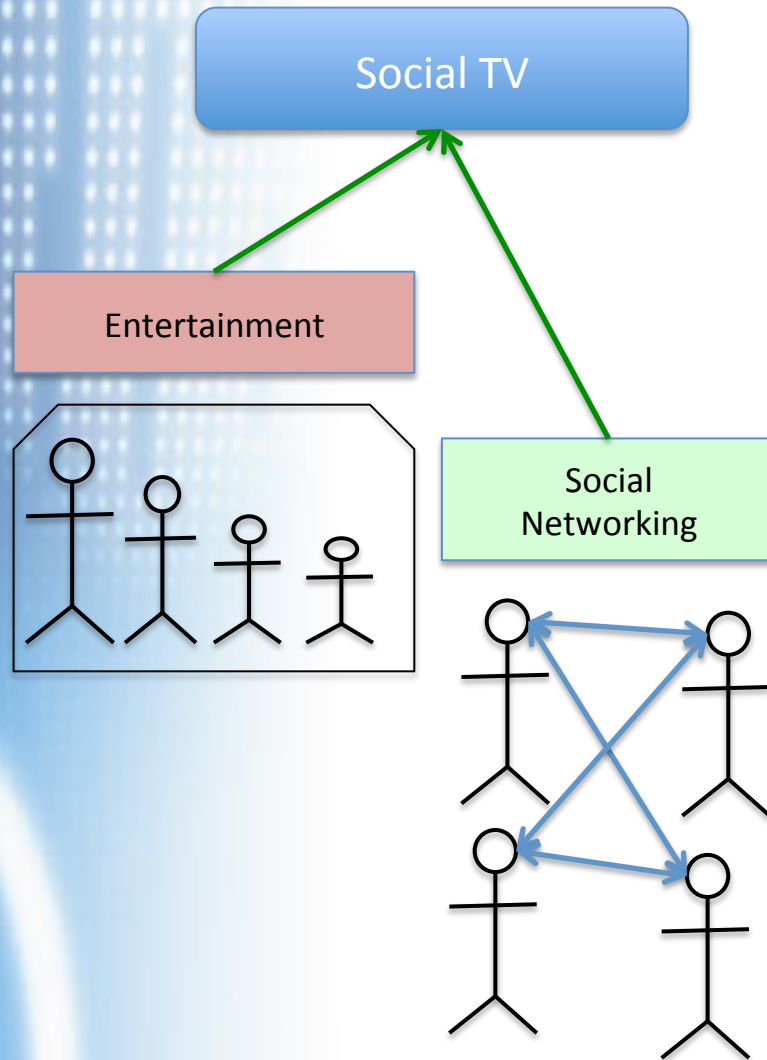
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# Entertainment as mash-up

- Current entertainment
  - Lean back staged video streaming: movies, 8pm-11pm TV programming, etc.
  - Real time video streaming: sports, news
  - Games
- Social networking
  - Facebook, Twitter, etc.
  - Recommendation systems: Amazon, iTunes, TV Guide, etc.
- Commerce
  - Advertising infrastructure
  - Fee for use
  - Merchandising



# Innovation: identity as selection and enhancement



- Current entertainment: the cable TV subscriber, example
  - Household: multiple people grouped into one profile
  - Personalized subscription
  - Different restrictive criteria for different sets
- Social networking: Facebook example
  - Individual accounts: individual profiles, single signon
  - Tracking of individuals
    - On whose behalf login occurs
    - Social interactions in context of service: with whom and what
- Enhanced “social TV” identity (examples)
  - “Entertainment” profile: likes and dislikes in entertainment
  - Extrovert vs. introvert in “entertainment” universe



# Challenges to the “flow” of identity and privacy information

- Convergence
  - Composition of identity in face of contradictory information
  - Composition of privacy policies: potential for contradictions or surprises
- Inference across domains: Intentional separation of “identities” may be lost
- Reverse flow of information: composite application as route for reverse flow of information

# Cooperative Innovation: challenges and finding a balance

- Dilemma in innovation
  - Motivation to “go it alone”
    - Maximize benefits
    - Minimize risks induced by others
  - Motivation to build on and cooperate with others
    - Unify user/customer experience across multiple suppliers
    - Reduce development and exposure
- Consider game industry
  - Zynga: failing because Facebook “owns” customers
  - WOW: financially stable, but isolated world and not growing customer base
  - Model of identity and user profile key to success

*Is the future in new technologies or management of the supporting context?*