



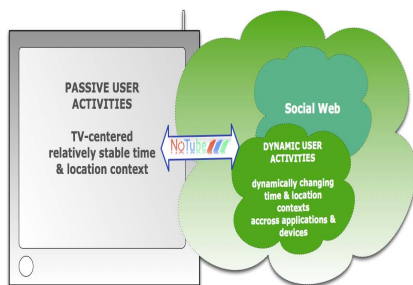
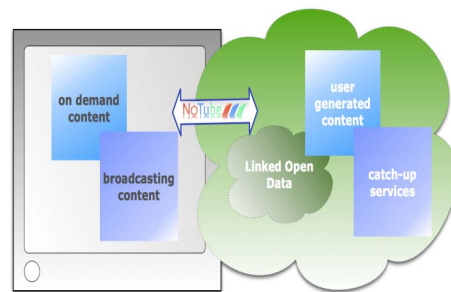
## Making Television More Personal: NoTube

*An EU project focusing on TV content as a medium for personalised interaction*

*“The NoTube Network explores the idea that TV is needlessly fragmented, and that by using simple and proven Web standards we can inter-link our TV-watching environments so that information, ideas and innovations can be globally available, even when the underlying TV content cannot.”*

NoTube is about **integrating the twin cultures of TV and the Web**, and opening up the closed world of the broadcasters.

How can we make TV more open? Via the Web’s ability to link things together plus using the Web’s open source, open data culture.



One of the main aims is to **use semantic web technologies to make links** between broadcast, video and on-demand content and the Web. The other aim is to **connect user activities and contexts with TV**, for example automated ratings generated by your use of a set top box, or reuse of user activities and profiles described on the social web.

### Summary of Activities in Year 2

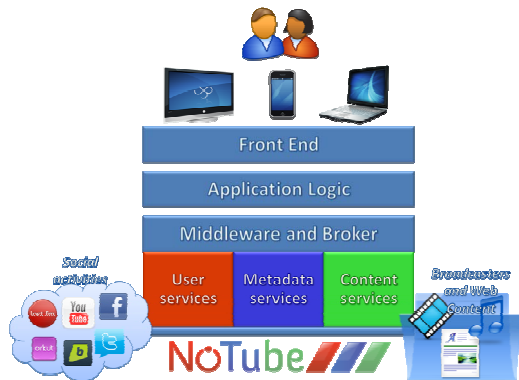
In the second year, we can mention the following research activities in particular:

- Mappings to integrate broadcaster legacy metadata with the semantic models and Linked Data used by NoTube
- Prototypical components for generating user profiles out of people’s Social Web activities
- Prototypical components for making TV program recommendations based on shared topics of interest between user and program
- Provision of a Semantic Web Service broker for TV applications seeking to access NoTube services, hiding heterogeneous applications with different APIs and data formats behind a single, agreed goal specification

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## NoTube architecture



The NoTube architecture emphasises small, re-usable components, and addresses the challenge of creating usable TV experiences from services, content and devices provided by independent (and often competing) parties.

The **metadata services** are in charge of discovering, analysing, translating and enriching metadata associated to content items.

The **user services** include identity and privacy management, profiling, and recommendations provision.

The **content services** support operations of the typical content life cycle, e.g. ingestion (e.g. recording from TV), storage and indexing, transcoding (e.g. from high definition to mobile phone formats) and streaming

## NoTube scenarios

Three scenarios are being realised within NoTube based on the research, architecture and services described above:



The Personalised News scenario illustrates the design and development of a system for the creation of a set of personalized news services, that will provide users with three different news services on TV displays and hand-held TV:

- Breaking News service
- My News Agency service
- News Find Engine service



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The Personalised TV Guide scenario illustrates the design and development of a Personalized TV Guide recommending TV programs to the viewer and proposing him/her additional content and services, including advertising material. The Use Case focuses on context identification technologies, as well as different control interfaces to offer a new Personal Program Guide experience to the consumers. It includes end-to-end personalized advertising, allowing user-generated content and consumer participation to the content value chain.



The Social TV scenario aims to connect our activities on the Social Web with our experience of TV. Primarily, it explores three use cases:

- (1) Using existing Web behaviour to generate recommendations for TV
- (2) Bookmarking TV to the Web
- (3) Enhancing TV programme viewing with background information from the Web



## Promotion and Awareness

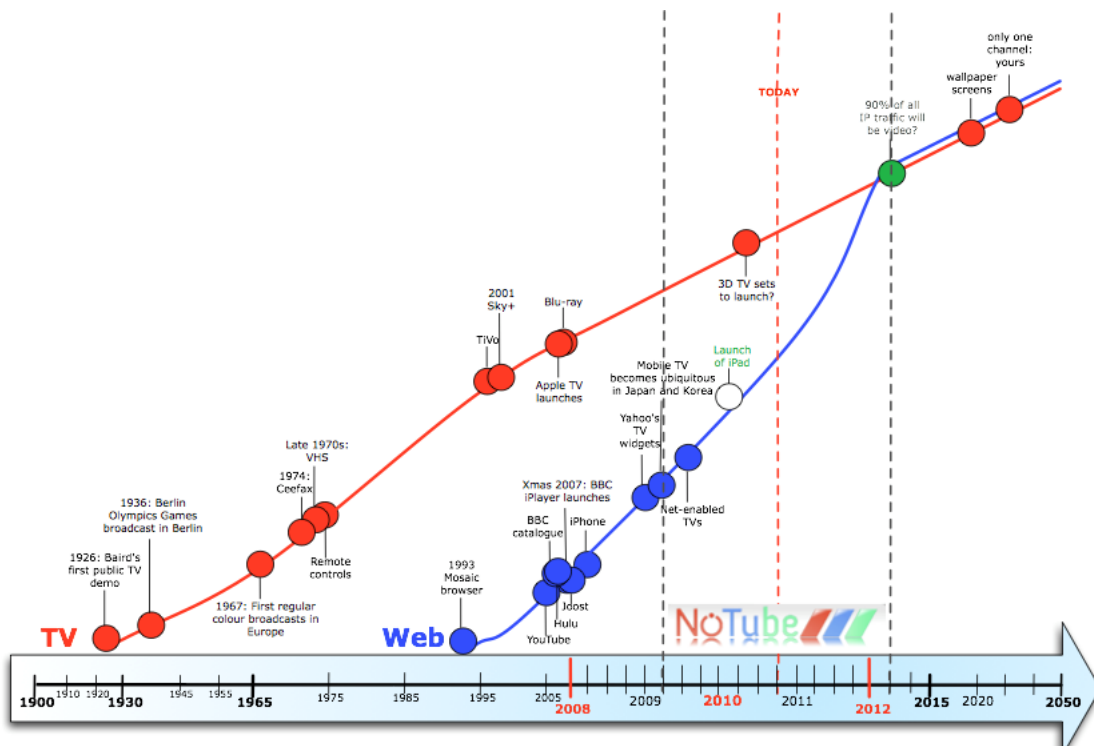


NoTube has continued to actively raise awareness in the research and professional community of its work towards Semantic Television. To mention some highlights: running a workshop on Future Television in June at **EuroITV 2010**; having a talk and an exhibition stand at the New Technology Campus of **IBC 2010**; participation in the exhibition area of the **NEM Summit**; project presentations at a **SmartTV event** organised by Korea Telecom in Seoul with over 150 attendees; **12 refereed publications** at conferences and workshops.

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## NoTube and the future of television



We see the developments in NoTube as part of a wider trend of TV and Web convergence, and through innovative use of open Web standards and semantics, NoTube helps speed up this convergence process. NoTube is working towards an evolution of TV and the Web into (1) an ubiquitous and yet also consistent and continuous experience across all your devices; (2) an interactive and real-time experience which makes TV content more valuable for both the owner and the viewer; (3) a two-way conversation which seamlessly integrates your social Web into the TV experience. In the third year of NoTube we look forward to further contributing to the future of television!

### Further Information

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