

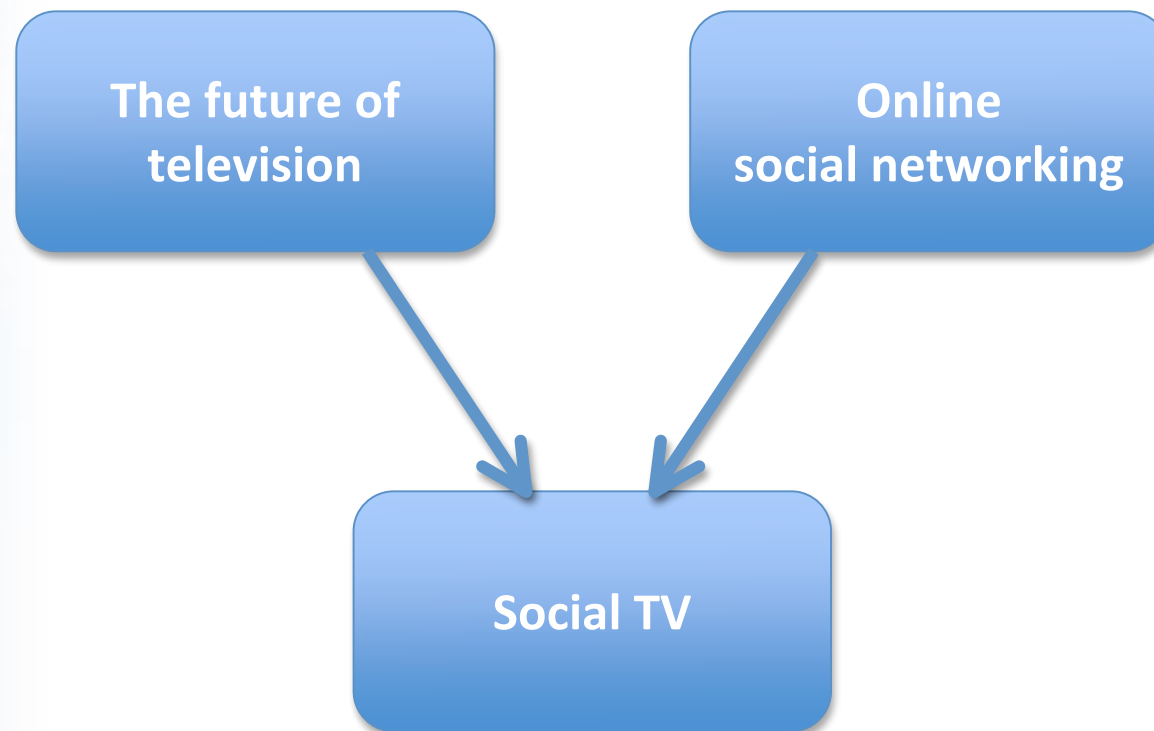


Building social services: Social TV case study

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The Social TV study combines two research streams



Research goals

- The future of television
- How to build social services
- The user as a group

The original broadcast model

Content providers



Delivery platforms



End user devices

Big 4 networks

Licensed spectrum (OTA)

TV

“Traditional TV”

Content providers

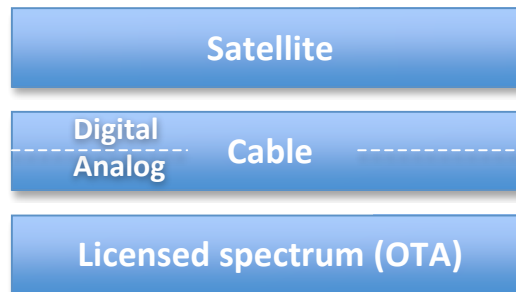


Delivery platforms

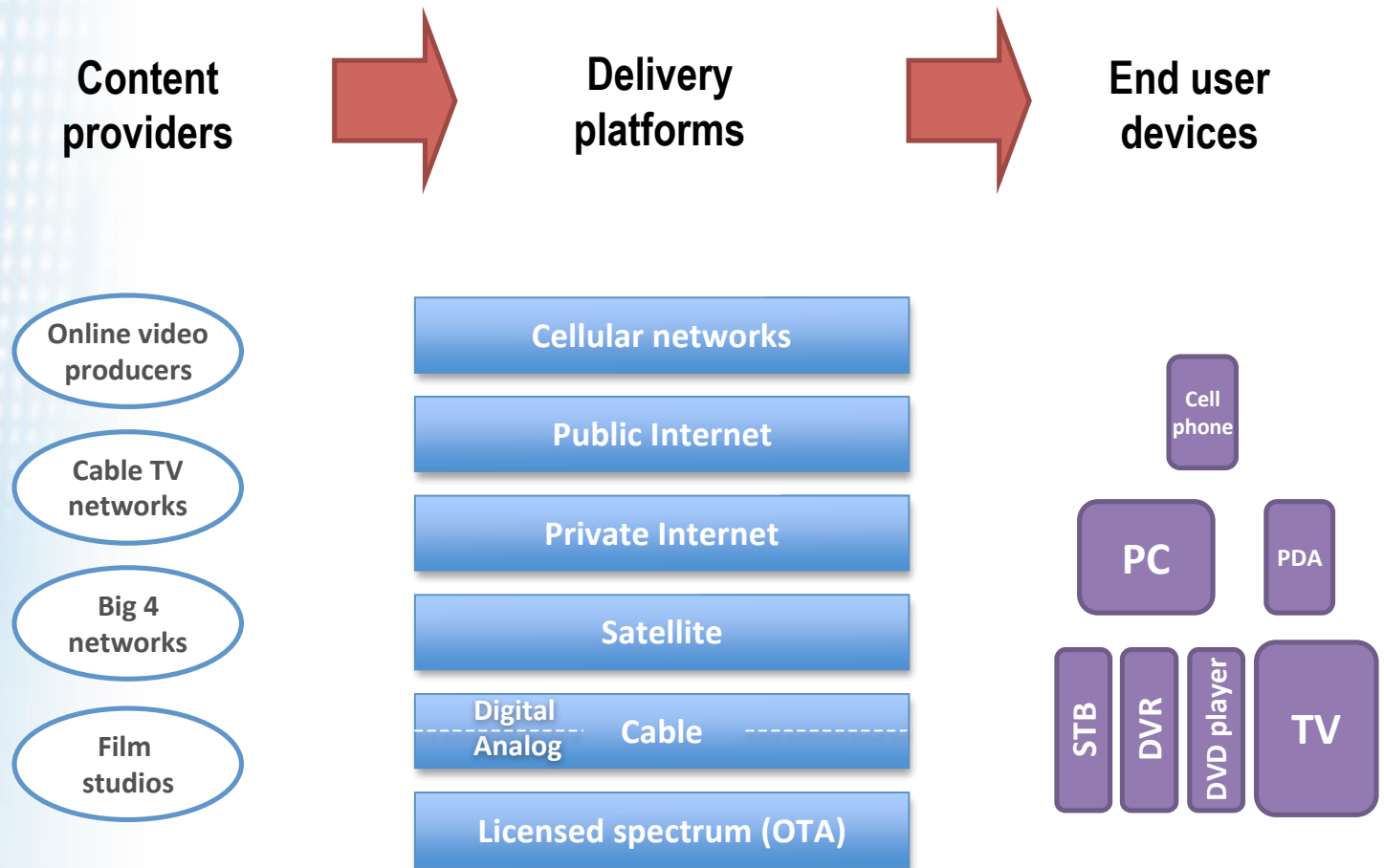


End user devices

- Cable TV networks
- Big 4 networks
- Film studios



Today's video landscape



The of future TV is mobile and social

- Content is available anytime, anywhere, on any device
- Services add social context by integrating social networking

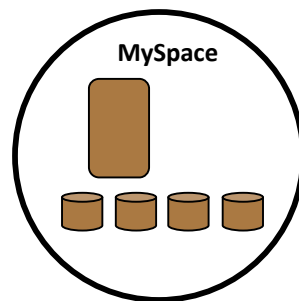
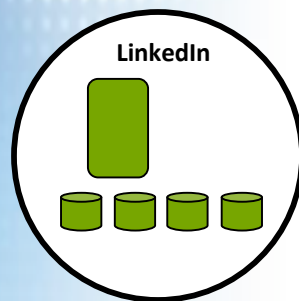
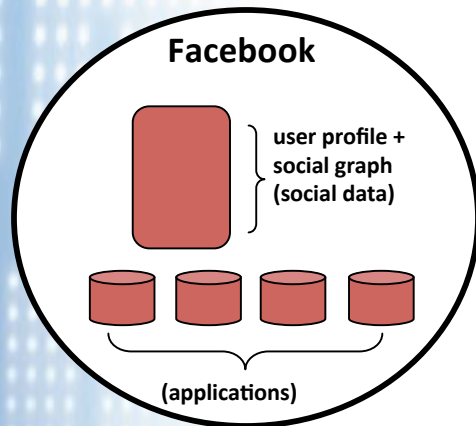
What does it mean to make a service “social”?

- Providing a way for a user to engage with a service as a *group*, rather than as an individual

Creating groups (the social graph)

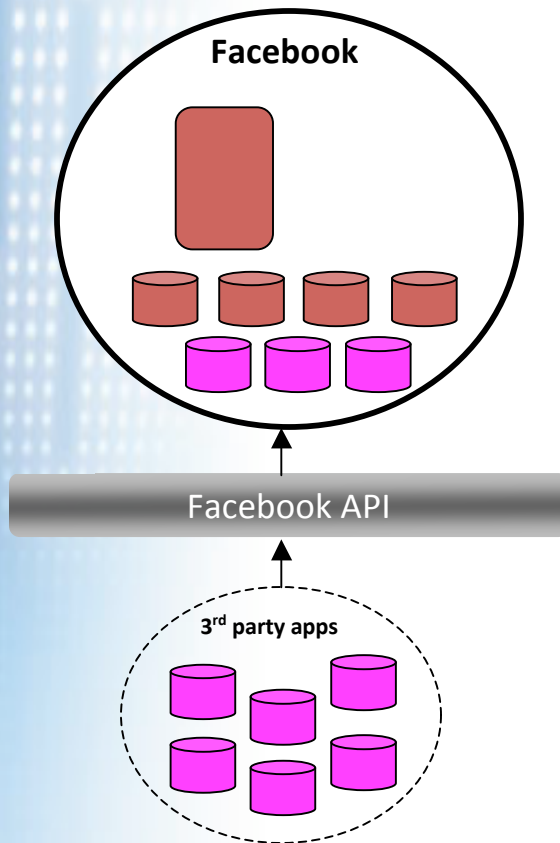
- The group = people with whom a user has established connections
- Automatic vs manual generation
- User-owned vs commercial

Proprietary social networks



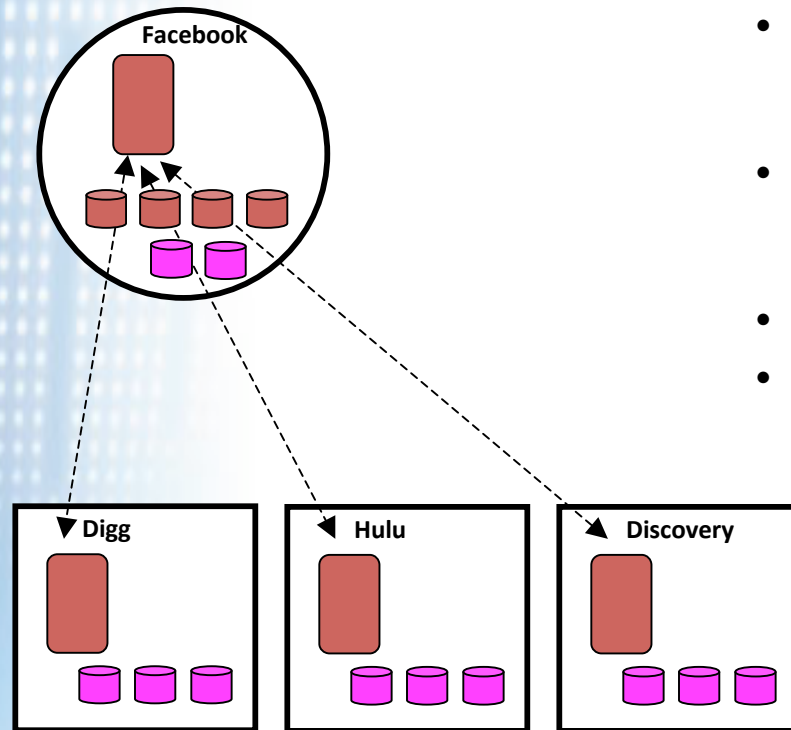
- These include the original social network sites like Facebook, MySpace, LinkedIn, etc.
- Users manually generate their social data (profile + “friends”)
- They function as walled gardens: Each site controls its own social data and provides proprietary applications for users.
- Vertically integrated social graph + applications

Social networks as application platforms



- Platform strategy opened the walled garden to 3rd party app developers
- E.g., Facebook platform launched in May 2007
- Users have access to more apps
- Viral distribution platform for app developers

Social networks “connect” to other sites



- Enables other (non-social network) sites to integrate the an SN site’s identity system, e.g., Facebook Connect, Google’s Friend Connect
- Sites can add social network functionality without having to implement their own SN capabilities (usernames, passwords, friending, etc.)
- Connects users with their friends on partner sites
- Activity data from partner sites is fed back to the SN site

The Social TV experience

- TV is social... again
- Social TV features
 - Real-time interaction (joint viewing)
 - Ratings, recommendations, playlists
 - Sharing content

Netflix + Facebook Connect

- Facebook Connect supplements Netflix's own social network
 - Netflix ratings show up on Facebook
 - Facebook users comment or link to Netflix to add movies to their queue or watch instantly

NETFLIX Jane Queue | Your Account | Buy / Redeem Gift | Help

Browse DVDs | Watch Instantly | Your Queue | Movies You'll ♥ | Instantly to your TV Movies, actors, directors, genres Search

Welcome, Jane Queue

Share your Netflix movie ratings on Facebook.

NETFLIX

Rate movies on Netflix by clicking stars.

facebook

Today

Norm rated Red Sorja 1 out of 5 stars.
11:58am - Comment - Like - Add Red Sorja to your queue

Yesterday

Norm rated Horse Feathers 4 out of 5 stars.
3:51pm - Comment - Like - Add Horse Feathers to your queue

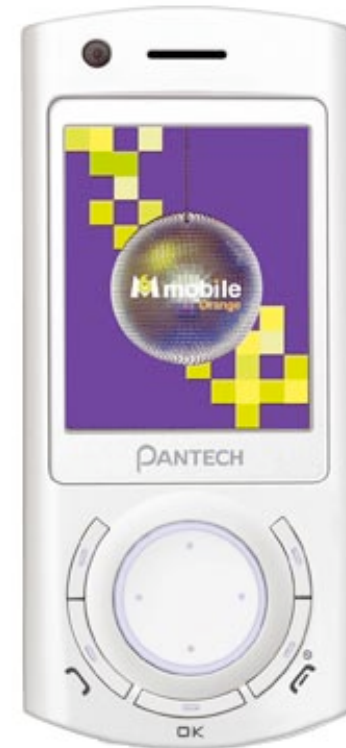
Ratings appear on your Wall and your friends' News Feeds.

Click the button to connect your Netflix account to Facebook: [Connect with Facebook](#)

You are logged into Facebook as Jane Queue. [\(Not you?\)](#)

Mobile social TV: M6 Mobile by Orange

- Orange provides a mobile social networking channel to complement M6's traditional TV channel
- Orange mobile controls its own social network, drives Orange subscriptions



Further research

- More on social TV business models...
- More value chain analysis...
- Network implications