Building social services: Social TV case study

CFP All-Members’ Meeting
May 14, 2009
Venice, Italy

Natalie Klym
nklym@cfp.mit.edu
The Social TV study combines two research streams

- The future of television
- Online social networking

Social TV
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

- Cable TV networks
- Big 4 networks
- Film studios

Delivery platforms

- Satellite
- Digital
- Analog
- Cable
- Licensed spectrum (OTA)

End user devices

- STB
- DVR/DVD
- TV
Today’s video landscape

Content providers
- Online video producers
- Cable TV networks
- Big 4 networks
- Film studios

Delivery platforms
- Cellular networks
- Public Internet
- Private Internet
- Satellite
- Digital Analog
- Cable
- Licensed spectrum (OTA)

End user devices
- Cell phone
- PC
- PDA
- STB
- DVR
- DVD player
- TV
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
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

Facebook

Facebook API

3rd party apps
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
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