Social TV Study:
TV? Please meet my friends

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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)
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
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?

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

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my devices or my services?

- Video calls
- Web Access
- VOD
- Linear TV
- Facebook Recomm.
- Voice calls
- YouTube
- Music
- Remote Health
- Photo share
- Email
The Canvas

What I want?

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

What I have

Laptop Video Cam
iPod Smartphone
DLNA devices Web pad
Webcam
Phone
PC STB
My Friend’s Service Canvas

What I want?
- Web Access
- Music
- Photo share
- User Video
- TV VOD

What I have
- Laptop
- Video Cam
- iPod
- Remote Health
- Email
- DLNA devices
- Chum by
- Voice calls
- Social Net
- PC
- STB

Video calls
Music
TV VOD

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

What do we have?

- Laptop
- Video Cam
- iPod
- Smart phone
- DLNA devices
- Web pad
- Webcam
- Phone
- PC
- 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 is not THAT simple!
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
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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