

# Competition in the Livingroom using HbbTV

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(source: "Why we watch TV, 2015", Dr William Cooper, informitv)

## Question: Why we watch TV

“TV Shows still bring families together, providing pretext for spending time together for generations. It’s a reason to be in the same room at the same time, or simply to sit next to someone. Television can engage us like no other medium, typically sport and some entertainment shows, It allows us to express our emotions”

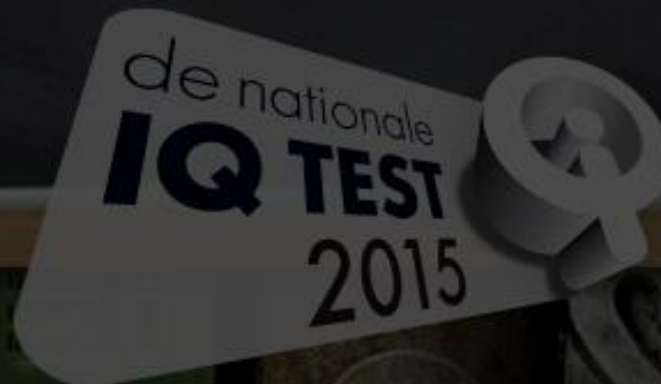
So.. Television is still very much a social event

Smart Social Immersive Engaging Interactive Personalized Television

Fun Television!

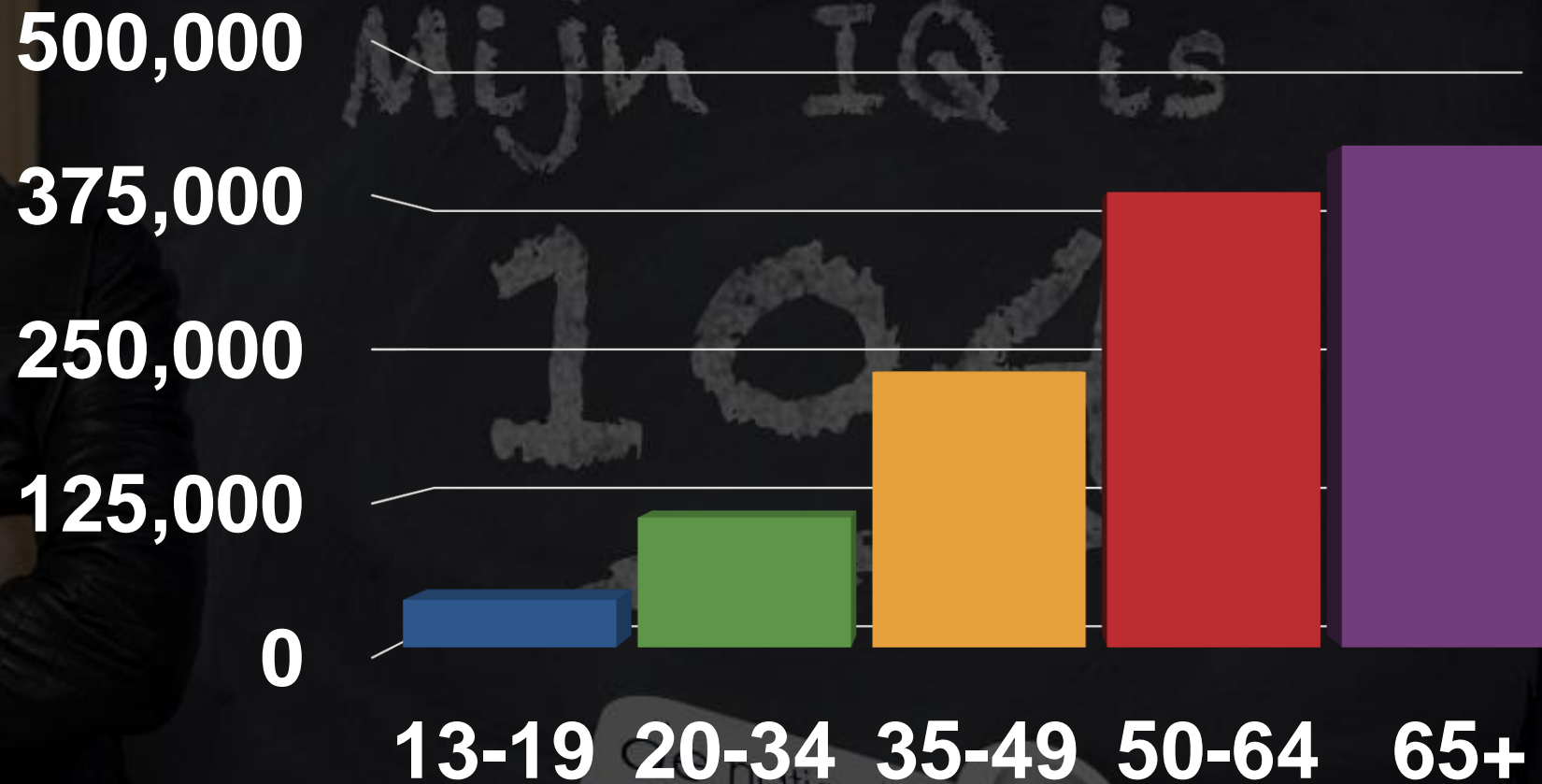
## Case: Test The Nation

Broadcaster: NPO, channel NPO1  
Wednesday 21 January 2015 20:33  
Duration: 148 minutes (no interruption)  
Participants: 125.368  
Participation: 12.8%





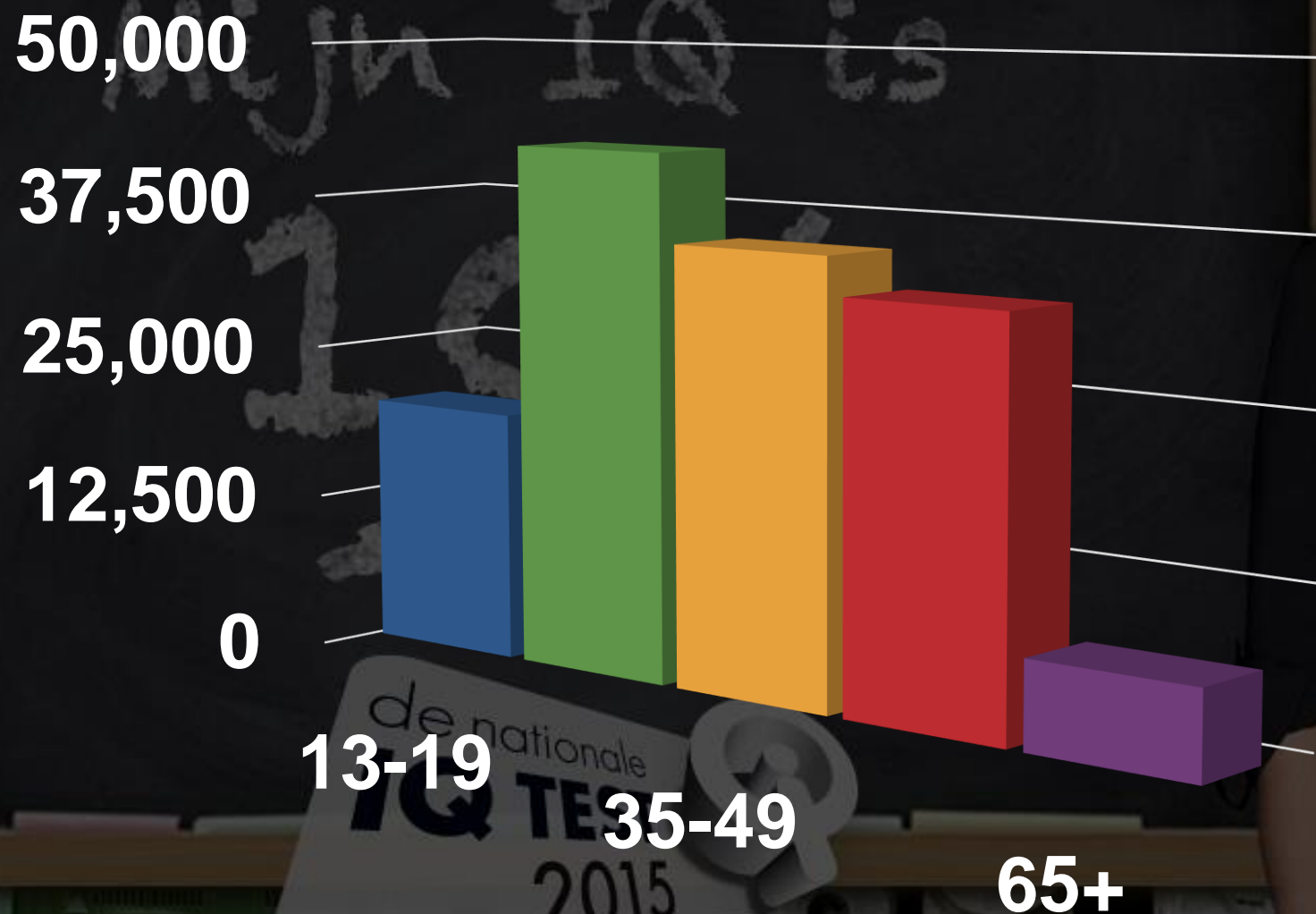
## Viewers



Source: BNN-VARA

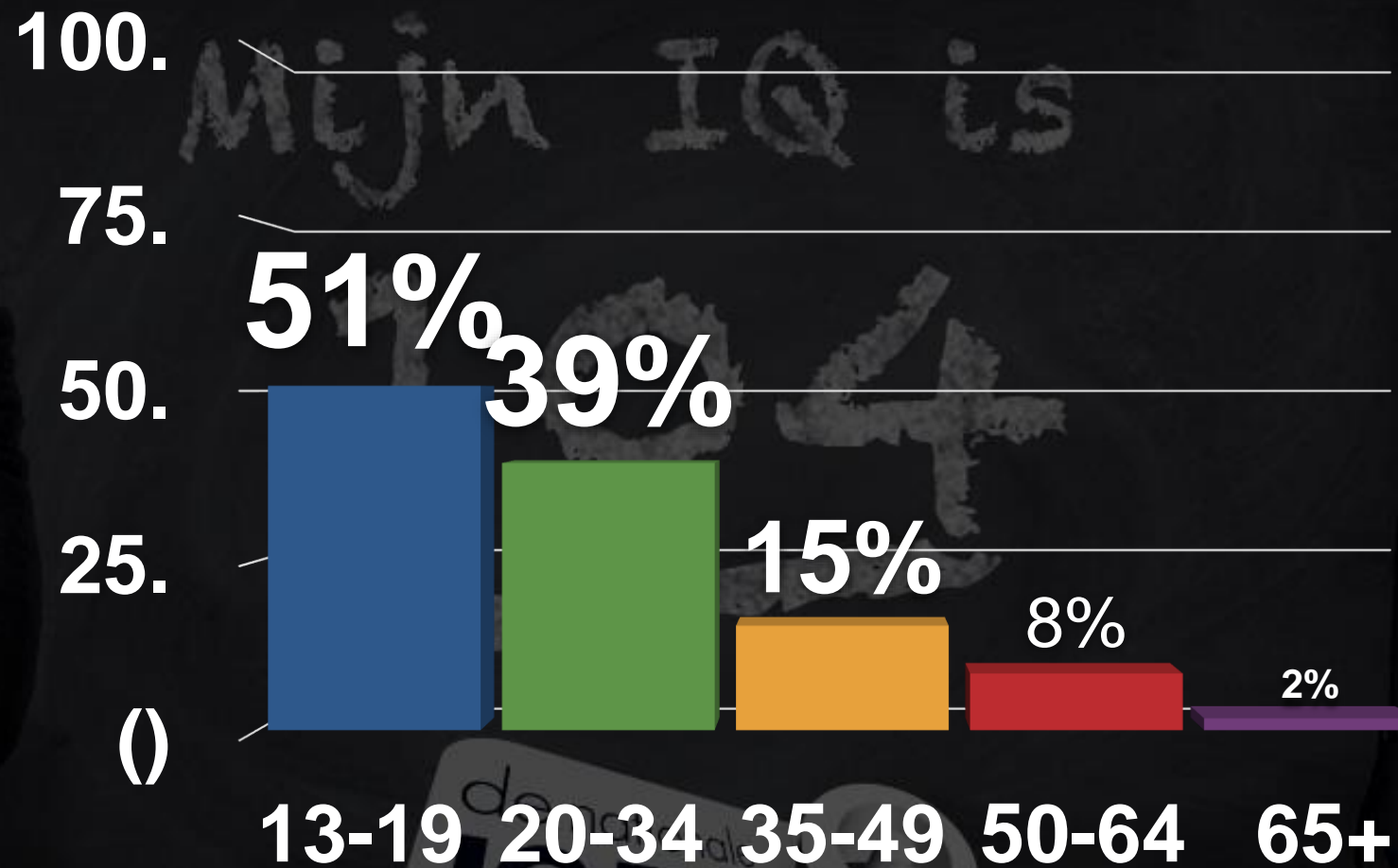


## Participants



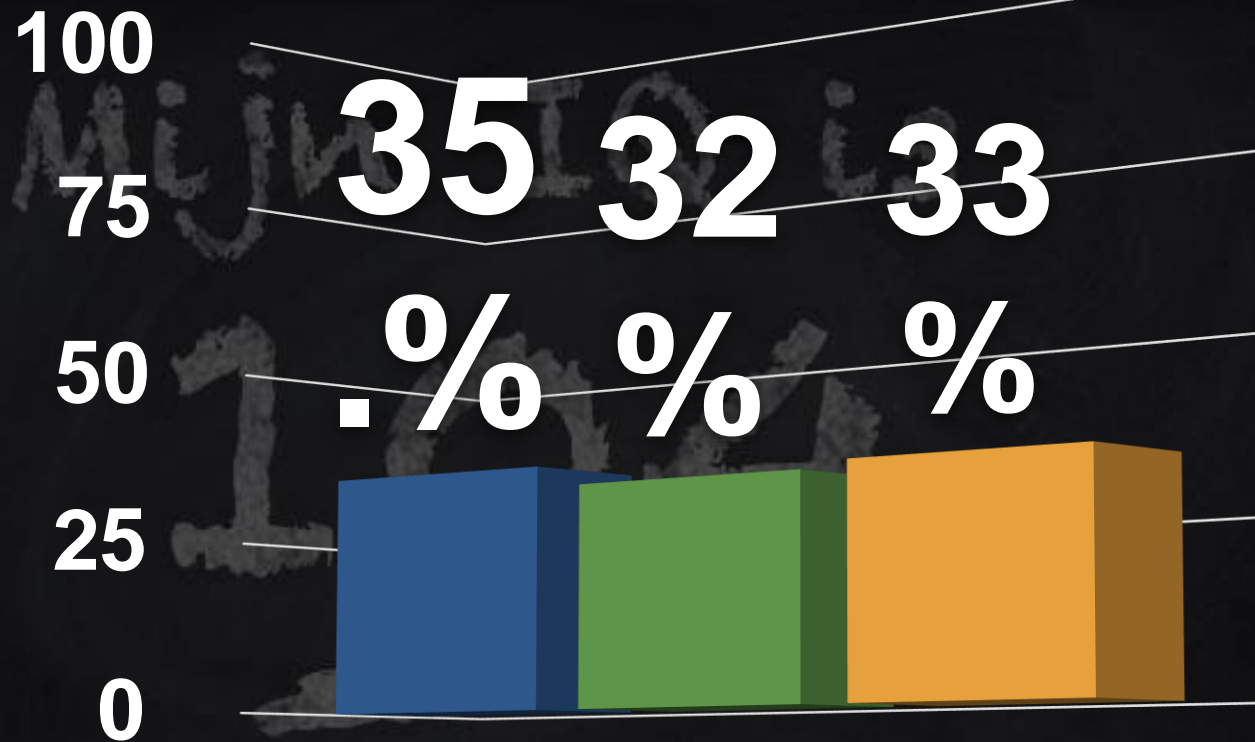
Source: BNN-VARA/Angry Bytes

## Participants/Viewers



Source: BNN-VARA/Angry Bytes

3 viewers in 1 household



Source: BNN-VARA/Angry Bytes

So.. Television is still very much a social event

# Problems

- 2<sup>nd</sup> screen engages, but can be distracting and frustrating for TV program makers AND viewers
- Login and profile creation are cumbersome
- Too much eyes on the 2<sup>nd</sup> Screen, that should've been on the first screen, what now? ..



## objective

Develop and test applications and infrastructures that will shape the future internet-based television

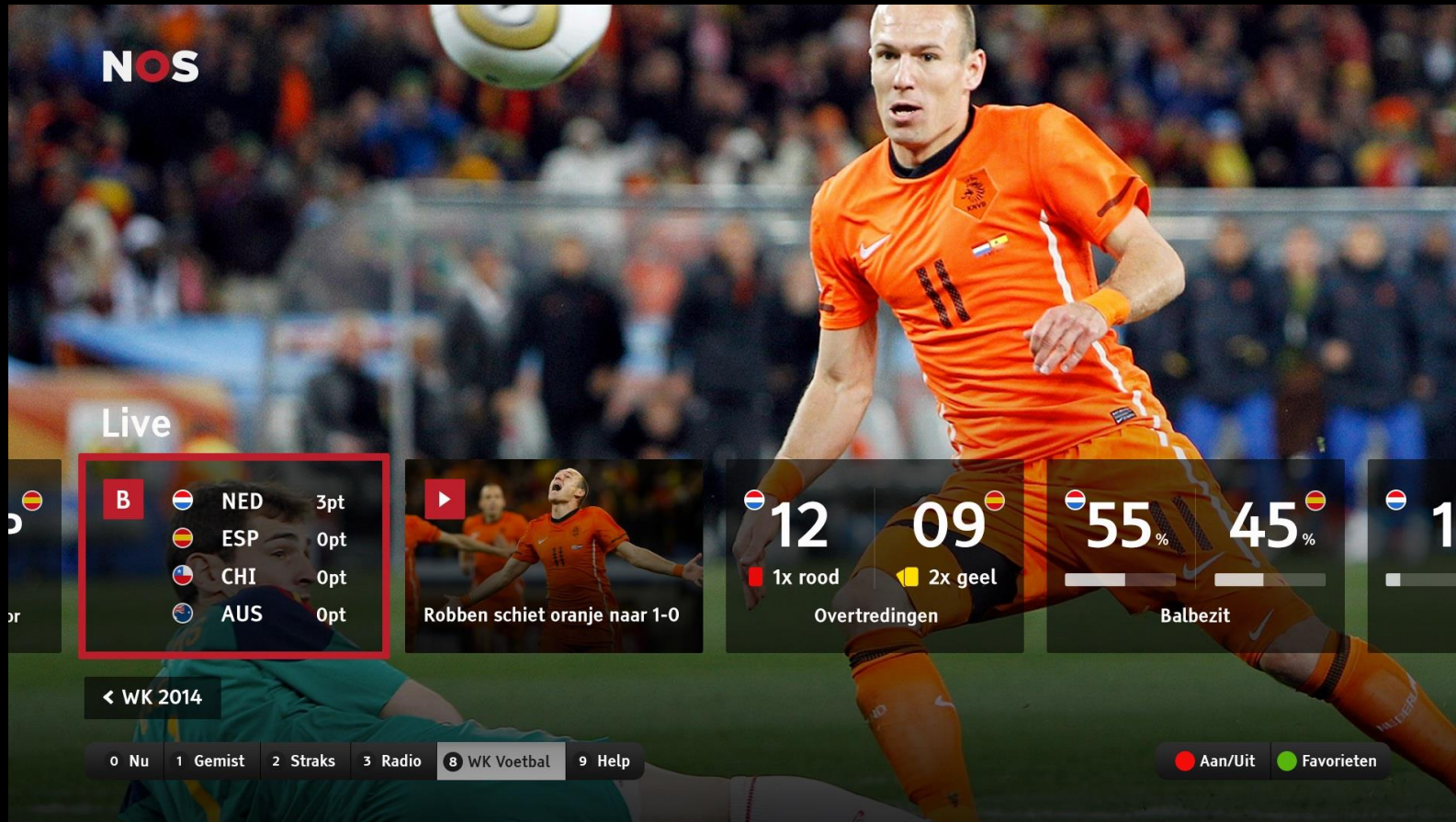
# Consortium





# HbbTV

Can look like this ..





Or like this ..



# TV RING CASE: EUROVISION SONGCONTEST

2015 see2gather pilot:  
Connect 2<sup>nd</sup> screen to the TV



# Technical basics





# Technical basics



# Pilot: 3 countries

## EUROVISION SONGCONTEST



THE NETHERLANDS



GERMANY



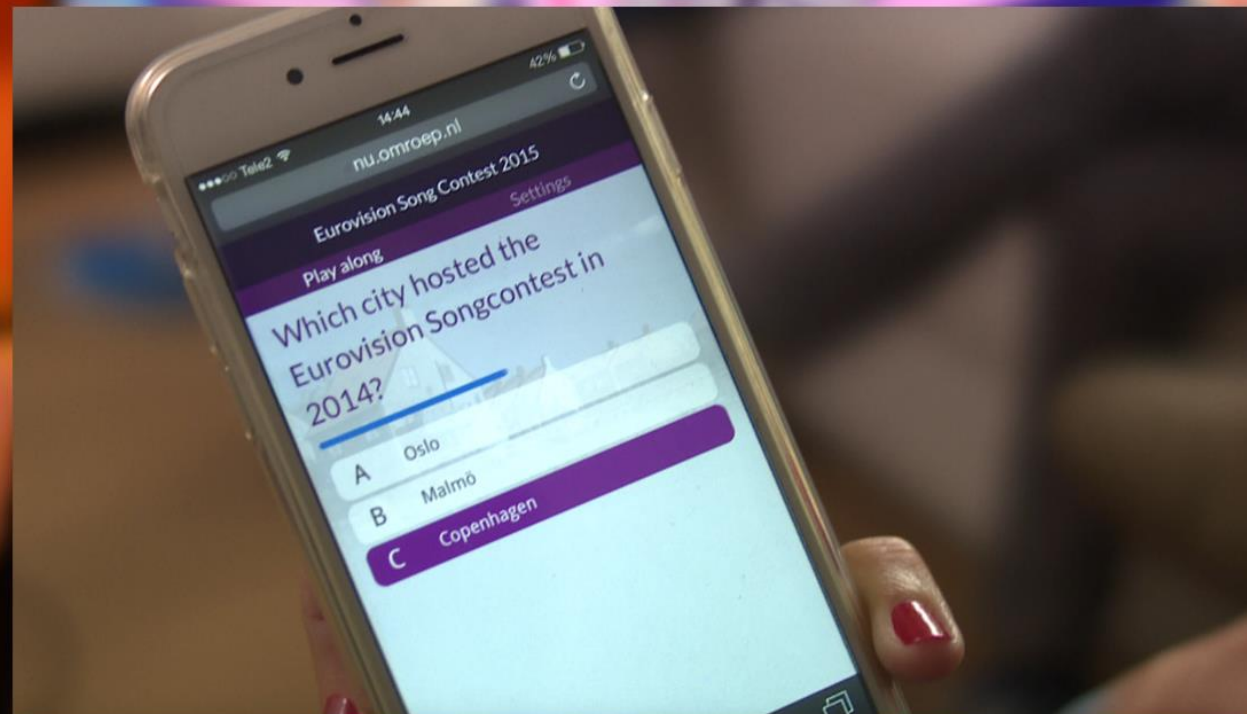
SPAIN





# Simple interface, voting device!

## EUROVISION SONGCONTEST



play-a-long, play each other (families)

# EUROVISION SONGCONTEST

**Quiz**  
We start with some quiz questions on your second screen in **9 seconds**, grab your device.

See2Gather

TVRING  
HBBTV TESTBEDS

CUO

npo

angry bytes

Or group vs group play-a-long (groups of friends  
/ bars / events etc..)



2015 actual footage



# Group vs group play-a-long between countries!

## EUROVISION SONGCONTEST



Sweden

These are the average ratings from The Netherlands and



7.3



8.1



TVRING  
HBBTV TESTBEDS



angry  bytes

# Interactive learnings

- Add competition in the living room, adds emotion
- Simplicity: make features optional, like login or social media
- 2nd screen application should be no more than en zou een voting box like being in a TV studio
- All information on TV Screen: scores, when to vote, call 2 actions etc..
- All eyes are on TV Screen and each other!

# Innovation learnings

- Strive for lean development, do not impose heavy centralized app's
- Make use of open (EBU) standard like: html5, wifi, cloud, hbbtv, or set-top-box.

# Marketing stuff ..



Please visit our booth for a live demo

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