

HbbTV and User Interaction

An example from Germany

Nico Patz, rbb Innovation Projects

How can we make TV interesting for a younger audience?

- What did we do to find out?
- What did we find out?
- What are we going to do with this knowledge?
- First: Who are WE?

Who are WE?

Nico Patz



The TV-RING Project



The TV-RING Project

Objectives of National Pilots

- Deployment
- User Evaluation

Objectives of TV-RING

- ➞ Experience
- ➞ Knowledge Sharing
- ➞ hbbtv-developer.com

HbbTV Developer Page

Your first address for HbbTV app programming

[Home](#) [Wiki](#) [Forum](#) [Blog](#) [Download area](#) [Imprint](#)

[Nico patz](#) [Talk](#) [Preferences](#) [Watchlist](#) [Contributions](#) [Log out](#)

HbbTV WIKI

[HbbTV Wiki](#)
[Hello world!](#)
[Development](#)
[How to](#)
[Known issues](#)
[User requirements](#)
[Help](#)

[What links here](#)
[Related changes](#)
[Upload file](#)
[Special pages](#)
[Printable version](#)
[Permanent link](#)
[Page information](#)
[Cite this page](#)

Page [Discussion](#)

[Read](#) [Edit](#) [View history](#)

HbbTV Wiki

This HbbTV Developers Wiki has been created to serve the needs of application developers. The articles are written by TV-RING project partners as well as HbbTV developers and hopefully could provide an added value for many other HbbTV developers. The wiki is structured into different topics, listed in the table below and in the sidebar, as well as into categories. Every article is linked to one or many categories. All categories are listed as cloud in the box at the bottom of the page. Note that this wiki is still in the making and will be improved over time.

Content [\[edit\]](#)

Development	How to	Known issues	User requirements
HbbTV relies on HTML and JavaScript with a number of specific boundary conditions which are reflected in the HbbTV specification. <ul style="list-style-type: none">StandardsToolsA/V ProfilesLive StreamingSignaling and transmittingmore...	Programming examples, code snippets and explanations could be found in the different "How tos". <ul style="list-style-type: none">Setting up a quick&easy development environmentSetting up a HbbTV environmentGetting the application objectmore...	In this chapter, we try to include all known problems and offer possible solutions. <ul style="list-style-type: none">Common application issuesWeb server issues	A good app means offering a good user experience, including technical issues, ease of use and a smooth experience. <ul style="list-style-type: none">Creating a positive user experienceSupporting time shiftingEnabling future possibilitiesProviding added valuemore...

rbb[®]

ARD[®] | 11:11 Uhr

rbb[®]
DIE BERLINER
MAUER

Serie zum Thema "Erste Liebe"

Hier findet Ihr den LiveBlog, Episoden,
Interviews, Steckbriefe, Votings und
viele mehr.

Verknallt
& abgedreht

ARD[®]
EPG

rbb[®]
MEDIATHEK

Startleiste Extras

Ausblenden

EPG

Mediathek

Videotext



What does the young audience want/like/expect?

What does the young audience want/like/expect?

- Information
- Entertainment
- Involvement
- (Social) Interaction



Our assumptions!

Name: Mina

Alter: 16

Wohnort: Berlin

Sternzeichen: Steinbock

Wie würdest Du Dich in fünf Worten beschreiben:

Paris, London, Tokio, New York und Madrid - sprich: vielfältig, ambivalent, lustig, offen und stressing/ hyperaktiv

Hobbies:

Schlagzeug, Heavy Metal, Schauspielerei und England-Fan

Lieblingsschauspieler:

Gary Oldman, Ron Perlman, Roger Moore, Tony Curtis, Helena Bonham Carter und Cate Blanchett

Bester Anmachspruch:

Nichts sagen und das Mädchen einfach auf die Stirn küssen.

Liebe ist ...

etwas sehr interessantes und abstraktes. Ich mag es, Gedichte zu schreiben, die im weitesten Sinne Liebe behandeln. Denn oft scheint es nicht offensichtlich zu sein, was Liebe alles umfassen kann.

Mina



Als uns Sofia den Titel der Reihe genannt hat, 'verknallt und abgedreht', dachte ich: Oje. Eigentlich ist das nicht mein Thema. Also gar nicht. Ich war dann erst mal so: 'Oh . . . Okay . . .'. Aber dann habe ich es auch auf mich zukommen lassen.

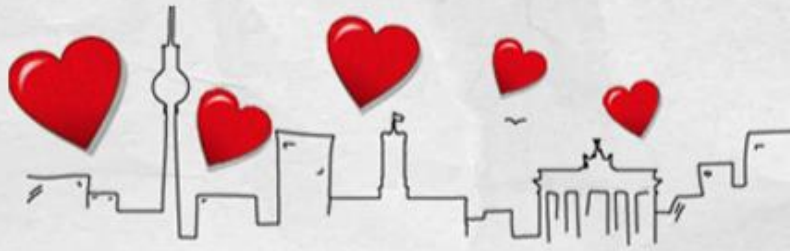
INFORMATION



Steckbrief: Mina

← Zurück

verknallt
abgedreht



! Neues

▶ Episoden

Personen

★ Specials

i Über Uns



Orte



Die drei Kurzfilme



Unnützes Liebes-Wissen



Best of



Anti-Liebes-Rap



Pärchen-Interviews



Ausblenden

0

Startleiste

1

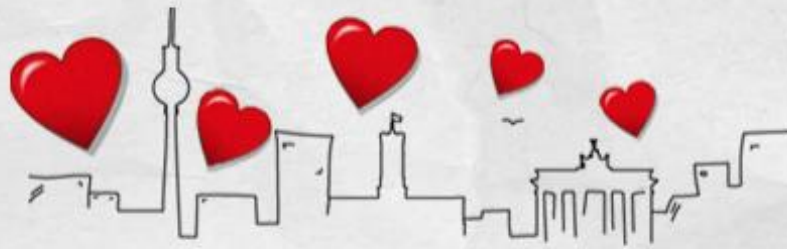
Datenschutz

2

Impressum

3

LiveBlog an



 **Neues**

 **Episoden**

 **Personen**

 **Specials**

 **Über Uns**



Umfrage & Verlosung



Wir möchten gerne herausfinden, was Dich begeistert. Deshalb wäre es toll, wenn Du mitmachst.

Meinung sagen, Tablet gewinnen

Voting

Hast Du schon mal Schluss gemacht?

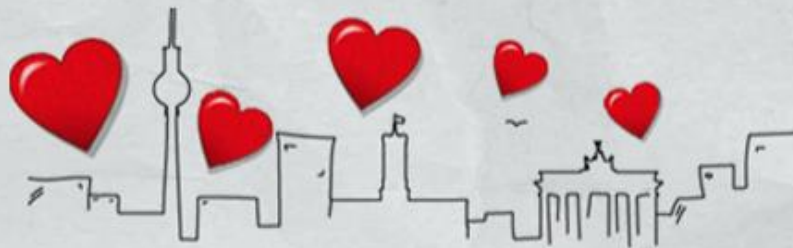
☒ Ja

☐ Vielleicht

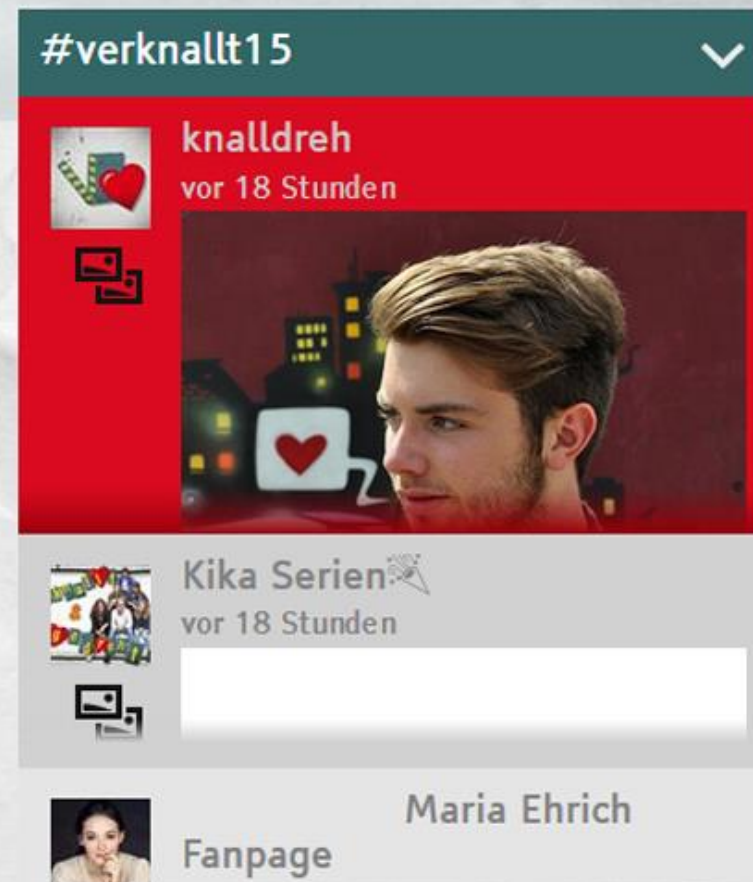
☐ Nein

Gib jetzt deine Stimme ab!

Verknallt & abgedreht



SOCIAL INTERACTION







What does the young audience REALLY want/like/expect?

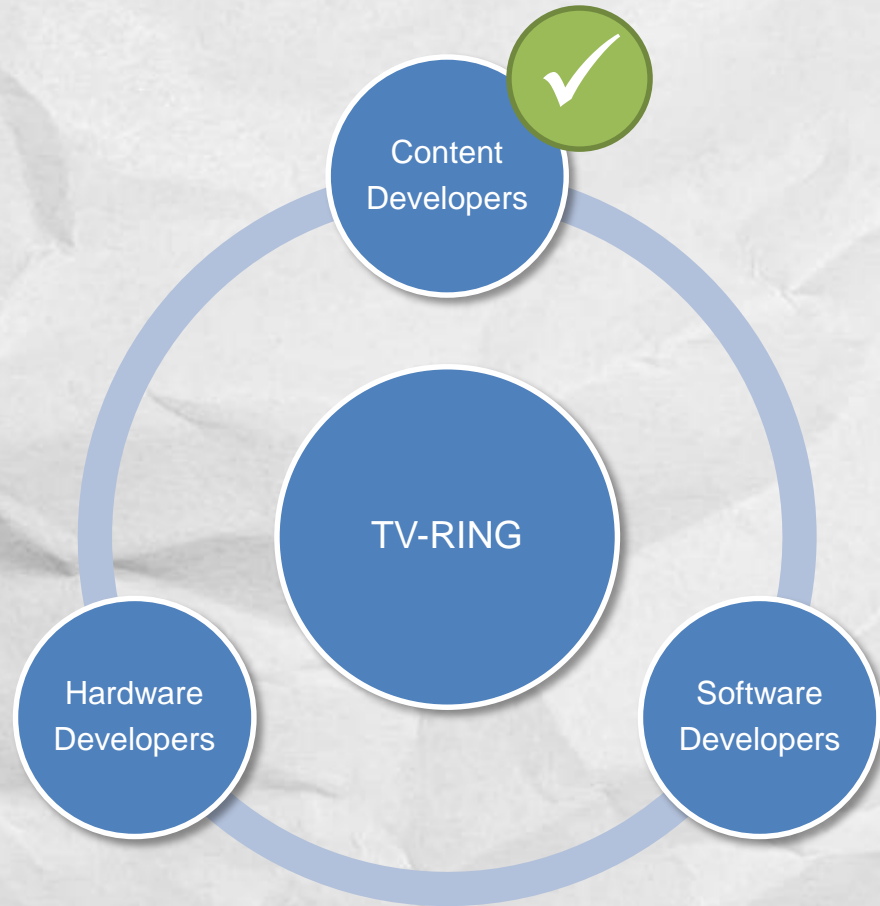


What does the young audience REALLY want/like/expect?

Test User Feedback!

- Information  Yes, BUT „less text, more video!“
- Entertainment  „Video is KING!“
- Involvement  Yes, BUT rather on social network (preferably smartphone) than on TV
- (Social) Interaction  More and longer visits

What about technology?



DASH and UHD Video Player



20. Die Premiere!



Endlich ist es so weit. Die Premiere der Kurzfilmreihe steht vor der Tür. Mina, Tim, Hannes, Alina, Lili und Yusuf treffen sich nach gut sechs Wochen an einem prominenten Ort mitten in Berlin - dem Potsdamer Platz.



20. Die Premiere!



← Zurück

Verknallt
& abgedreht

www.hbbtv-developer.com



The HbbTV Developer Forum is addressing beginners and experts alike. The objective is to foster the exchange of knowledge in HbbTV application development and to create best practices for the future of Connected TV.

The HbbTV Developers Forum consists of Wiki, Forum and Blog including numerous program code snippets and application examples. Users are explicitly invited to actively contribute.

The developer forum was established in the framework of the EU project TV-Ring: www.tvring.eu

Kontakt: info@tvring.eu



Find out more at www.TVRING.eu,

at our booth here

... or contact me later

Nico Patz

nicolas.patz@rbb-online.de

innovationsprojekte@rbb-online.de

+49 (331) 97 993 500 42

