DELIVERING A PERSONALIZED USER EXPERIENCE USING HBBTV

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OCTOBER 19, 2016 - MADRID

JOINT WORK WITH MANY COLLEAGUES
TRADITIONAL BROADCASTERS USER EXPERIENCE
“A DEVICE SHOULD BE A WINDOW TO THE MEDIA EXPERIENCE”
STANDARDIZATION IS KEY FOR BROADCASTERS DISTRIBUTION
ACCESS TO BROADCAST CONTENT IS MORE AND MORE DIFFICULT
MORE PERSONAL, MORE DIGITAL BROADCASTERS
THE RIGHT CONTENT, AT THE RIGHT TIME
TO THE RIGHT PERSON, ON THE RIGHT DEVICE
DATA-DRIVEN DISTRIBUTION

Authentication / Single Sign-On
Multi-platform authentication, Radio, TV & online

Content Recommendation
automated, social, editorial

Personalization
Experiences, notifications, communication

Business Intelligence
Understand the audience experience in order to positively impact the business
CPA
CROSS-PLATFORM AUTHENTICATION

Open Standard to associate an online identity with media devices
ETSI TS 103 407

International Collaboration
BBC, VRT, RTS, TVP, Global Radio (UK), Frontier Silicon (UK)

Open Source Reference implementation and tutorials

Libraries available on Github

http://tech.ebu.ch/cpa
Tech 3366

The Cross-Platform Authentication Protocol

EBU Technology & Innovation

tech.ebu.ch/cpa

HbbTV Demonstrator

November 2014
TOKEN DELIVERY METHOD

Authorization Provider

Radio

TV

Tablet

Browser

Radio Tag, BBC Playlister

Recommendation System

Playlist sharing

Stop and Resume

Service providers

- ETSI 103 407: Cross Platform Authentication
- OAuth 2.0, OpenID Connect, Saml 2.0

OAuth 2.0, OpenID Connect, Saml 2.0

ETSI 103 407: Cross Platform Authentication
DATA ISOLATION AND ANONYMIZATION

A token represents the following associations:

- Blue line: BBC, User A, HbbTV A
- Red line: France 2, User A, HbbTV A
PROTOTYPES

2014: Authentication and content sharing

2015: Content shifting and cross-device playlist

2016: Personalized channel and near-live notifications
KEY MEMBERS AND PARTNERS

[Logos of various broadcasting and academic partners]
KEY ASPECTS OF HBBTV 2.0.1 FOR PERSONALIZATION

HTTPS
Secure Token Delivery

Cross-Origin Resource Sharing (CORS)
Single sign-on between channels

DIAL
Screens Synchronization and local media shifting
THANK YOU!

Contacts

Personalization: https://tech.ebu.ch/personalization
chairman: Michael Delucia (RTS)

Cross-Platform Authentication: https://tech.ebu.ch/cpa
chairman: Sean O’Halpin (BBC)

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