

vicomtech
visual interaction & communication technologies



One app, multiple devices at the same time.
Tomorrow may be too late.

2017/10/18



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Rome, 2017/10/18

HbbTV Symposium: Multiscreen Services

Outline

Introduction & Approach for Multi-screen



Pilot Experience

Lessons Learned

Conclusions

Introduction

Hybrid
ecosystem

New
Consumption
habits

HbbTV as an
opportunity

Approach for multi-screen experiences

CURRENT APPROACH:

- Complex development
 - Specific target devices/platforms
 - Specific communication solutions
 - Envision and pre-define the multi-device behaviour

not-Flexible | Complex | Expensive

NEW APPROACH:



MediaScape

Dynamic Media Service Creation,
Adaptation and Publishing on Every Device

www.mediascapeproject.eu



Flexible | Simple | Cost-effective

Approach for multi-screen experiences

- ▶ Following trends in app development:
 - ▶ Responsive Web Design
 - ▶ Cross-platform development
- ▶ **One app, multiple devices** at the same time approach for multi-screen services

FROM:

Different apps for specific target devices, controlling functionalities, visualisation and inter-device communication one by one

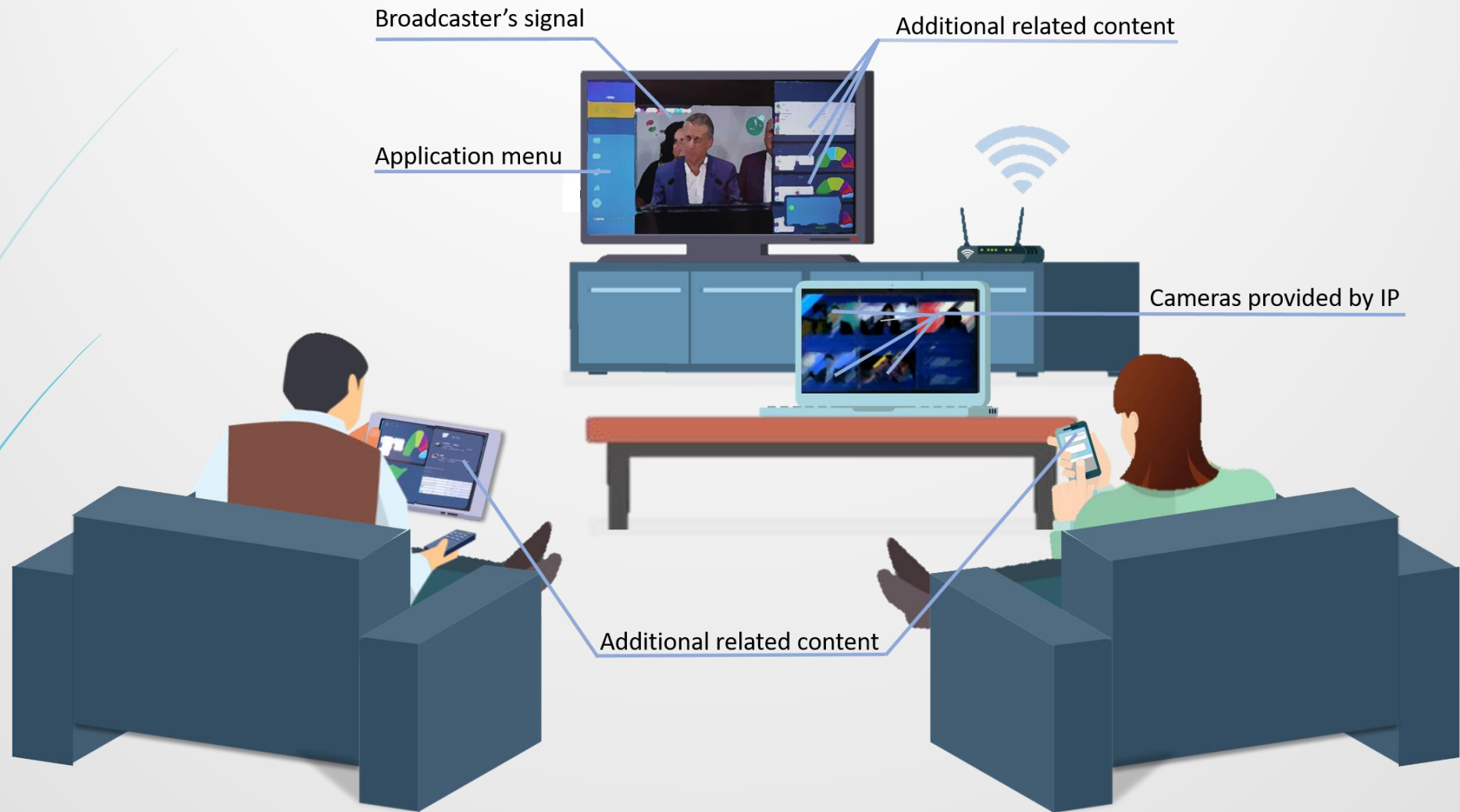
TO:

Single app, where app developers describe the complete functionality, interface and the multi-device behaviour just once

Pilot Experience



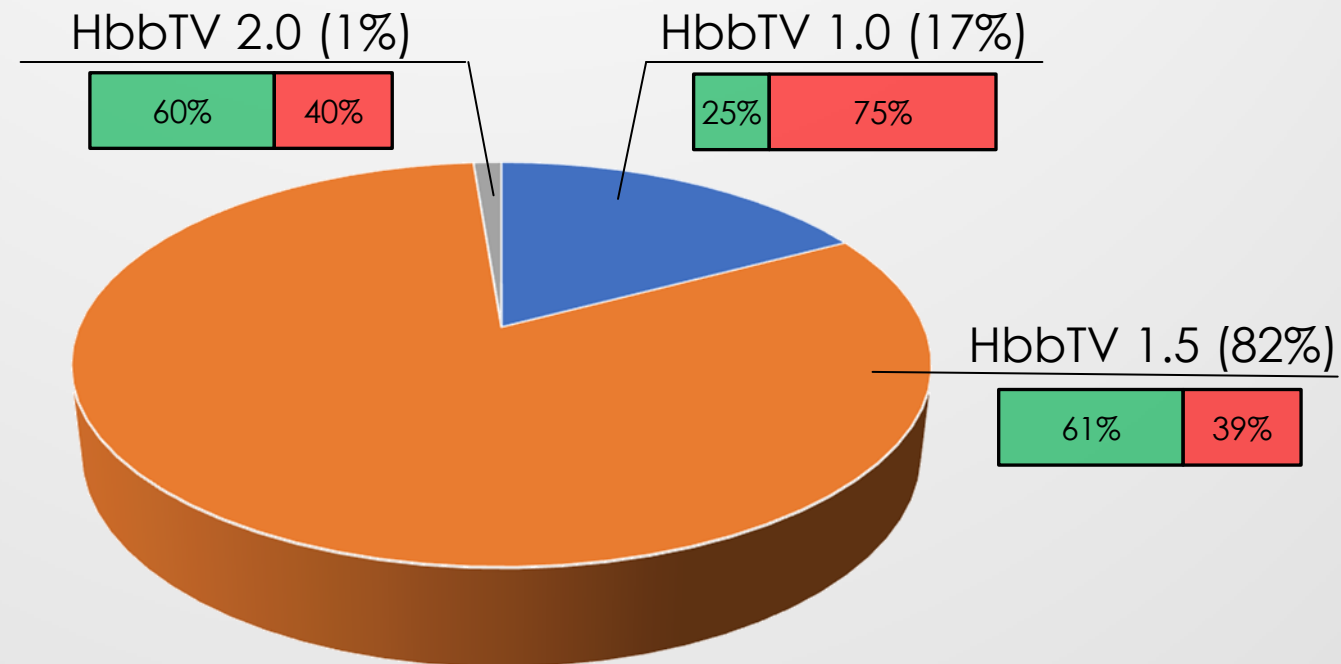
Pilot Experience



Pilot Experience

Results

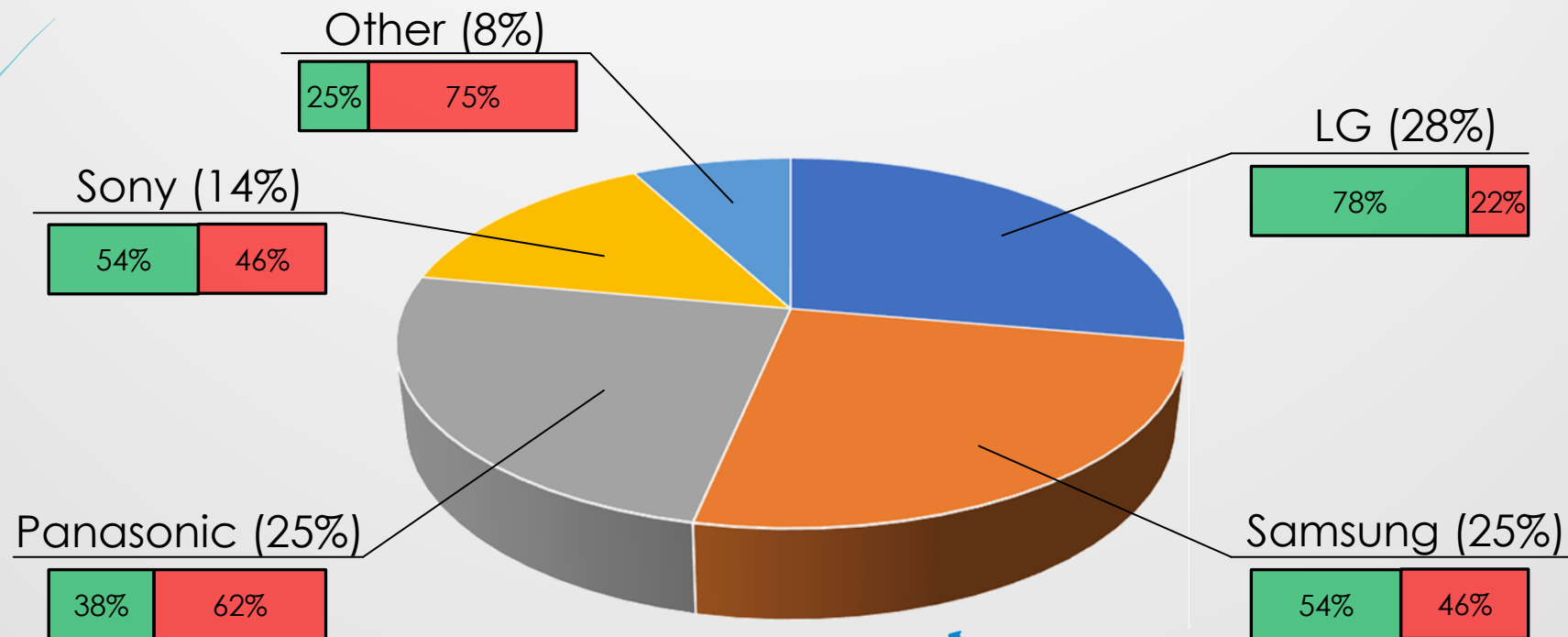
- ▶ The audience of the TV programme: 1,161,000 viewers
- ▶ Estimated unique HbbTV devices: 25,000 devices
- ▶ Unique TV devices in the app: 1,195 devices



Pilot Experience

Results

- ▶ The audience of the TV programme: 1,161,000 viewers
- ▶ Estimated unique HbbTV devices: 25,000 devices
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Lessons Learned

1. Broadcasters need a favourable environment to cope with these services
 - Awareness of the need to adapt to new consumption ways
 - Uncertainties about the status of the technology
 - No clear business model
 - Complexity of technology
2. Interesting but unknown for end-users
 - They don't have a reference experience
 - No clear expectations

Lessons Learned

3. HbbTV is an opportunity but needs to go a step further
 - From catch-up services to innovative multi-screen experiences
 - HbbTV 2.0 not in the market yet
 - Backwards compatibility
 - HbbTV / HTML5 convergence
4. Current TV sets' require better HW & SW capabilities
 - Far away from laptops, mobiles, tablets
 - Not smooth
 - Long loading time

Conclusions

- **One app, multiple devices at the same time** approach is required
 - Support for broadcasters to find an easier environment
 - More flexible and sustainable solution
 - Cost-effective development
- Convergent HbbTV/HTML5 TV sets with powerful HW & SW capabilities
 - Smooth experience through heterogeneous devices
 - Benefit from HbbTV 2.0 features when available, but alternative solutions necessary meanwhile

Conclusions

- ▶ Compliance with previous aspects will:
 - ▶ Boost the creation of this kind of services
 - ▶ Enable the creation of new business models
 - ▶ Create a community of end-users that will demand/consume multi-screen services



Thank you!

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