How AI can help to improve HbbTV user experiences
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Quiz: What is your users’ biggest UX frustration?

- Finding relevant content
- Bad recommendations
- No binge viewing capabilities (skip intro / end credits)
- Inaccurate program start times (recording, catch-up)
- Streaming issues
- What do you mean? Everything is perfect!
- Other
Artificial Intelligence to understand what video is about
Founded in April 2014 as TNO spin-off

Started in the Media Monitoring market

Expanding into TV operator and broadcaster market (Telenet live, others following shortly)

Seed Capital by Peak Capital & Vortex Capital

25 FTE of which 18 developers

€1.4mln H2020 SME Instrument granted
The Media Buffet
Catering to consumers with HbbTV

- On Demand
- Start-over
- Convenience
- Immersion
- Improved interaction
- Relevant ads
Innovative tech companies …
... raise the UX bar
UX frustrations in traditional TV services

- Inaccurate EPG
- Stock thumbnails
- No binge viewing
Consumers may choose a different meal
Quiz Results
Understanding video = Adding rich metadata
Becomes driven by Artificial Intelligence (and Machine Learning in particular)
Our Video Distillation Process

- Live (TV) streams
- VoD Content

- Speech
- Logos
- Faces
- Subtitles
- Teletext
- Topics
- Objects
- True start / end times
The conditions of the race are perfect.
Automatically enriching HbbTV experiences

- **EPG Correction**: Real-time program start and end time correction for replay-environments
- **Binge Markers**: The exact time marks to skip the start and end credits of an episode
- **Snackable Content**: Automatically serve short clips based on a customers interest

- **Content Discovery**: In-video search and recommendations based on Deep Content Understanding
- **Episodic Images**: Images that reflect the essence of a TV program or VOD asset
- **Visual Summary**: Increase engagement with smart thumbnails and Filmstrip
Example: In video search
Snackable Content from broadcast

CNN Sports
FACE 18.09 - 18.20

Eurosport News
SPEECH 18.28 - 18.30

“Max Verstappen apologised to me after the race and we spoke one on one away from media or anyone.”

Search for: Max Verstappen
Media Distillery selects clips about Max Verstappen from various TV channels based on Deep Content Understanding™

Formula 1: BBC Sports
FACE 19.07 - 19.26

Street Outlaws
19.24 - 19.37
TOPIC: Sport
TOPIC: Auto racing
TOPIC: Formula 1
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