



Enhancing HbbTV video experience by a better understanding of video

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Nov 25th

About Media Distillery

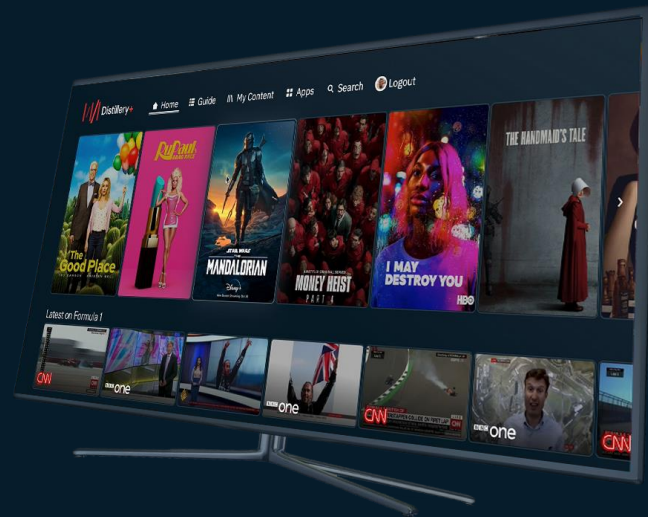
We boost **user engagement** for video platforms by distilling and **understanding** video content in **real time** with AI.

Our Track Record

30.000 hours of video analyzed per day on a **24/7** basis

in **real time** from **15** countries with

30M households already benefiting from improved viewing experiences



Throwback Thursday

HbbTV



Where do we stand today?

DVB-TA® DVB-II®

HbbTV®

Application Discovery over Broadband (ADB)
Phase 2

- Standards coming “alive”



- Ultra HD is a commodity*
*at least in TV-sets and many OTT services



HBOmax

- Many new Video Services



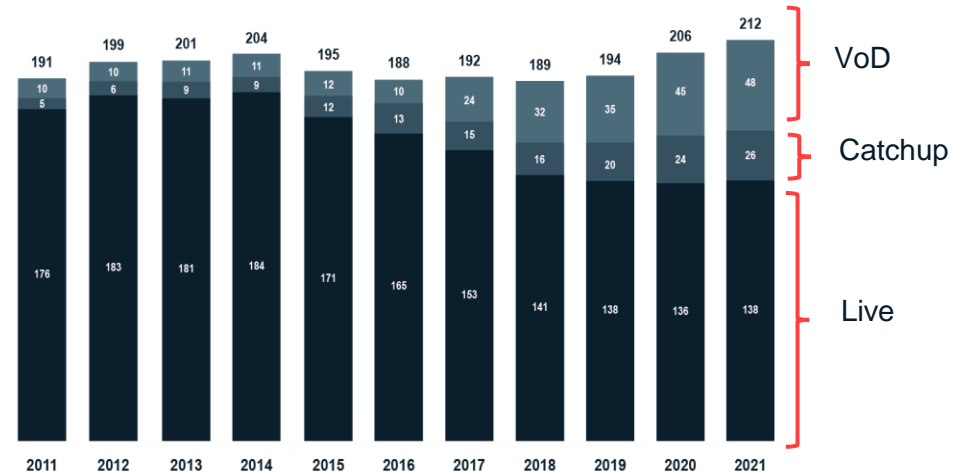
britbox
CREATED BY BBC & itv



- Broadcasters adopting new strategies

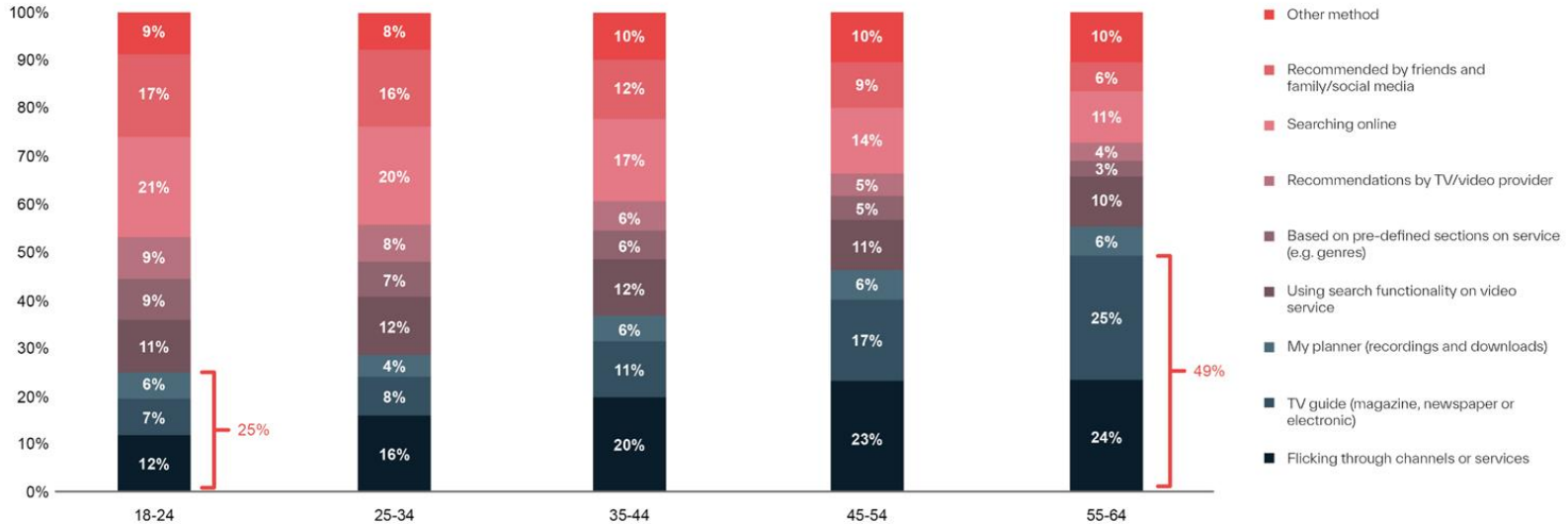
Viewing habits are changing

- On Demand viewing on the rise
- Live TV is extremely important and will remain so
- Catchup and replay viewing gives viewers flexibility
- Viewers (also) want short-form snacks
- Viewers want to follow topics of interest, regardless of the content source



Content discovery is changing

On an average day, how do you most often choose what you want to watch?



Source: Omdia Consumer Research - Devices, Media & Usage Spotlight Service.

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Some Challenges Viewers face



Stock Images

- Long Browsing Time
- Limits Viewing



0 results found

- User Frustration
- Content not utilised



UI/UX doesn't meet expectations

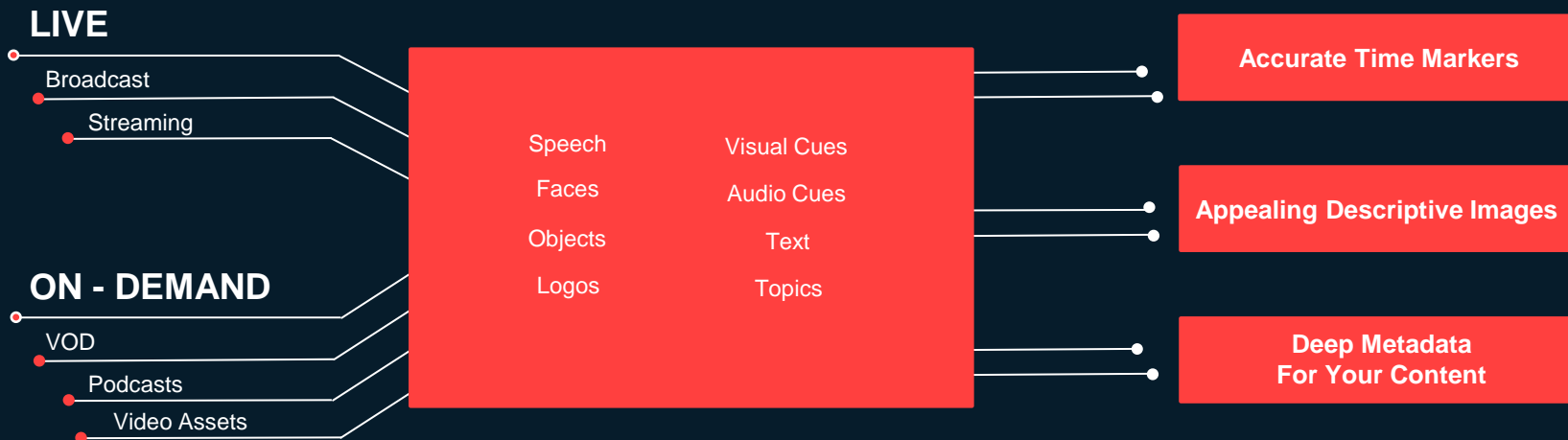
- Low Engagement
- High Churn Rate





How do we distill value?

Content **in** – Real- time actionable data **out**



Any Content

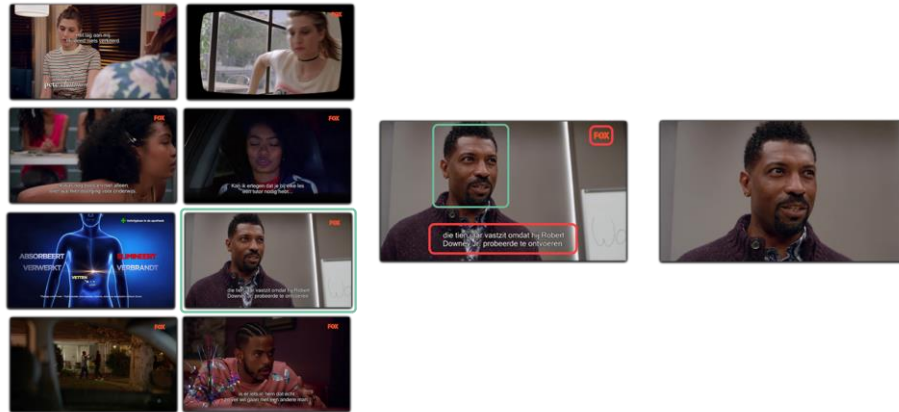
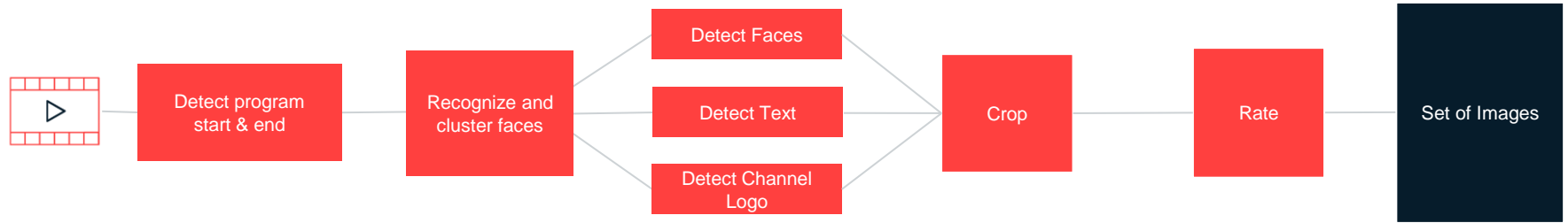
Fully Automated

Real-Time

Appealing Images

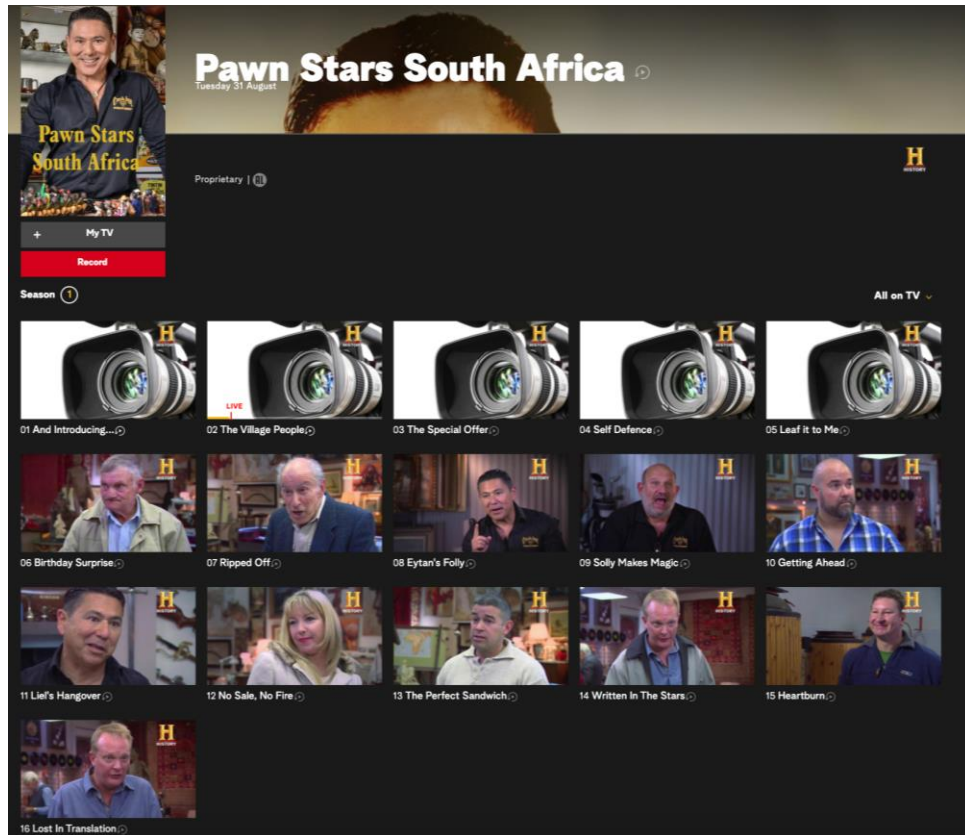


Distilling images from live broadcasts



In practice

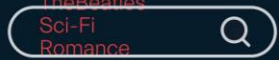
- 3000 images delivered to Telenet on a daily basis, fully automated
- Works for (non-scripted) live programs
- What's a good image?
 - Image requirements
 - Context
 - Personalisation
 - Aspect ratios



Topics



- Singing
- Music
- Games
- Adventure
- Documentary
- War
- Love
- Travel
- Sports
- Ibiza
- The Beatles
- Sci-Fi
- Romance
- Tennis
- Formula 1
- Paris
- North Pole
- Amsterdam
- Space Travel
- Virgin Galactic
- Basketball
- Ajax
- Barcelona
- FC Utrecht





Content viewers currently can't discover



Findings

- It works quite well!
- 2 out of 3 main news topics detected with a high accuracy
- For 75% of programs we added relevant topics not in the EPG.
- Breaking news identified.
- Some challenges:
 - Speech is noisy, so anticipate for noisy results.
 - Less is more.
 - News is fluent so topic models become stale quite fast.





Chapters



SET POINT #4

Raducanu	USA	5	AD
Fernandez	GBR	4	

US Open

Elon Musk

Lady Gaga

Where chapters can help

Multi-topic programs where viewers may only be interested in parts

Enabling short-form viewing with long-form content



News



Sports



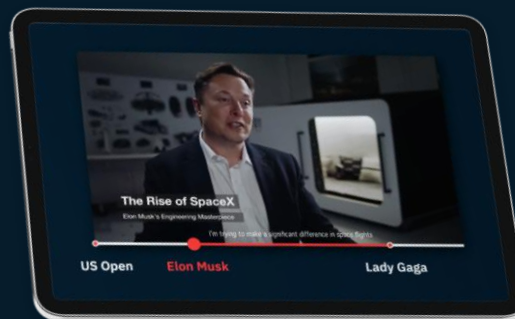
Variety talkshows



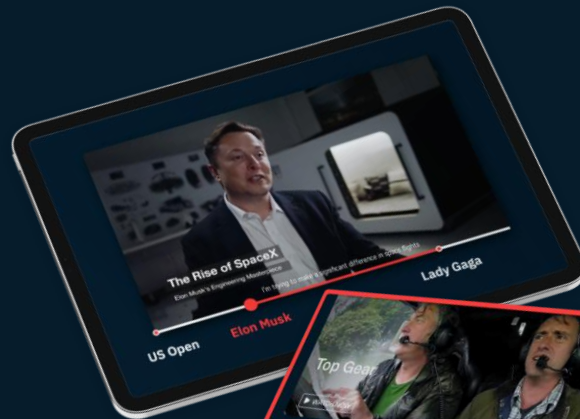
Actuality

Takeaways

- Viewers have a lot of great content to choose from, from many services
- Video services have high quality content, but the UI & UX does not always meet their viewers' needs
- A lot of video experience improvements can be done in an automated way, leveraging AI.
- The cases presented can easily be applied to HbbTV apps



Come visit our demo!





UNDERSTAND. DISCOVER. ENGAGE.

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