

2018



Corporació Catalana
de **Mitjans Audiovisuals**, SA

3

CATALUNYA
RÀDIO

HbbTV

An excellent partner on the way of Innovation

Francesc Mas CCMA S.A.

7th HbbTV Symposium – Berlin 2018

HbbTV - An excellent partner on the way of Innovation

- The red button of Super3 HbbTV
- New services on CS within EasyTV & ImAc projects
- Login service & personalised content recommendation
- How HbbTV can help on broadcast monitoring

The Red Button of Super3

On July 2017 the CCMA launched a new **HbbTV app specifically designed for the kids**

Super3.cat app promotion:

- Broadcast promotional video campaigns 2017 & 2018
- CCMA website.
- Official press release.
- Special dynamic HbbTV hook

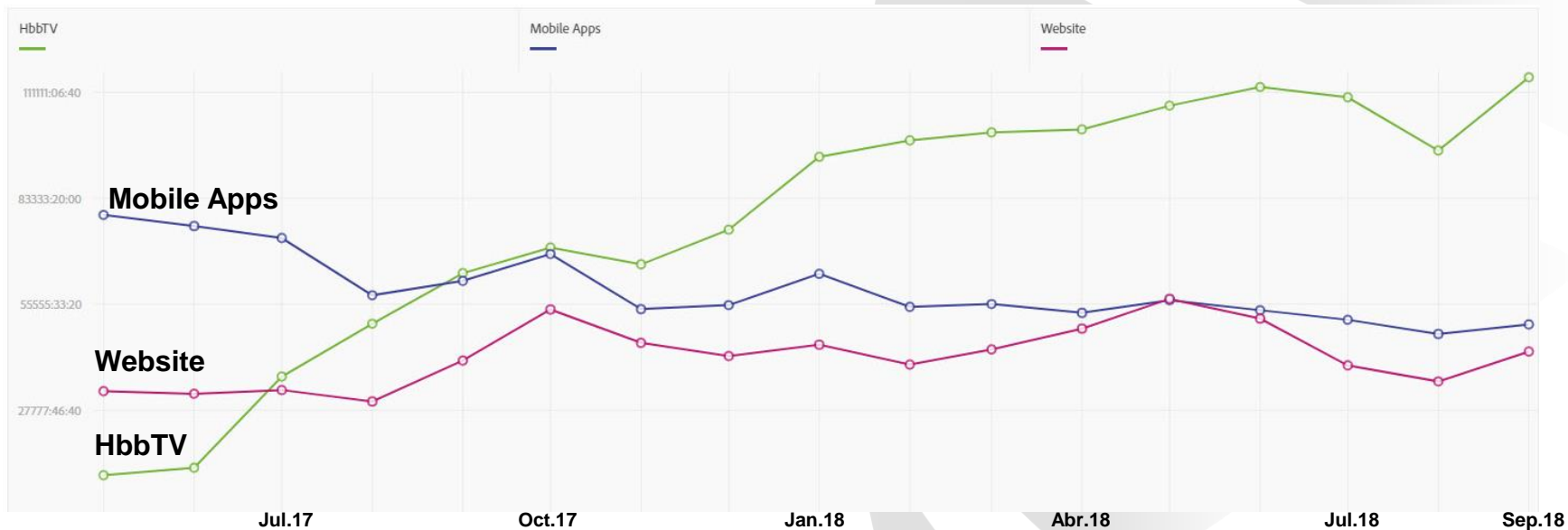


The Red Button of Super3



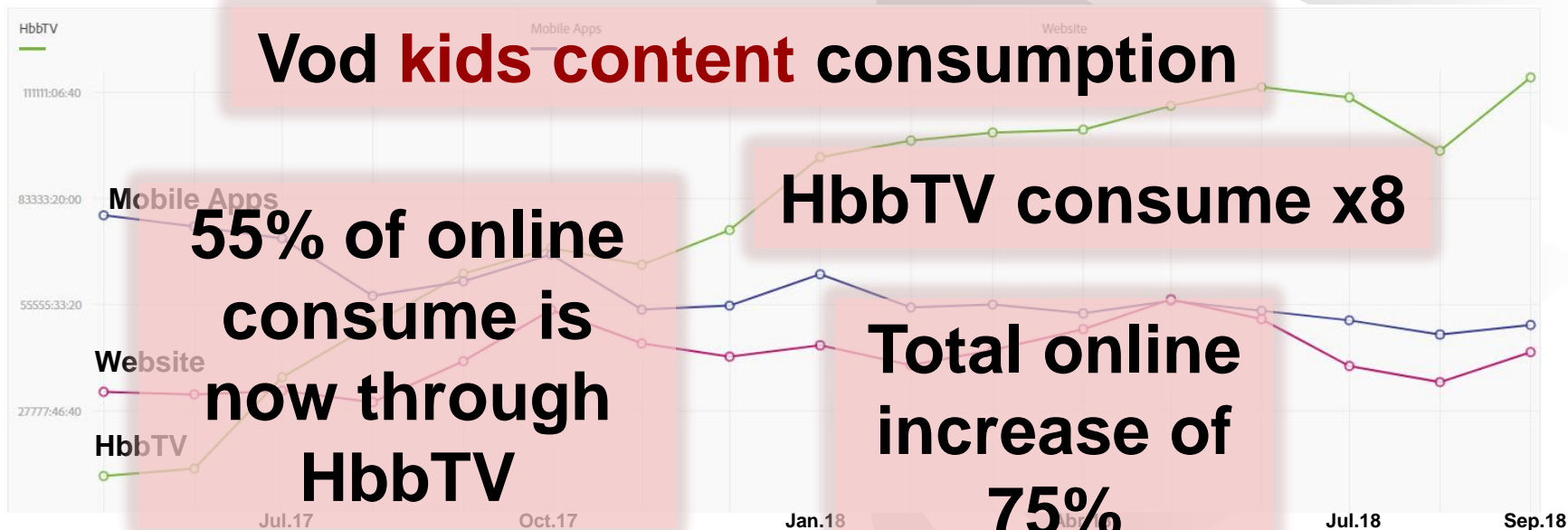
The Red Button of Super3

Children content consumption by platform (monthly time spent)



The Red Button of Super3

Children content consumption by platform (monthly time spent)



New Services on CS

European projects with CCMA participation

Audiovisual accessibility challenge:

- to foster wider availability of accessible media offerings to everybody
- to provide equal access to audio-visual services for all users, especially for persons with various degrees of disabilities (focused to visual, hearing and mobility impaired).



EasyTV & ImAc european projects are both targeted with this challenges

New Services on CS



Funded by the Horizon 2020
Framework Programme of the
European Union

EasyTV: Easing the access of Europeans with disabilities to converging media and content

- Develops media improved access services
- Makes distribution of novel accessibility features with enhanced multimedia visual and sound experience.
- Makes the production, management and distribution more easy, more flexible and more cost-efficient.
- Improves the personalization and interaction experience for all.

EasyTV Platform



New Services on CS

EASY TV

SERVICES



CAMPUS
DE EXCELENCIA
INTERNACIONAL

UAB Universitat Autònoma
de Barcelona



mediavoice



CANSE
Fundacion



EKETA
EDICIÓ I DIFUSIÓ D'ESPANOL I TÈCNIC D'INSTRUMENTS ANALÍTICIS



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arx.net
MOLTS MÈTODES



EASY TV

EasyTV: Easing the access of Europeans with disabilities to converging media and content

New Services on CS



Funded by the Horizon 2020
Framework Programme of the
European Union

- Explore how **Accessibility Services** can be integrated with **360° Immersive Media**
- Enable truly Inclusive, Immersive and Personalized Multi-Screen Experiences
- End-to-End Workflow: From Production/Edition to Consumption
- User-Centered Design



New Services on CS

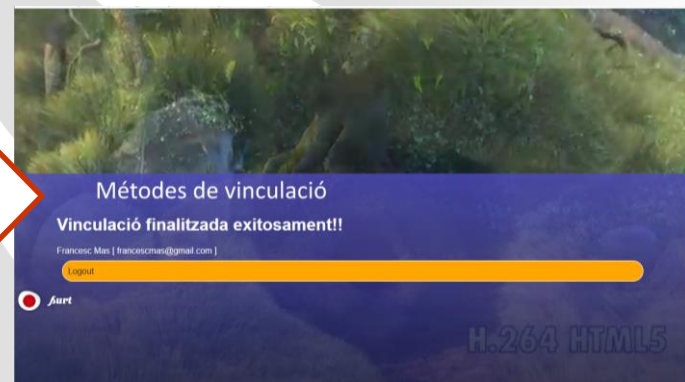
Synchronized content consumption:

- TV Directed content on HbbTV
- 360° immersive content (vídeo & audio) on CS




Login service & personalised content recommendation

- **Content recommendation** launched on web for logged users
- **Next steps:**
 - Deploy on HbbTV & apps
 - Open to not logged users



Login service & personalised content recommendation

A Alberto, et recomanem:



The screenshot shows a video recommendation interface. At the top, there's a header with a red circle containing the letter 'A' and the text 'Alberto, et recomanem:'. Below this, there are four video thumbnails arranged in a row. Each thumbnail has a play button icon in the top right corner and a duration in the bottom right corner. Below each thumbnail is the title of the video and the date it was recorded.

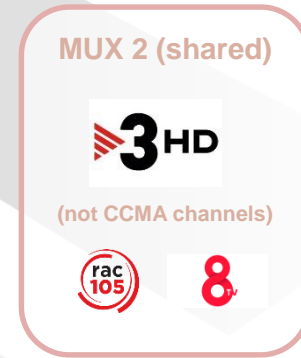
Video Title	Duration	Date
ELS MATINS	03:43:56	31/10/2018
POLÒNIA	00:30:17	25/10/2018
ESTÀ PASSANT	00:31:46	31/10/2018
PREGUNTES FREQUENTS	03:48:45	27-10, un any de la DUI

i Vols saber en què ens basem per fer-te aquestes recomanacions?

- Content recommendation will also consider live, broadcast and broadband content consumption.

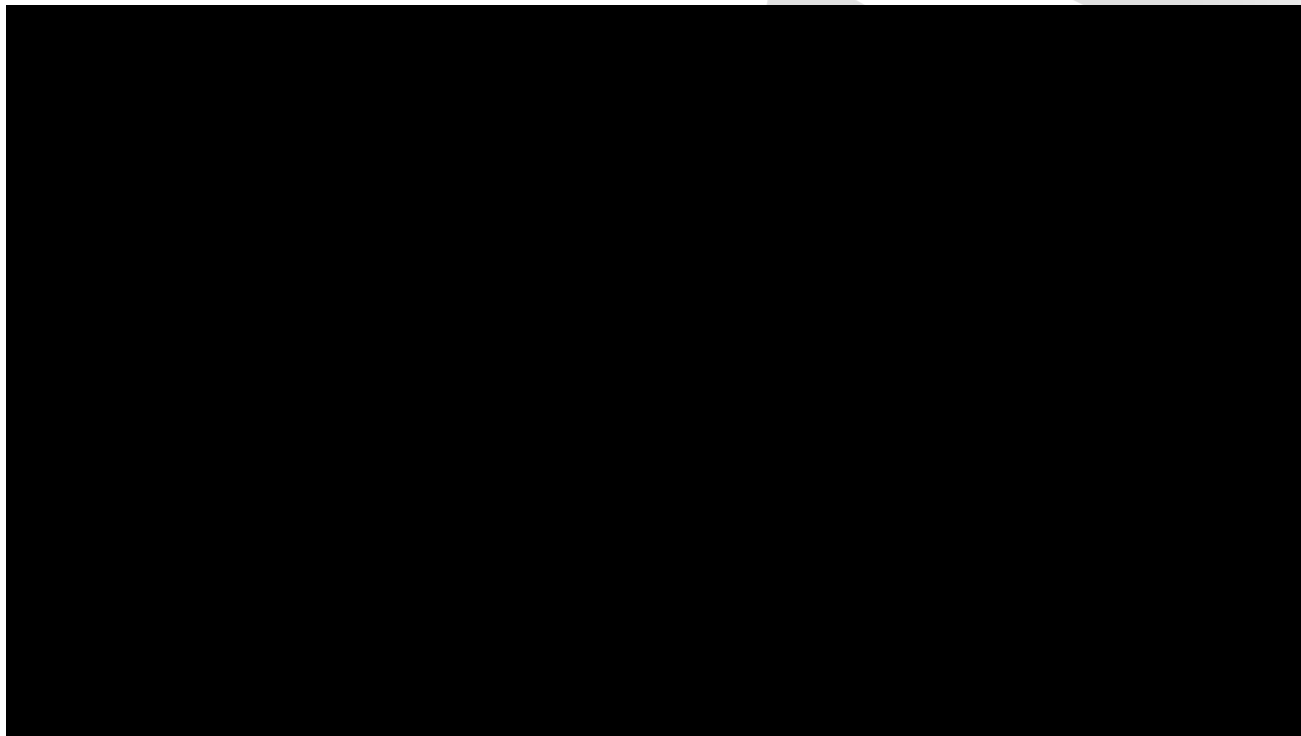
How HbbTV can help on broadcast monitoring

In April 2018 CCMA moved its channels to bring them together in a single MUX



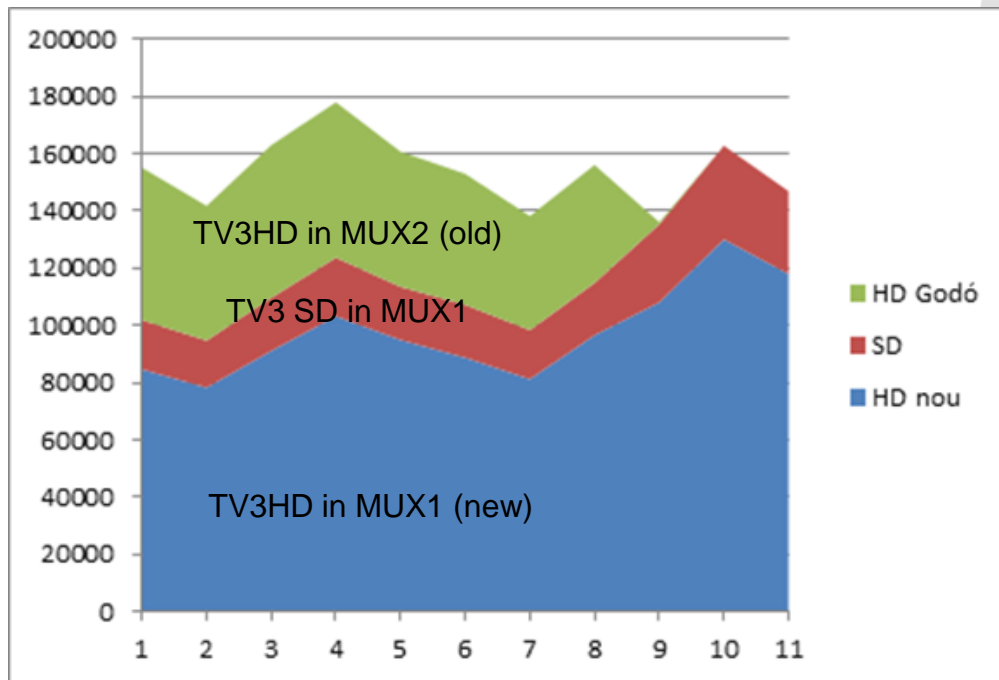
31st May it was foreseen to close 3HD broadcasting on MUX2

How HbbTV can help on broadcast monitoring



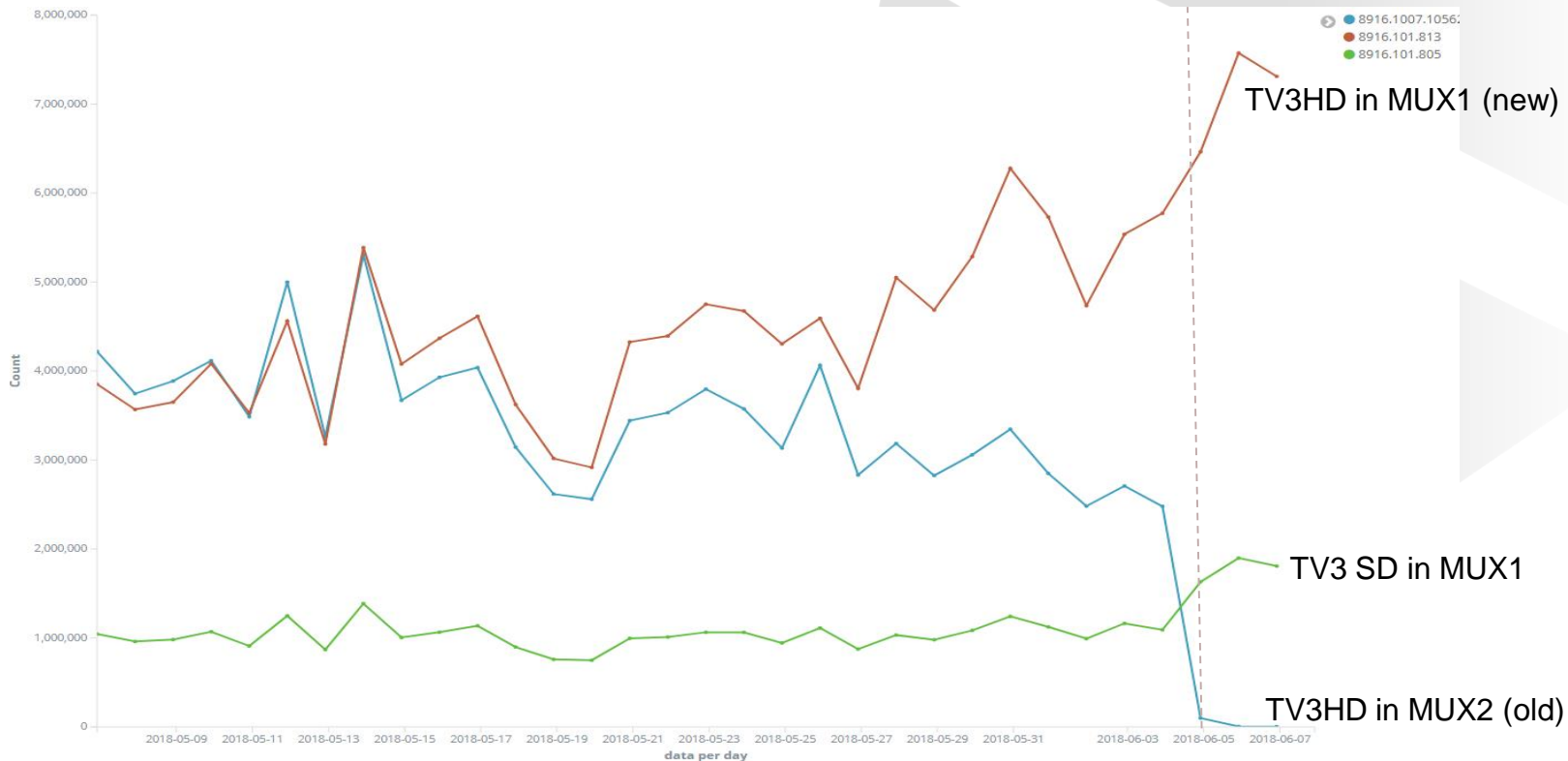
How HbbTV can help on broadcast monitoring

Data collected from HbbTV allowed to measure the state of re-tunning



Date	Hours	HD new	SD	HD old
28/05/2018	155.350	54,5%	11,1%	34,3%
29/05/2018	141.417	55,4%	11,6%	33,3%
30/05/2018	163.033	55,9%	11,4%	32,7%
31/05/2018	178.050	58,0%	11,5%	30,5%
01/06/2018	160.700	59,1%	11,6%	29,4%
02/06/2018	153.000	58,0%	12,1%	29,9%
03/06/2018	138.433	58,7%	12,4%	28,8%
04/06/2018	156.117	61,9%	11,7%	26,4%
05/06/2018	136.117	79,4%	20,1%	0,5%
06/06/2018	163.050	79,8%	20,1%	0,0%
07/06/2018	146.933	80,3%	19,7%	0,0%

How HbbTV can help on broadcast monitoring



HbbTV - An excellent partner on the way of Innovation

Conclusions

- **New HbbTV services with engaging features and personalized access services help to increase audiences**
- **HbbTV 2.0.2 allows further innovation and even more engaging content and applications, where CS will help to enjoy**
- **Powerful tools and data gathering – opportunity for data analysis**
 - to improve the recommendation of contents beyond VoD
 - to monitor much more than the audiences

Time for questions?

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