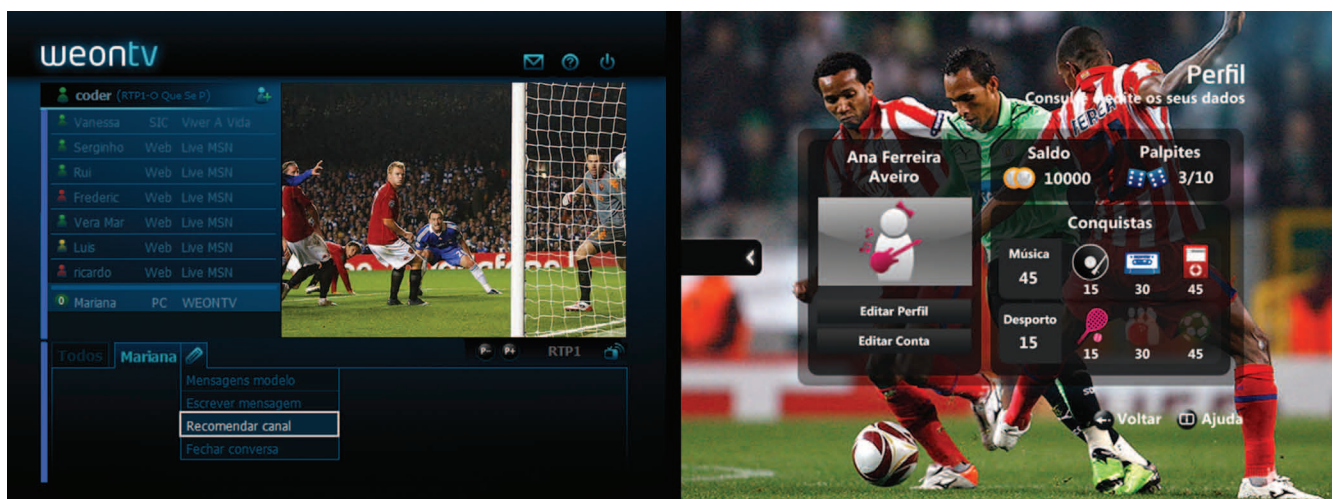


social iTV applications

jorge ferraz de abreu, pedro almeida

department of communication and art & CETAC.MEDIA – communication sciences & technologies research centre, university of aveiro



WeOnTV buddies and message centre | wize profile area

Research in the Social TV field has contributed to the development of interactive television applications that integrate social features exploring TV consumption as a promoter of sociability practices. Among these features, awareness of online users and viewed TV channels, along with text or audio communication services support the promotion of on-line conversations and other forms of social interaction among television viewers. In this context, the CETAC.MEDIA research group in Social iTV has been developing the following applications:

WeOnTV

A Social TV application to support interaction about TV content developed for the most popular IPTV service in Portugal – the MEO product. The application relies on the integration of Instant Messaging (IM) features on television allowing users to know what others are watching, to make program recommendations or chat in multiple formats.

iNeighbour TV

Although Social TV applications may be seen to target the younger generations, it also becomes possible to identify a potential interest in the adoption of these applications among a more socially isolated audience such as the senior citizens.

Developing an application to promote social networks dynamics among senior citizens and fight seclusion is the goal of the iNeighbour TV project. It aims to take advantage of television as a device of family interaction paradigms and strong penetration in Portuguese households.

Crossed TV Games – Wize application

This project aims to develop a social game to be integrated in an IPTV commercial service. New ways to experience TV content (e.g. talent shows or live sports events) by playing a TV related game on television is the expected outcome of this project.