

Discovering TV contents in a second screen – the Guider application

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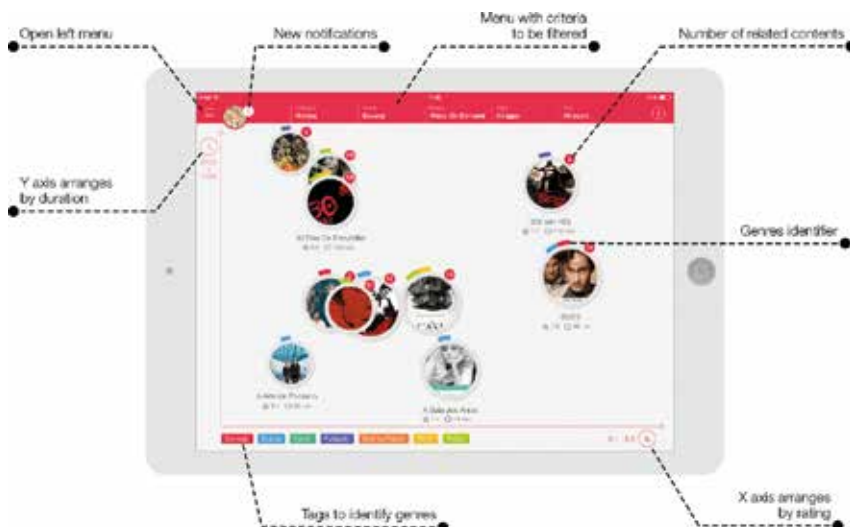
The actual trends in the TV ecosystem bring considerable social, organisational and technological challenges in the value-chain of Pay-TV operators. Among these are the global increase in bandwidth, the shifting of the storage capacity to the cloud, and the competitiveness of new over the top (OTT) content providers. In parallel, Pay-TV operators are presenting their customers with a huge offer of contents available from linear-TV, Catch-up TV and VoD services. To be competitive in this overloaded TV ecosystem, operators need to provide innovative and reliable solutions to foster the user experience, namely, when discovering the right TV content for a specific context.

Having this in mind, the Social iTV team of the Digimedia Research Unit developed the GUIDER App and, with the support of PT Inovação (currently Altice Labs) integrated it into the technical infrastructure of the MEO TV service.

This application designed to be used by TV viewers with second screen devices (iOS tablets) offers an original

interface for those “mindless zapping” situations where viewers do not know, in advance, what they are in the mood to watch on TV. The main GUIDER area is the discovery screen, structured as a multi-dimensional graphic that lays out the TV programs according to the set of criteria defined by the user. Programs are represented as circles and spatially distributed according to its IMDB classification (x axis) and duration (y axis). Users are able to choose any content (from linear and non-linear TV offers), find related TV programs, get the details on each program (including its trailer) and send the chosen TV program to the main screen.

The App was evaluated in Portugal and Brazil with a sample of 20 participants in each country. Despite the differences in the corresponding TV ecosystems, both countries demonstrated to be promising markets for this kind of applications, with Brazilians revealing an even higher perception of the added value of GUIDER. The conceptual model of the App was considered relevant as a second screen alternative to help users discovering TV contents to watch. This fact supports a possible decision to integrate it in a commercial version of a MEO app.



Promotional website: <http://goo.gl/zeknVV>
More information: <http://socialtv.web.ua.pt/>

