

Companion screens

Features and opportunities
provided by HbbTV 2.0



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BBC | Research & Development



Playing to the strengths of the mobile UX and social networks

“Cast”

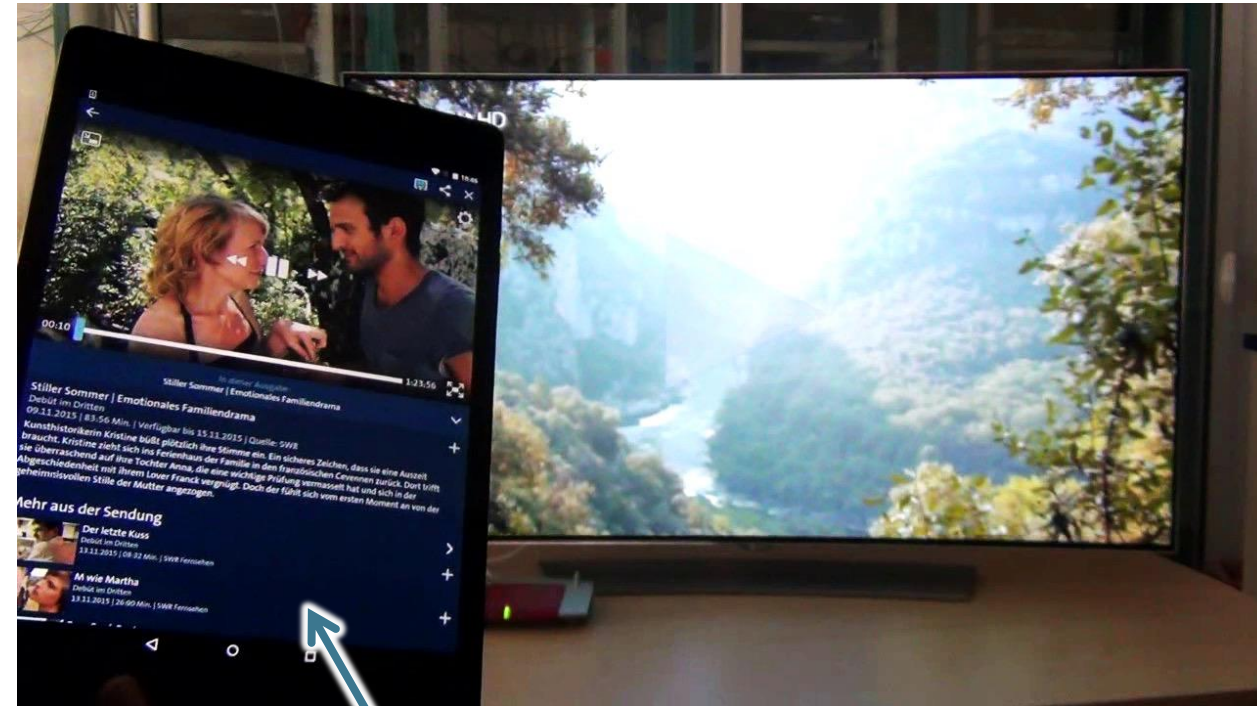
Use mobile phone app to browse available content.
Then choose to watch it on the TV.

Control play/pause/seek using the phone.

Richer content discovery and navigation
experience possible in mobile apps.

Possibilities to join up user journeys...

Enable users to journey from social sharing back to
TV viewing via your mobile app.



IRT/ARD “Mediathek” demonstrator

Social
connection?
Linked Data!



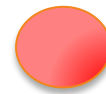
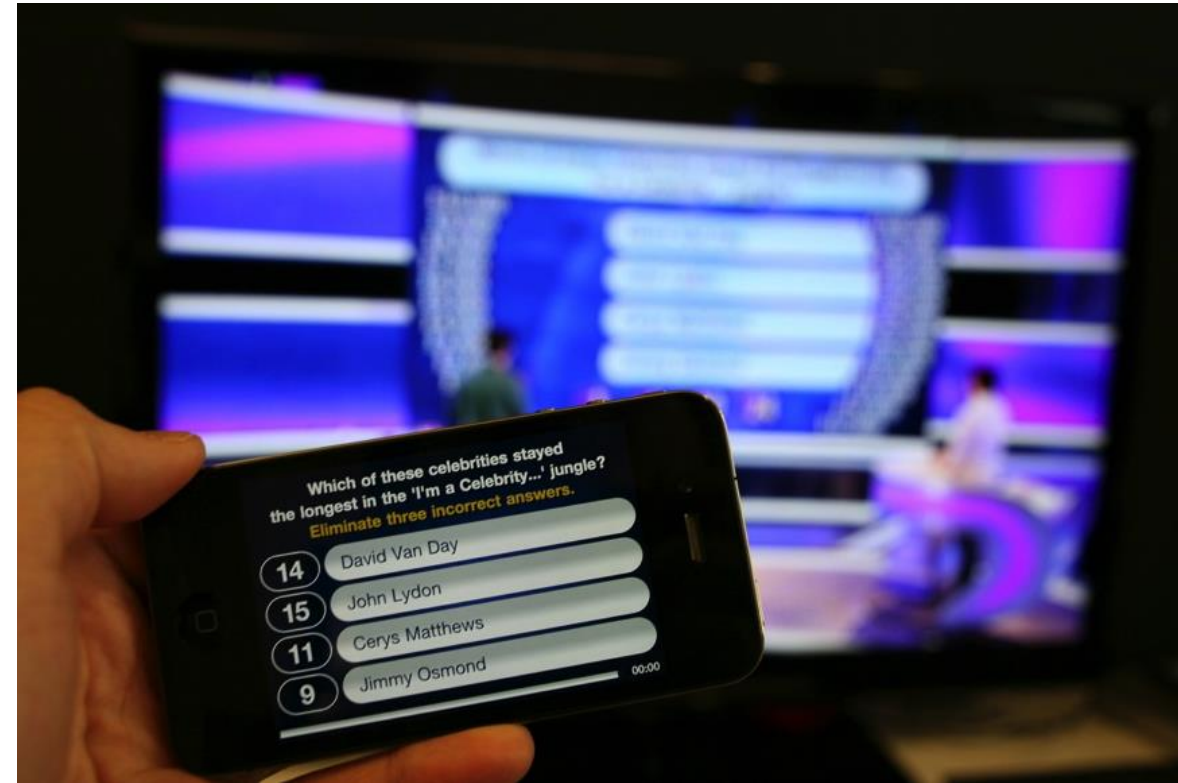
Bootstrapping the mobile app installation

“Launch and Play-along”

HbbTV app installs and/or launches a quiz companion app.

User plays along, answering the same questions as the contestant in the studio.

Use calls-to-action to encourage installation of mobile apps and provide enhanced experiences.



Press RED



Trigger mobile app install / launch

New kinds of value-added experience

*BBC
Companion
Sync
demonstrator
(IBC 2015)*



“Personal Synchronised content”

Audio description or alternative commentary streamed to an app on the phone and listen on headphones.

Avoid annoying everyone else in the room!



“Additional information”

Programme guides and additional programme information is brought up on the tablet automatically depending on what programme you are watching.

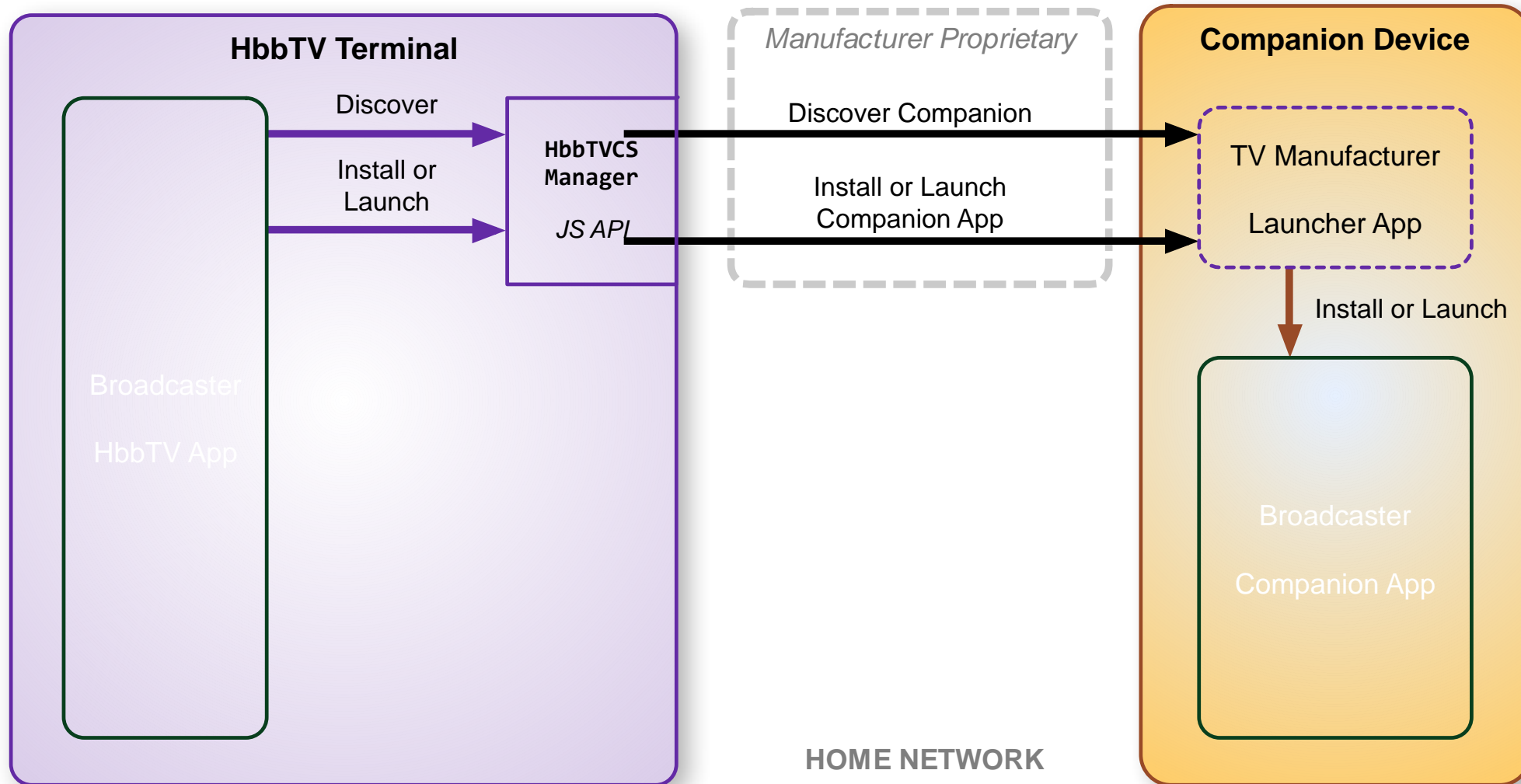
A toolkit of features based on *standardised* technologies

- TV discovers companion
- TV launches companion app
- Companion discovers TV
- Companion launches HbbTV app
- “App to App” communication
- Frame-accurate media sync between TV and companions

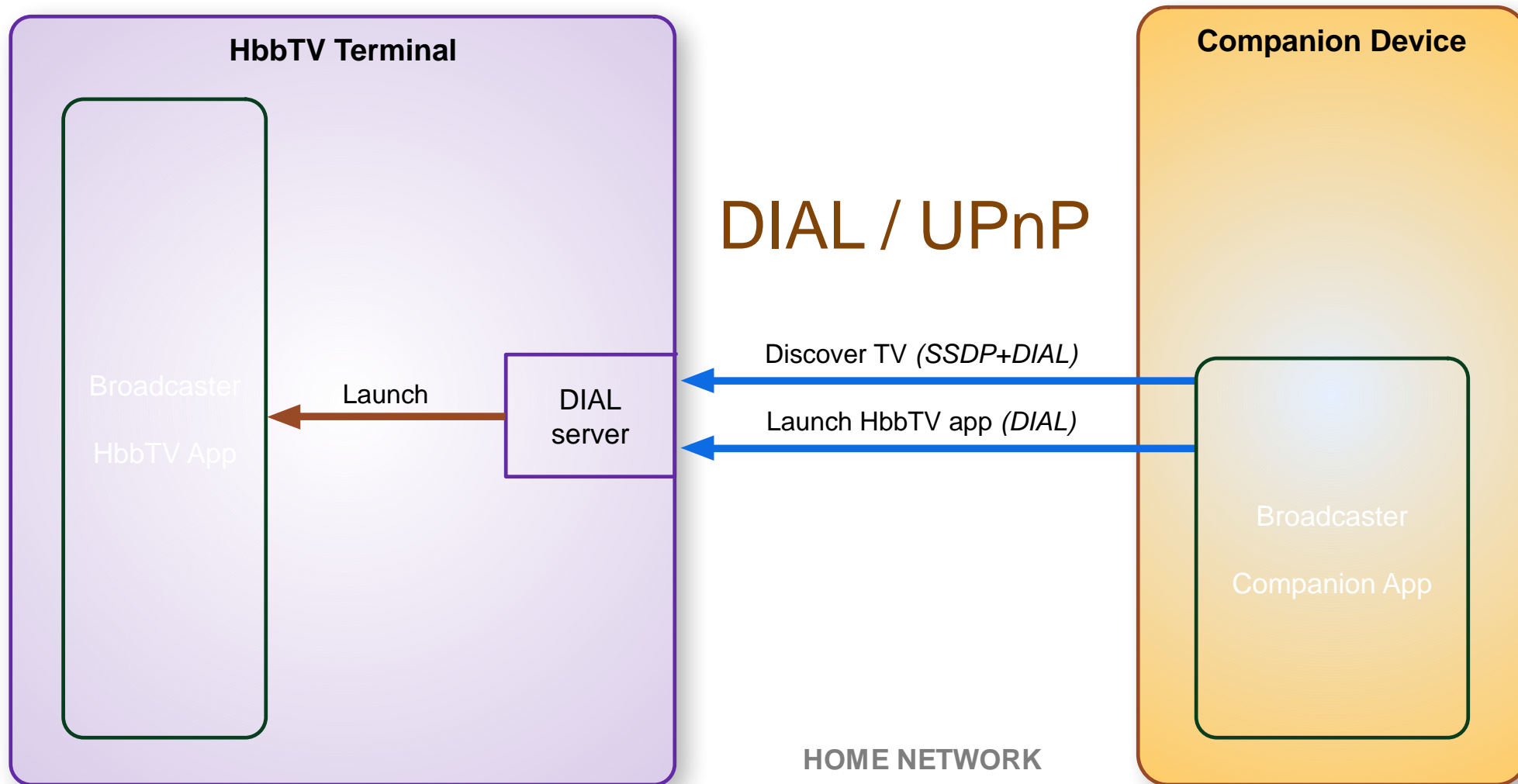
A toolkit that enables a wide range of use cases.

Broadcaster has the flexibility to choose what to use and how to use it.

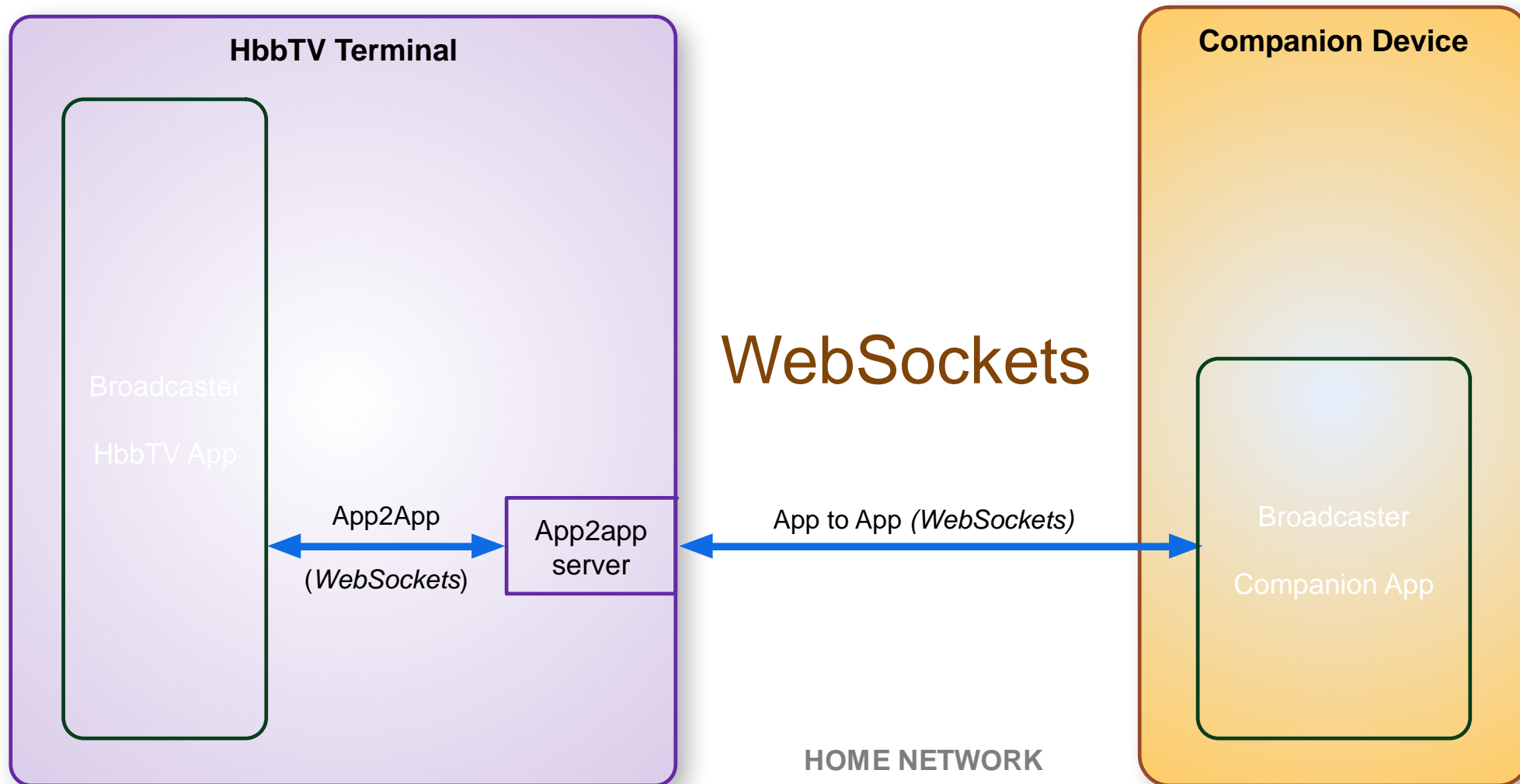
Technologies: launching apps onto companions



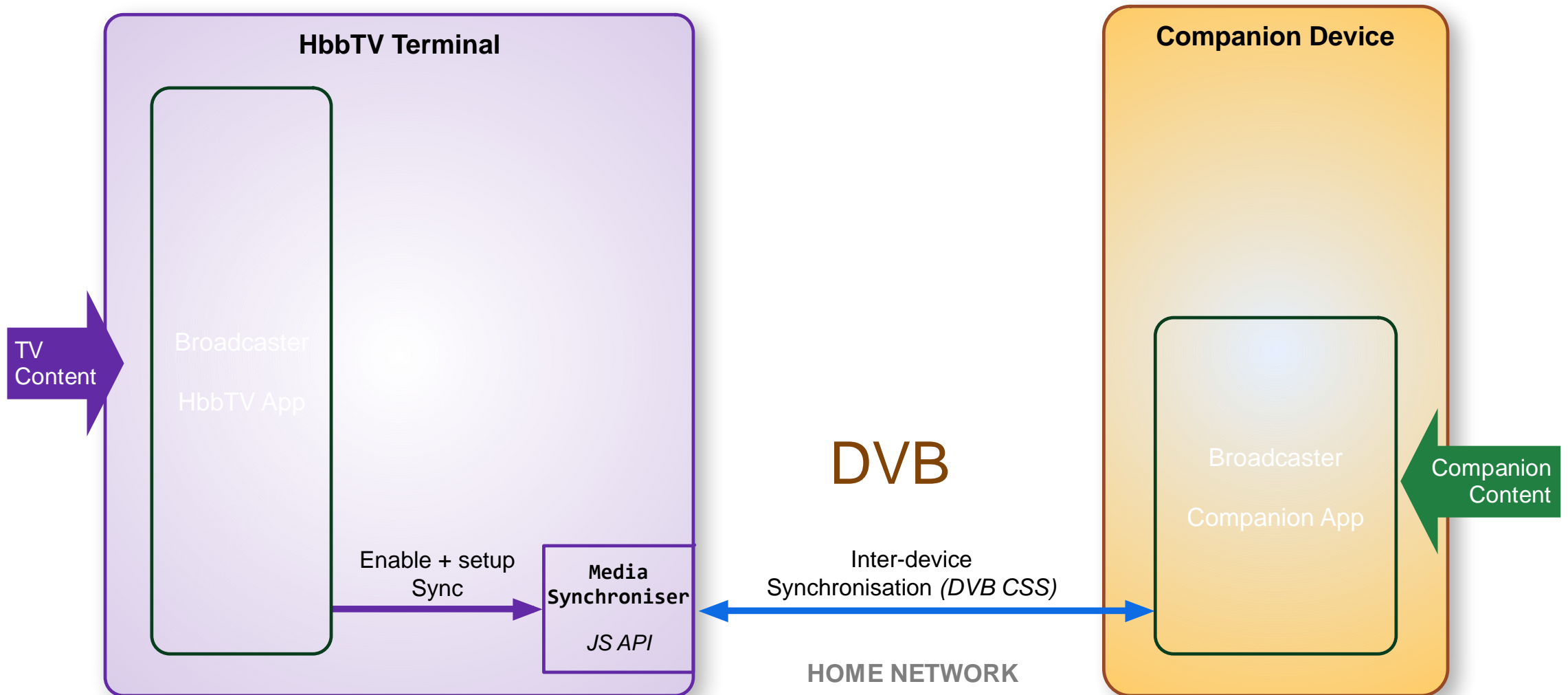
Technologies: launching HbbTV apps



Technologies: HbbTV apps communicating with companion apps



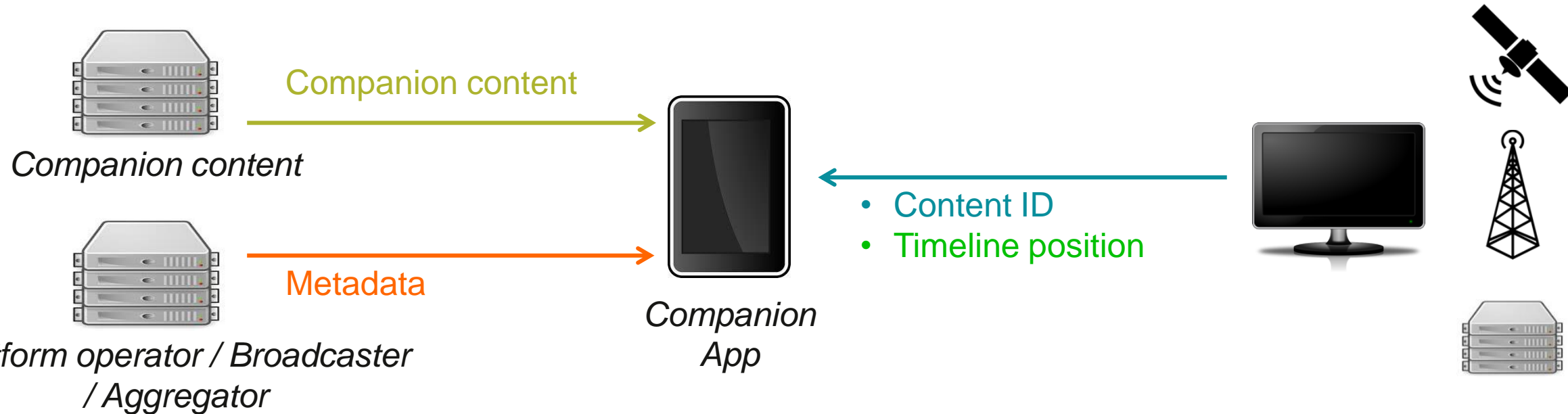
Technologies: frame-accurate synchronisation



Metadata to drive the synchronised experience

Companion is not controlled by the TV

- Metadata that translates the broadcast timeline to companion experiences ... provided via internet/cloud services (DVB standardised)
- Opportunities for platform/mux operators and metadata aggregators to provide this as a service



In conclusion

HbbTV 2.0 adds a toolkit to enable TV and mobile to come together:

- Utilise richer mobile user interfaces for content discovery and view on the big screen
- Enable journeys between mobile social sharing and TV viewing
- New value-added and premium experiences where companion is responsive and relevant to what you are watching and can be highly synchronised

HbbTV 2.0 uses open, standardised technologies to achieve this

Opportunities for metadata aggregators and platform operators

- Metadata service to provide the connection between broadcast and companion content

Thank you

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