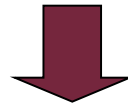# COTV
Community TV

Presentation by
Farid Meinköhn – Cybercultus

Why?

I. Media is turning all digital

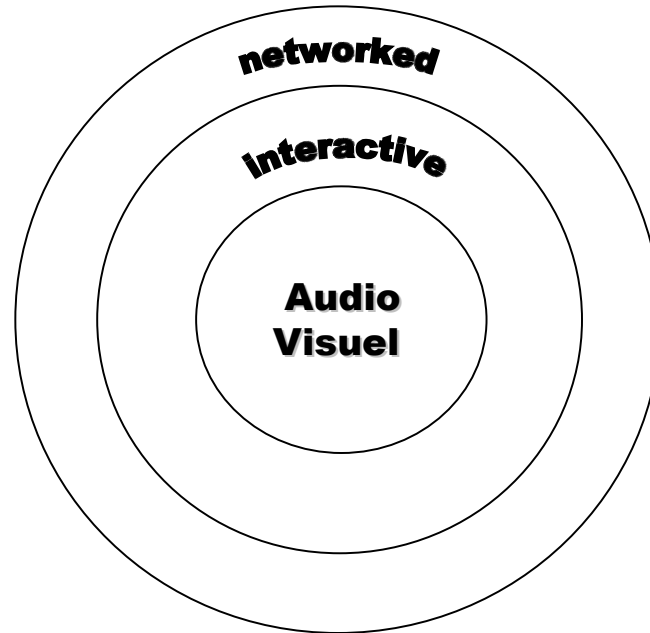II. Consumer behavior is changing
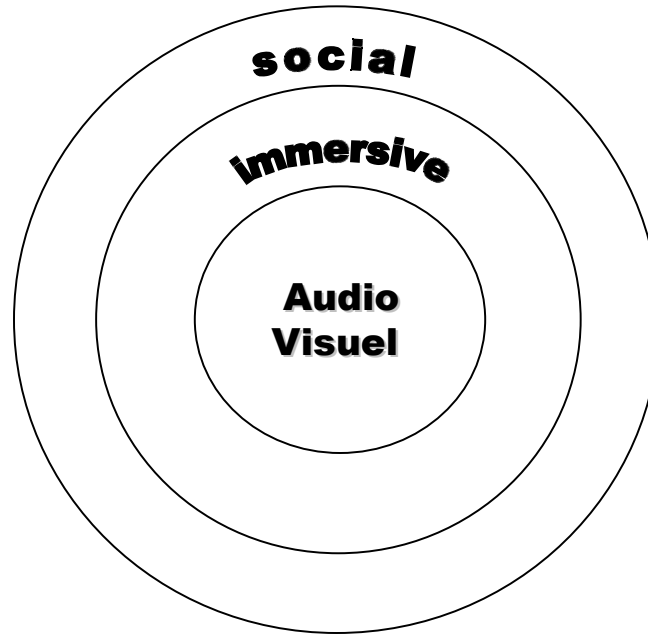
a major challenge for the TV/AV industry
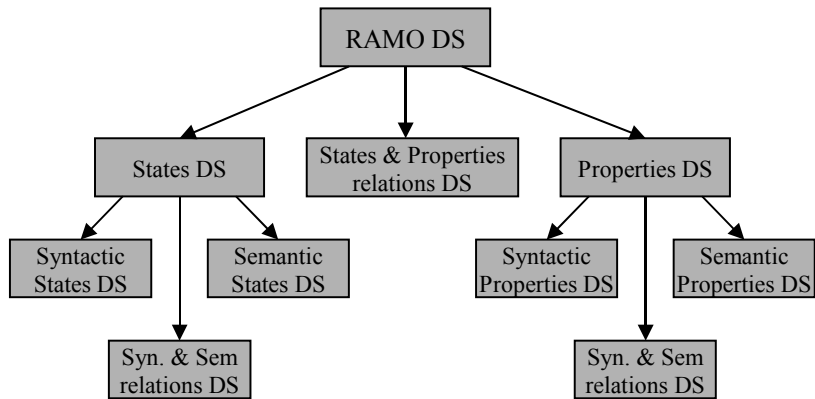
Why?

Today Media **is** →

networked

interactive

Audio Visuel

Why?

social

immersive

Audio
Visuel

Now
becoming →

↓

Immersive Social Media
Community TV

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Scientific innovation

RAMO XML description scheme

```
                    ┌──────────────┐
                    │   RAMO DS    │
                    └──────────────┘
              ┌───────────┼───────────────┐
      ┌───────────┐ ┌──────────────┐ ┌──────────────┐
      │ States DS │ │ States &     │ │ Properties DS│
      │           │ │ Properties   │ │              │
      │           │ │ relations DS │ │              │
      └───────────┘ └──────────────┘ └──────────────┘
     ┌──────┴──────┐               ┌───────┴────────┐
┌──────────┐ ┌──────────┐     ┌──────────┐ ┌──────────┐
│ Syntactic│ │ Semantic │     │ Syntactic│ │ Semantic │
│ States DS│ │ States DS│     │Properties│ │Properties│
│          │ │          │     │    DS    │ │    DS    │
└──────────┘ └──────────┘     └──────────┘ └──────────┘
      │                             │
┌──────────┐                  ┌──────────┐
│ Syn. & Sem│                 │ Syn. & Sem│
│ relations DS│               │ relations DS│
└──────────┘                  └──────────┘
```

Syntactic: Physical and logical structure   Semantic: meanings and events

RAMO smart objects structure

Object rendering processes	Object graphical representations	Object XML description
	Object interface	
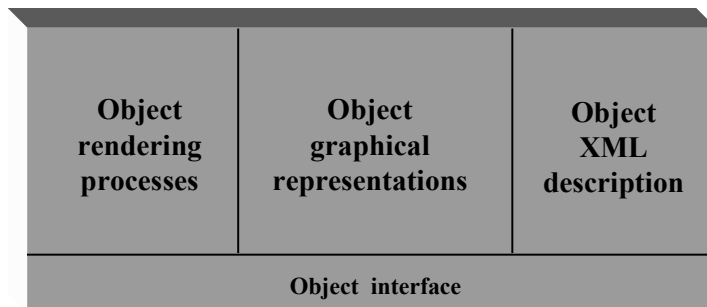
RAMO
Reactive and Adaptive Multimedia Objects

Smart Content

Application: Quiz Show
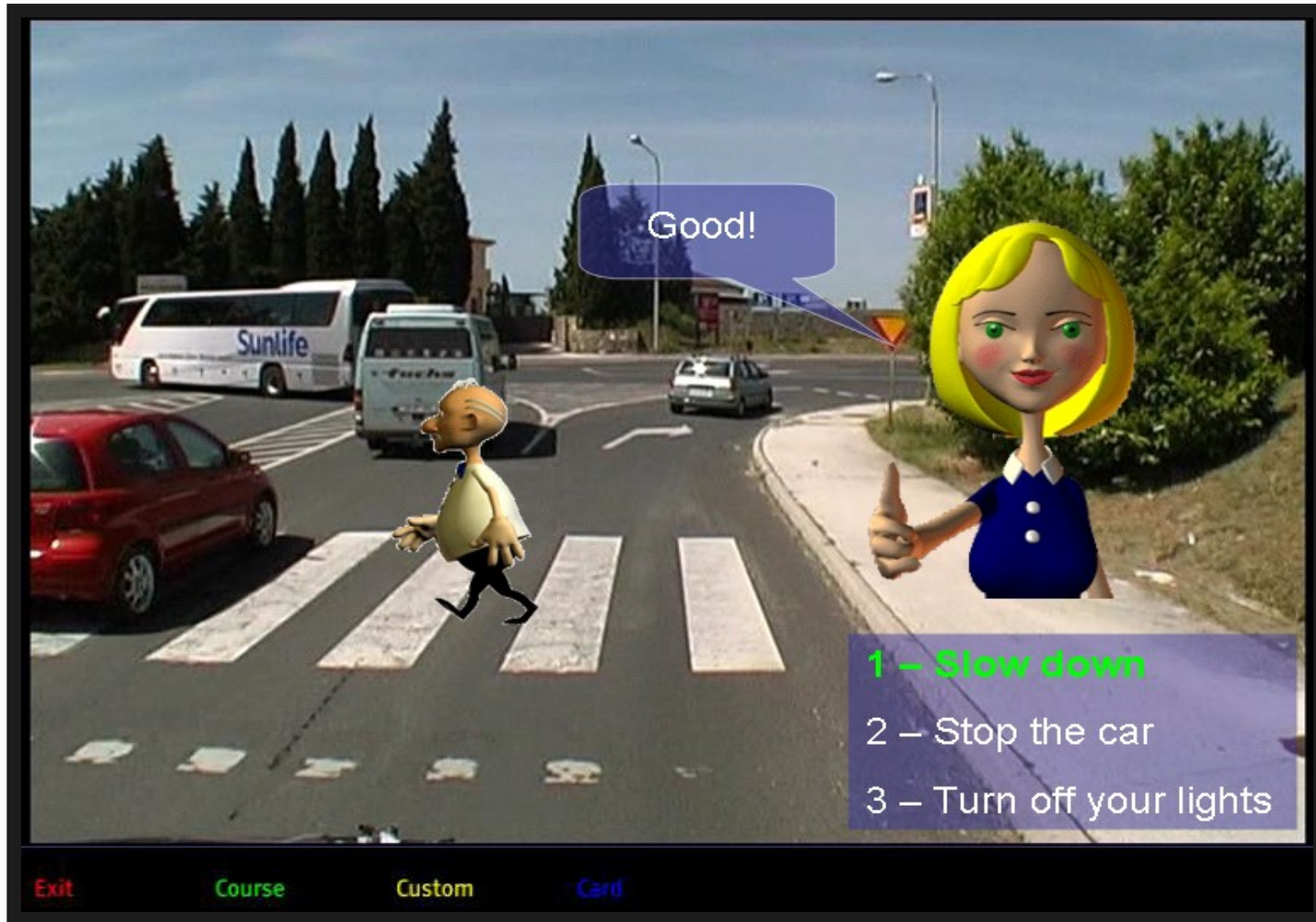
Application: COTV *(COmmunity TV)*

ISM Blogging

User Generated Content

Your favourite places in Prague

Professional Generated Content
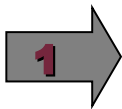
1 → INTRO | ? | | ? | END

2

3 — TV Blog

Template

COTV Blog : *Steps*

Broadcaster offers

Viewer interest

Viewer capture

Viewer content

immersive

User Generated Content provided directly from a mobile phone equipped with a camera

My TV blog title

Personal message

immersive

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User Generated Content provided directly from a mobile phone equipped with a camera

My TV blog title

Personal message

immersive

13
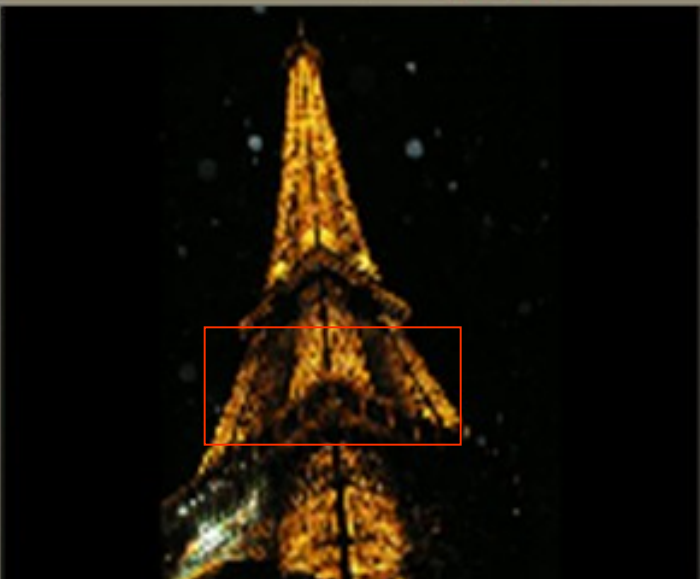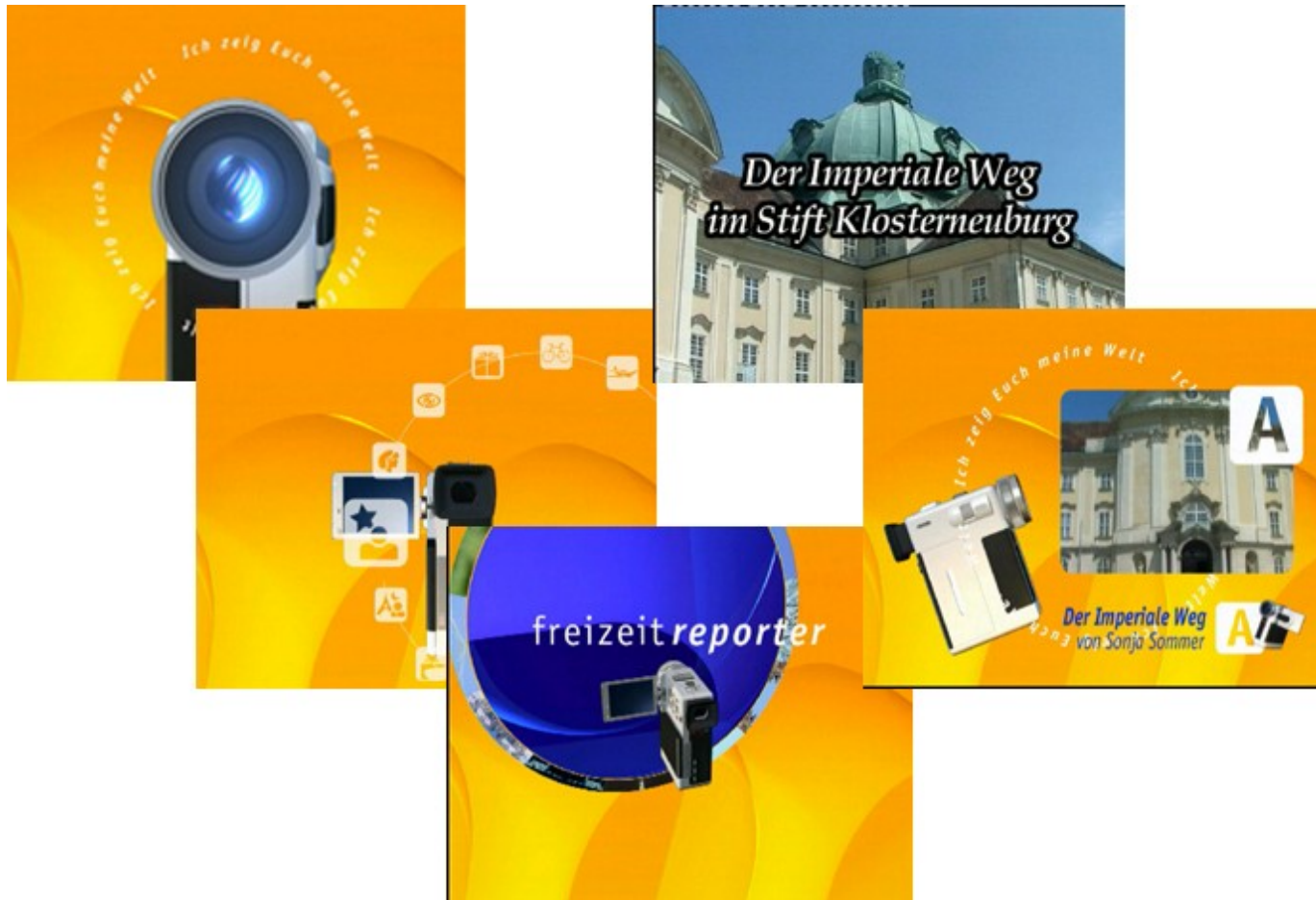
Web facilities (edit)

TV facilities (share)

Low cost TV Reciever

Mobile phone

Blu-ray PVR player (with Ethernet)

Low cost Reciever

AV Capture & Mobile phones

Blu-ray PVR player **(with built in tuner and Ethernet)**

AV Capture & Mobile phones

TV Set-Top Box

AV Capture & Mobile phones

Home Theatre PC

AV Capture & Mobile phones

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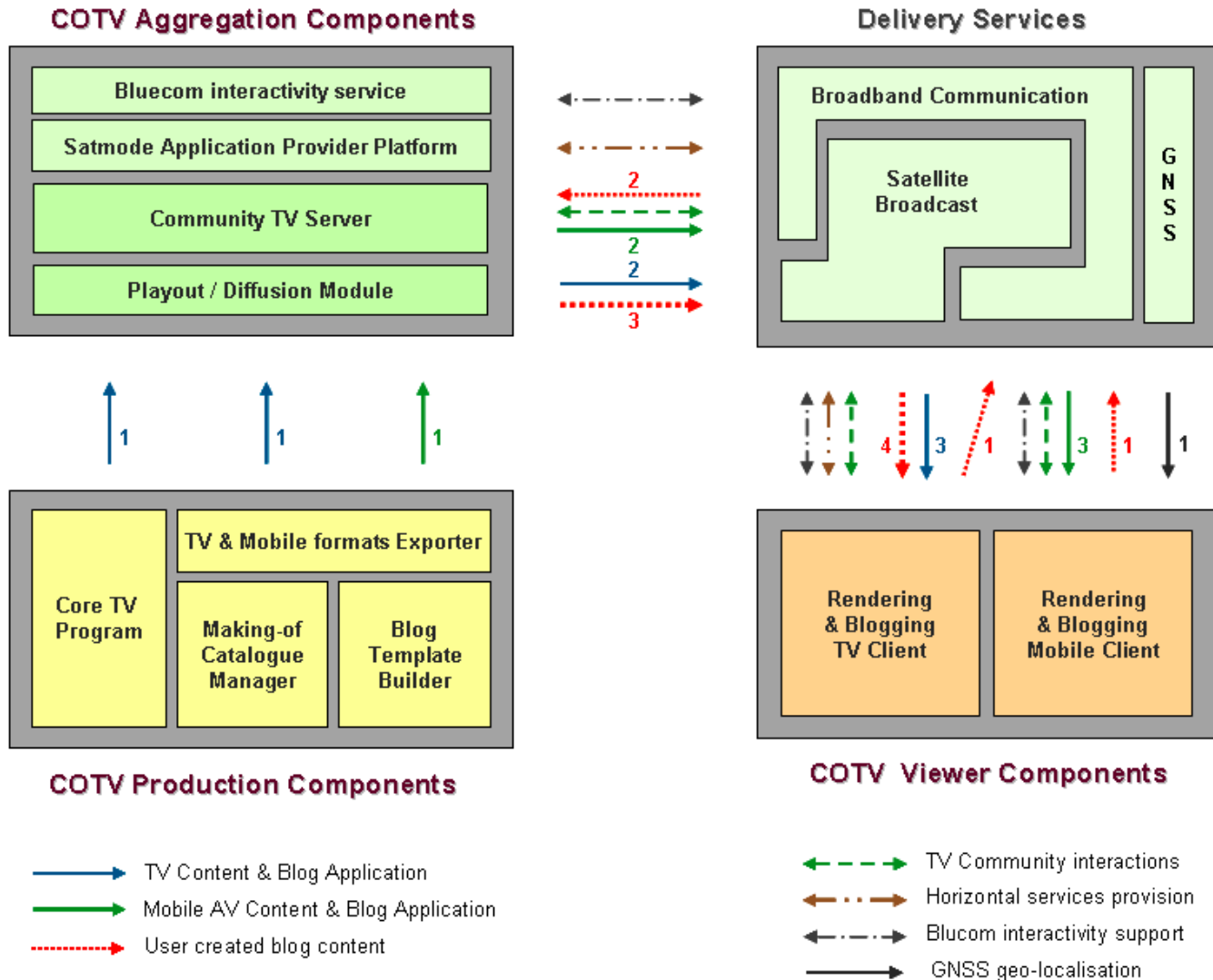
- **Passive individual TV Viewer**
- **Community passive TV Viewer**
- **Community interacting TV Viewer**

- **Casual Contributor**
- **Talented contributor**
- **Heavy Contributor**
- **Talented Heavy Contributor**

COTV Workflow

1 Format Development
- Initial Idea
- Define Type of UGC
- Define Look & Feel
- Edit Template

2 Format Launch & Promotion
- Publish "Challenge" on Web
- Start Radio & TV teasering
- Adress known user groups

9 Promote next issue
- Introduce next topic
- Release new material
- Adress quality contributors directly

3 Community discussion
- Forming of ideas
- Building of teams
- Critizism on the topic / format

8 Community Feedback
- User comments and votes
- Number of viewers
- Number and quality of Contributions

4 User Contribution
- Content production & Contribution By Teams & Individuals

7 Selection & Broadcast
- Select most interesting content
- Mix / Edit for broadcast

5 Community Publishing
- Publish content to Web
- Editor's Pick - Featuring Content
- Offer voting & commenting options

6 Feedback & Competition
- Comments from Viewers
- Users get motivated / demotivated
- Assist users with problems

Community Loop

Issue Loop

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Contributor Workflow

1 Read instructions

choose a challenge
download template

2 Find Team

Post message on challenge blog
get in touch and interact on team page

7 Feedback

check personal profile page
read ratings & comments
Editor Feedback

3 Shoot content

Use visual notebook
Generic Handy input
DV 16:9, SD / HD
Photo cameras

6 Community Publishing

Publish to community platform

4 Upload Content

Upload & annotate Content
web upload
iTV upload
mobile upload

5 Edit in template

BD-J Editor
Edit in Web (Flash Editor frontend?)

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COTV: *Benefits*

Professional tools	End-user applications
Products	**Products**
Smart objects libraries	Immersive interface
Thematic authoring tools	Expressing creativity
Community server	Community space
⬇	⬇
Benefits	**Benefits**
Extended TV content life	User enhanced experience
Multi-revenue streams	User Generated content
Viral customer base	User participation & sharing
Customer loyalty	Personalised services

Networked terminals / Cross-platform content / Multi-diffusion

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Many thanks

brought to you by

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SES Astra – GCS - Centre Henri Tudor

in collaboration with the

European Space Agency