

What interactive TV can learn from the Social Web

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Social TV is not only renewing the socialization around a content during consumption but, learning from the Social Web, it could be also a way to find content following suggestions by friends and people with similar interests. Adding interactivity to TV opens big opportunities in new way to promote and organize contents, starting from people and not only from contents and programs. Who creates the play list? People may also be characters and their fans. That's the real opportunity and challenge for Social TV. The future outlook is a TV where the entertainment is the content together with a new wide concept of anchorman as a person in a social network. People trust friends and characters they like. Trust networks and word of mouth are the future for TV recommendation. In our activities we are studying a way to link the Social Web experience with the TV one, designing concepts for interactive television as well as for a PC-based social media, exploiting elements such as tag clouds, personal space and suggestions around a controlled TV content domain.

Rossana Simeoni graduated in Computer Science and since 1992 she has been working at the telecommunications research center for the Telecom Italia Group. Since then, she has been involved in different area: Service Management, particularly Customer Relationship Management and service personalisation, Process Engineering; more recently she moved working in the field of new media and communication. She has been responsible for internal and European R&D projects and currently she is leading interaction design and technical activities to define and deploy an innovative paradigm for interactive TV (the inter-tainment paradigm in the DynamicTV project). She has a wide background of technical experience from internal projects, and in the R&D field. The focus of her interest is on Human Computer Interaction and Knowledge Based Systems.

Marina Geymonat was born in Torino, Italy. She graduated in Computer Science at the University of Torino in 1993 with a work on Network Management. In 1994 she joined the telecommunications research center for the Telecom Italia Group. Since then she has been working in different areas, with a strong participation in European projects and standardisation activities on ATM (Asynchronous Transfer Mode) technology. She now leads a research project for designing future interactive TV exploiting both the digital terrestrial channel and the broadband connection.