Advanced Technology for IPTV Services
(Personalized Viewing, Coordination of IPTV and Mobile Communications)

Overview

[Personalized viewing]
- Presents information on content selected from the huge VOD*1 libraries offered by IPTV services according to a viewer's profile (attributes).

[Coordination of IPTV and mobile communication]
- Associates an IPTV terminal with a cell phone terminal to allow data sharing, thus enabling enjoyment of IPTV services in various situations.

Features

- Recommends content according to family or individual profiles
- Dynamically and seamlessly links multiple recommendations for distribution as a single item of content (insertion of program publicity video; virtual promotion channel)
- Presents efficient personalized content information on the cell terminal using metadata shared with IPTV (mobile ECG*2)
- Sharing of resume and bookmark data, etc., between different terminals such as a cell terminal and an IPTV terminal

Application scenarios

- A service for listing the action movies you like by simply connecting to a TV
- A service for viewing channels of promotional programs that you select yourself
- A language learning service that lets you use time efficiently by resume viewing while commuting or during work breaks rather than only when in front of the TV
- Smooth viewing of interesting items selected from recommendations displayed on a cell phone and registered for TV viewing on the weekend

*1 VOD: Video On Demand
*2 ECG: Electronic Content Guide

- Display of personalized recommendations
  - Recommendations based on profiles (favorite genre search)
  - Ranking influenced by profiles (sex, age, location of residence, etc.)
  - Content search

- Cross-device resume
  - Resume viewing of same content on different terminals, such as IPTV terminals and cell terminals

- Virtual promotion channel
  - Dynamic composition of virtual promotion channels according to viewer preferences for delivery by VOD

- Insertion of VOD promotion video
  - Dynamic insertion of recommended and related program promotions in front of the main VOD feature

- Recommendations for family
  - Display of related content during or after VOD playback (collaborative filtering)
  - Profile-based recommendations (favorite genre search)
  - Ranking influenced by profiles (sex, age, location of residence, etc.)

- Shared bookmarks
  - Sharing of content bookmarks between different terminals, such as IPTV terminals and cell terminals

- Personalized viewing
  - Sex
  - Age
  - Address
  - Preferred genre

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