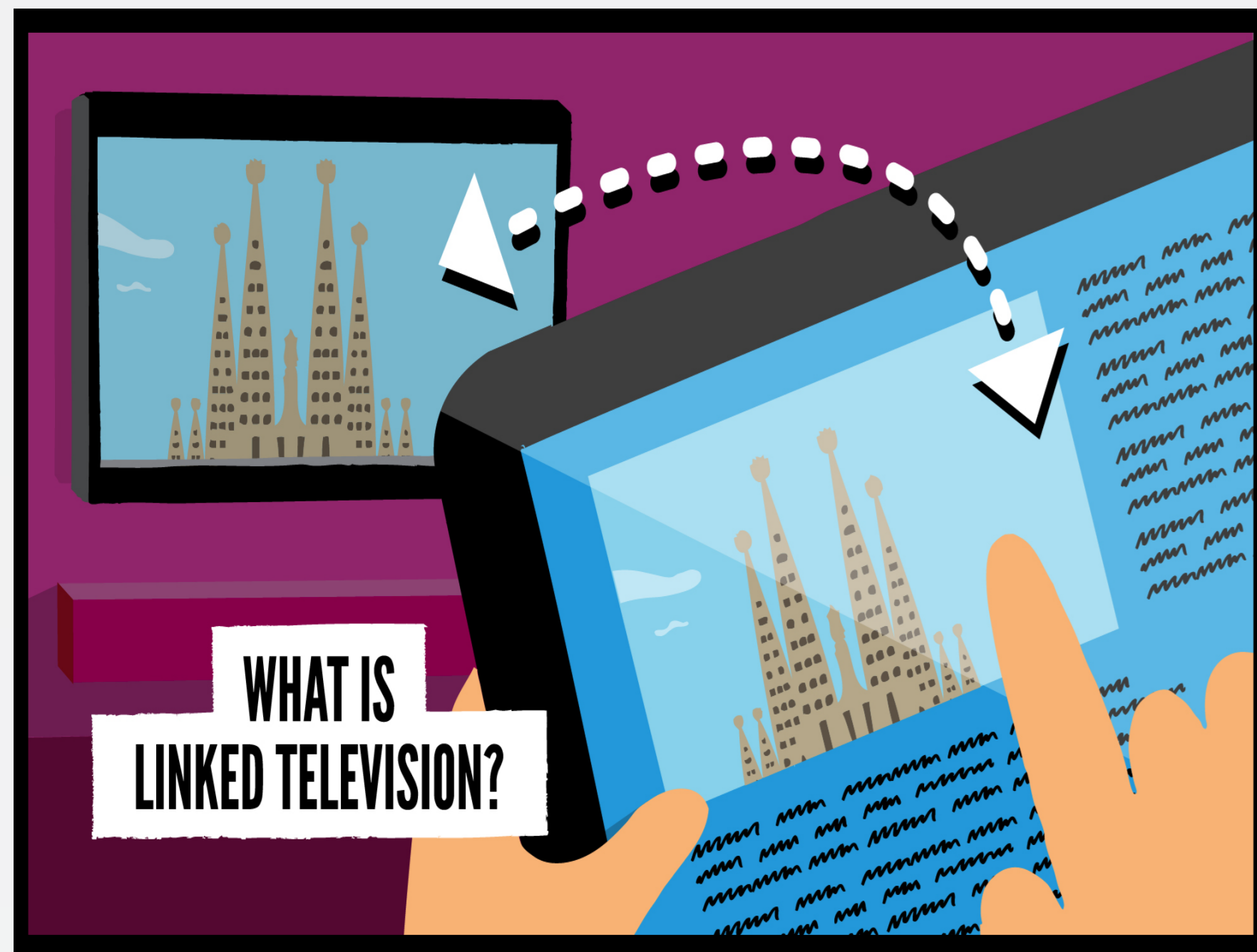


Web and TV seamlessly interlinked

LINKEDTV

www.linkedtv.eu

What?

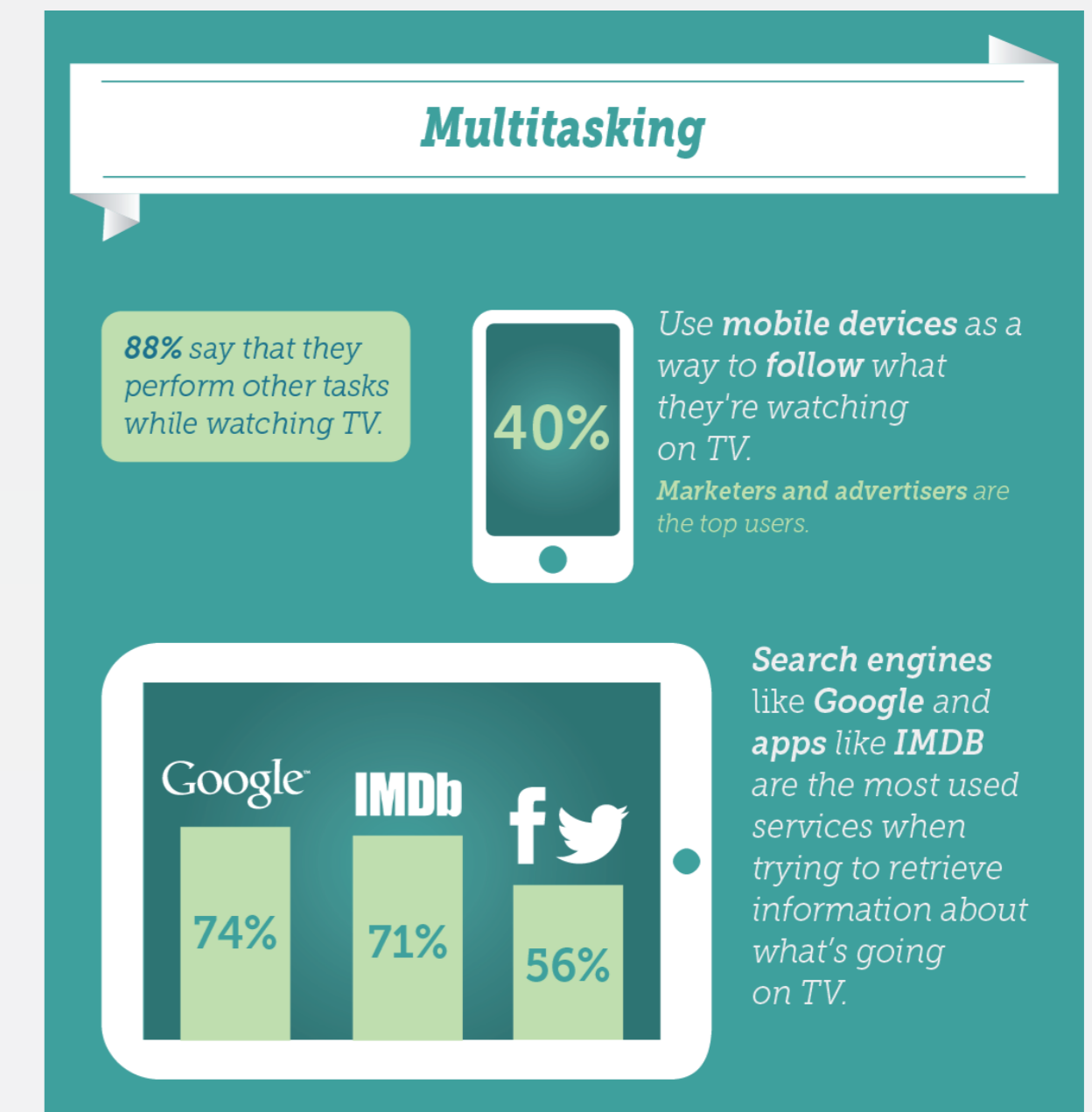


There are ever more Internet-connected devices and consumers are increasingly seeking information on the Web while watching TV or other audiovisual programming.

Currently, user options are limited. Googling only works if you know what you are searching for. Mobile apps which 'sync' to TV can identify the program but can't tell you what's in it.

LinkedTV aims for a generic solution for identifying the content of TV programs and adding links to related Web content.

It provides a means to semi-automate the annotation and enrichment of TV as well as to build client applications that can sync the TV program with the related content across screens.



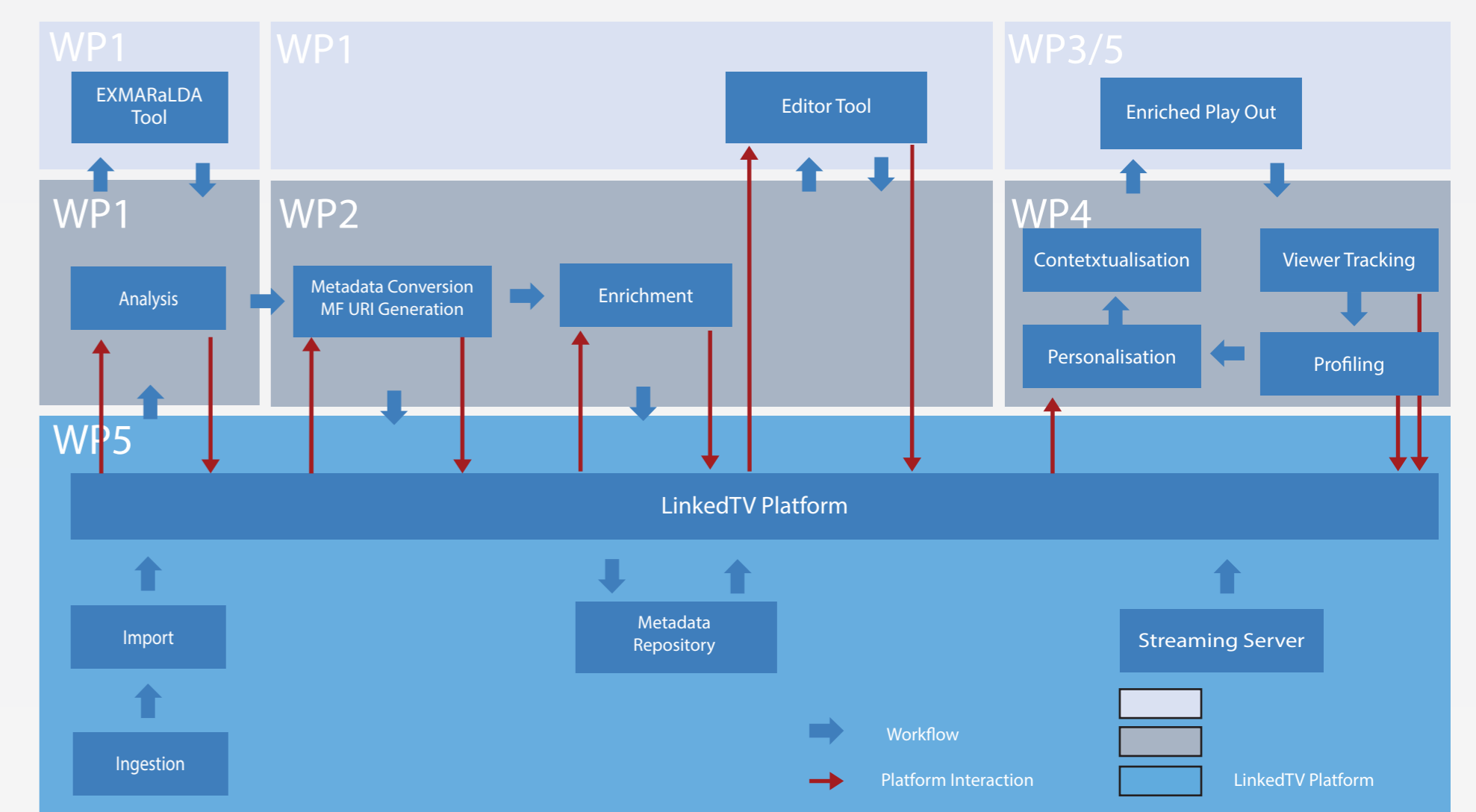
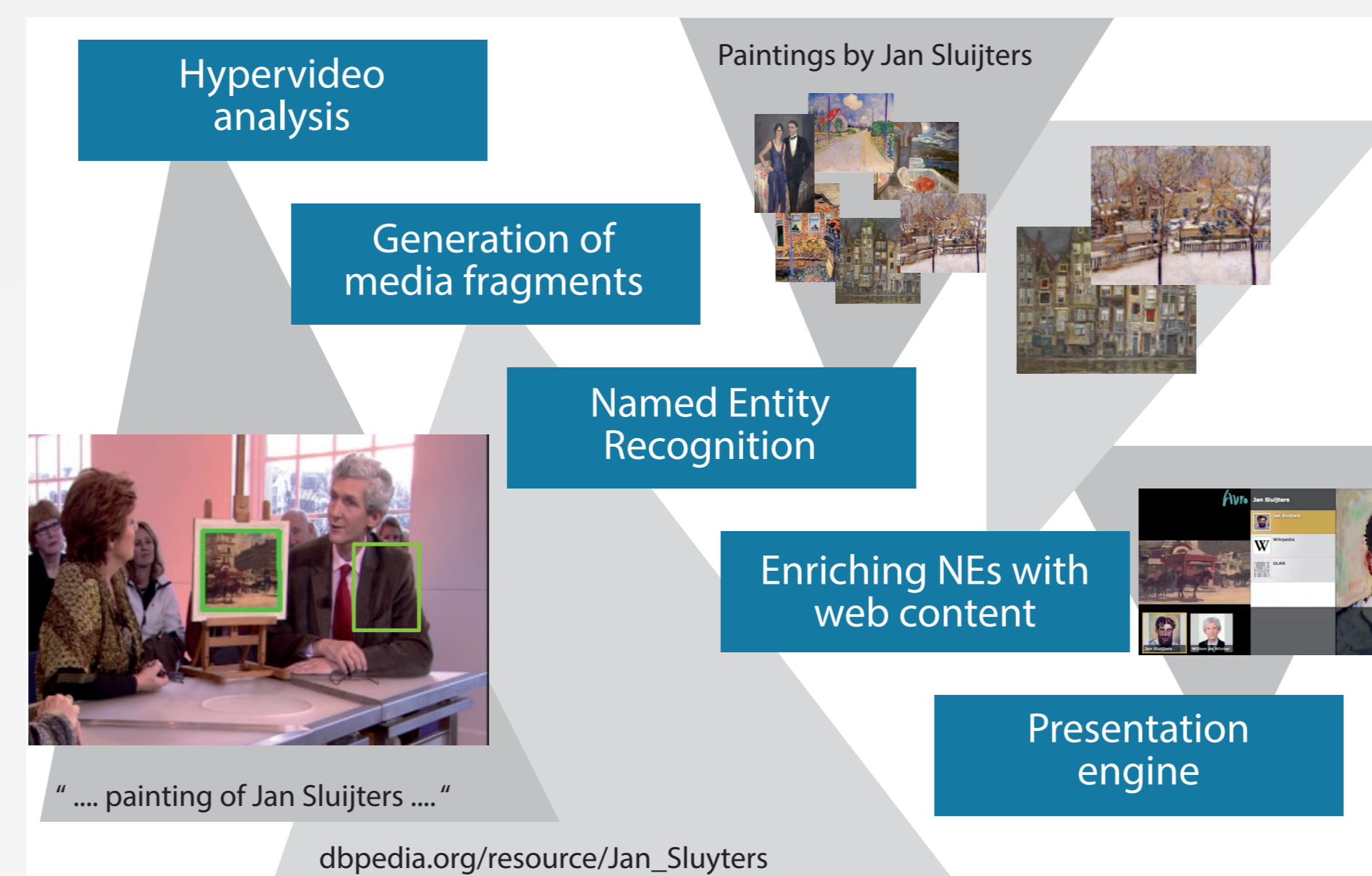
Part of infographic courtesy <http://socialtvweb.ua.pt>

How?

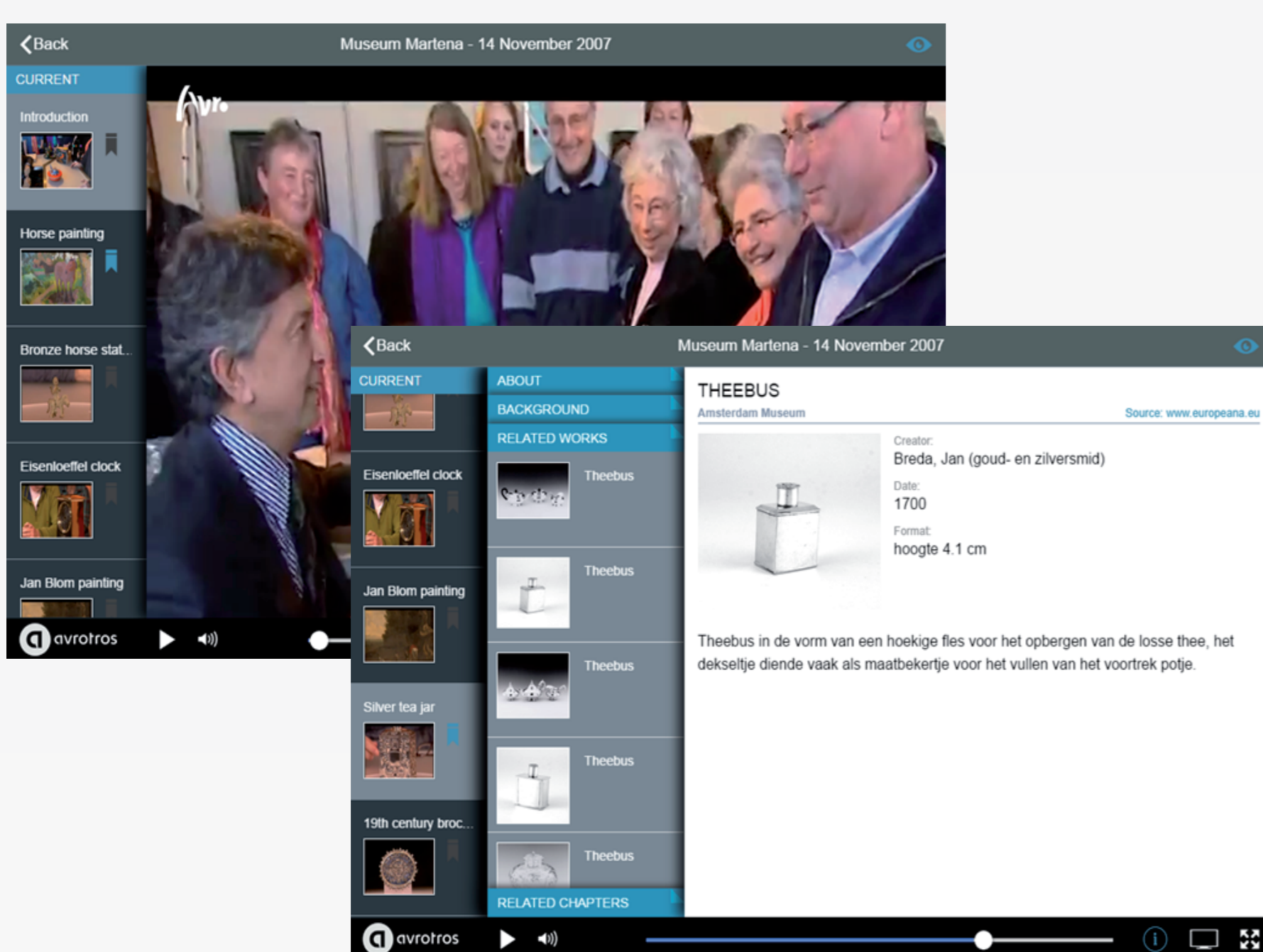
LinkedTV provides a Platform which integrates the functional components of linking TV and the Web:

- Media segmentation and analysis
- Semantic annotation of video fragments with concepts identified using online domain ontologies
- Linking fragments to related Web content (enrichments) based on their semantic annotations
- Personalisation of the enrichments according to user behaviour and interest
- Adaptation of the enrichments to the end device

The full workflow of TV program enrichment is available to media owners via an easy to use Web API and dashboard.



What? - the LinkedCulture application



The TV program Tussen Kunst & Kitsch (TKK), courtesy of the Dutch broadcaster AVROTROS, shows members of the public having their antiques appraised by experts. User trials validated that TKK viewers would be interested to explore similar objects, styles, artists etc. initiated by antiques they see in the show.

LinkedTV's MultiScreen Toolkit provides client applications with an API to access TV program annotations and enrichments from the Platform as well as synchronize video and related content across multiple screens.

In the LinkedCulture application, a user accesses TKK episodes from the AVROTROS archives which have been enriched by LinkedTV. Episodes are split into chapters, each having one art object being appraised by the experts. Based on the annotation of the art object in each chapter, the user can access background information about the object's characteristics as well as browse related TKK chapters in the AVROTROS archive and related art objects from Europeana.

Users can cast the TKK program to a connected screen in order to browse enrichments in parallel or bookmark the chapter to finish viewing first and then return to browse the additional links.



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