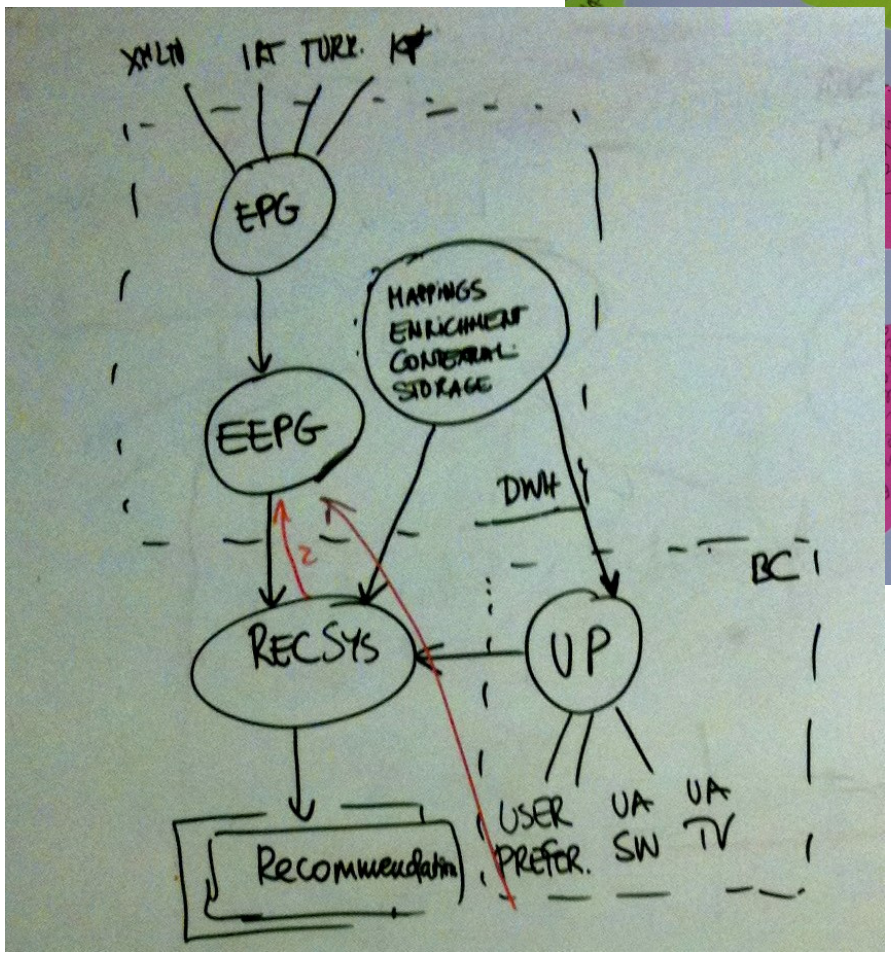
# Telling stories: the ideas behind

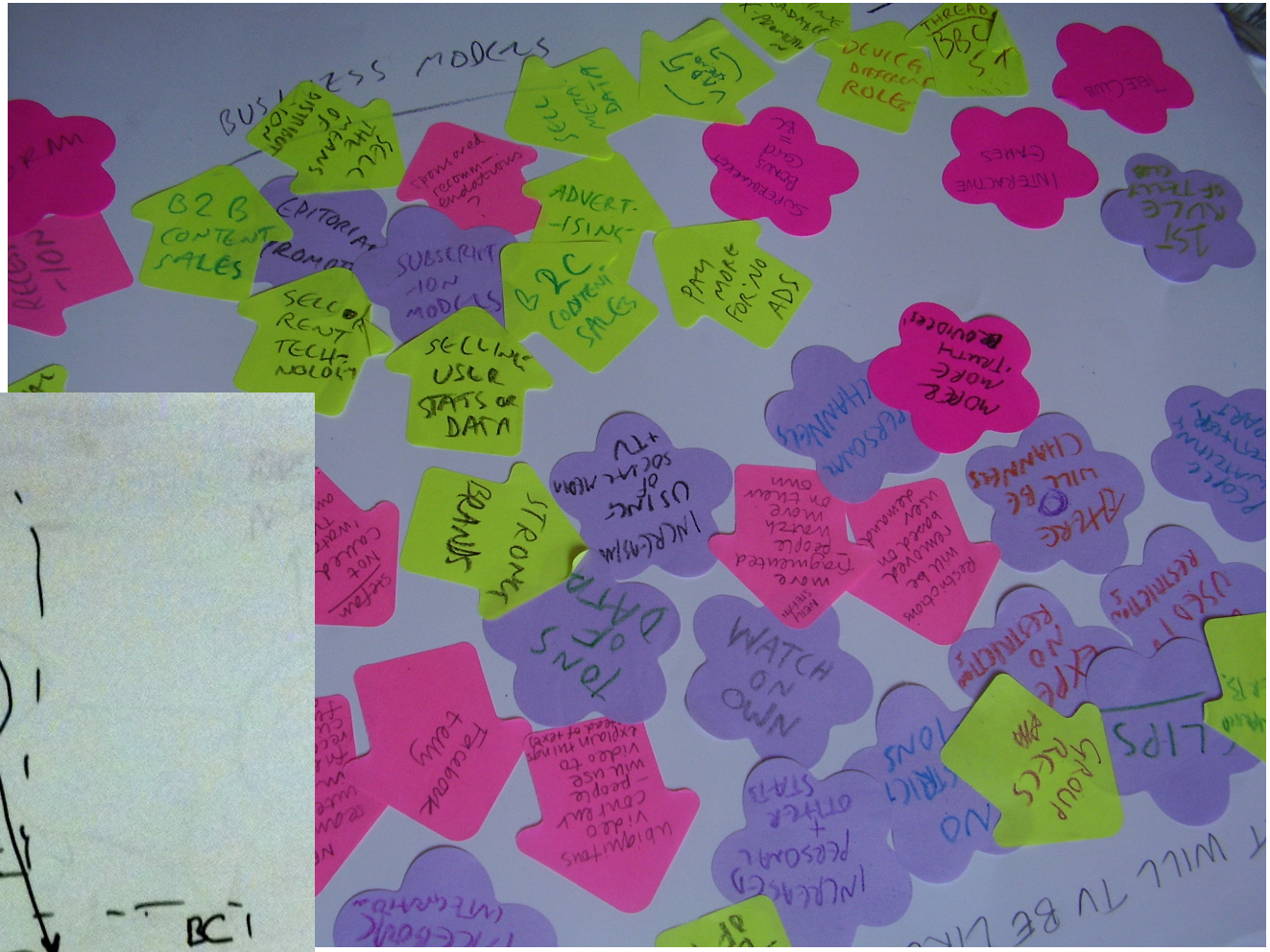
Vicky Buser, Information Architect, BBC R&D

BBC

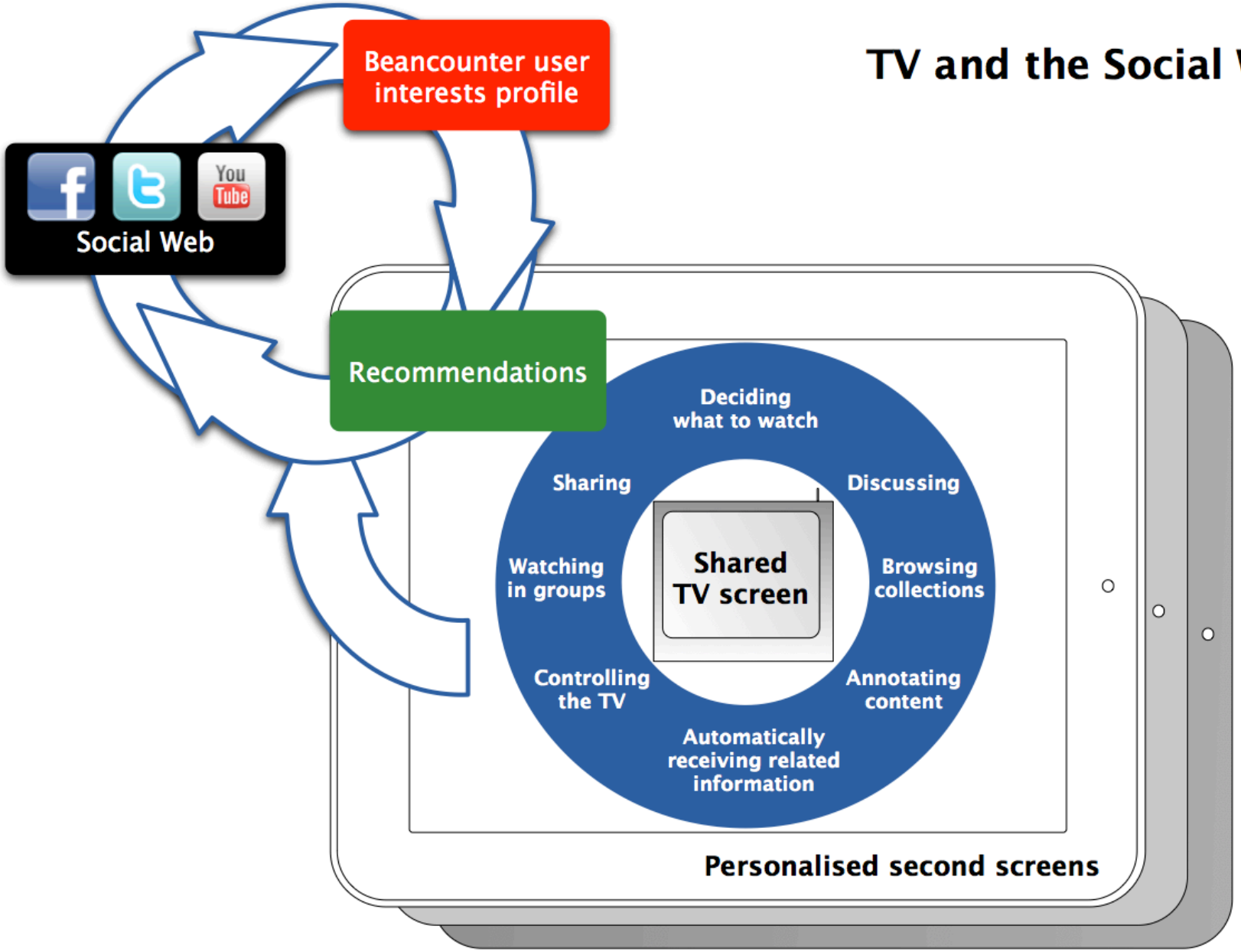
If people don't understand what you're talking about, you can’t build it.

# Ideas not products


XMLTV
IATTURK
EPG
EEPG
MAPPINGS
ENRICHMENT
CONTEXTUAL
STORAGE
DWH
RECSYS
UP
BC
Recommendation
USER
PREFER.
UA
SW
UA
TV


BUSINESS MODELS
B2B CONTENT SALES
B2C CONTENT SALES
ADVERT-ISING
SUBSCRIPT-ION MODELS
SELL OR RENT TECHNOLOGY
SELLING USER STATS OR DATA
PAY MORE FOR NO ADS
BRANDS
WATCH ON OWN
INTERACTIVE GAMES
THREADED BBS
DEVICES DIFFERENT ROLES
SUPERVISED BONUS CARD = $$
PROMOTED recommendations
EDITORIAL PROMOTION
SELL THE MEANS OF DISTRIBUTION
TECHNOLOGY PARTNERSHIPS
1ST RULE OF TV
MORE THAN 500 CHANNELS
MORE CHANNELS
OTHER CHANNELS
USER GENERATED CONTENT
SOCIAL MEDIA
INCREASING
TRANSACTIONS
DATA
FACEBOOK
EXPERIENCE
RESTRICTIONS
USER
GROUPS
RECS
I WILL TV BE

# TV and the Social Web



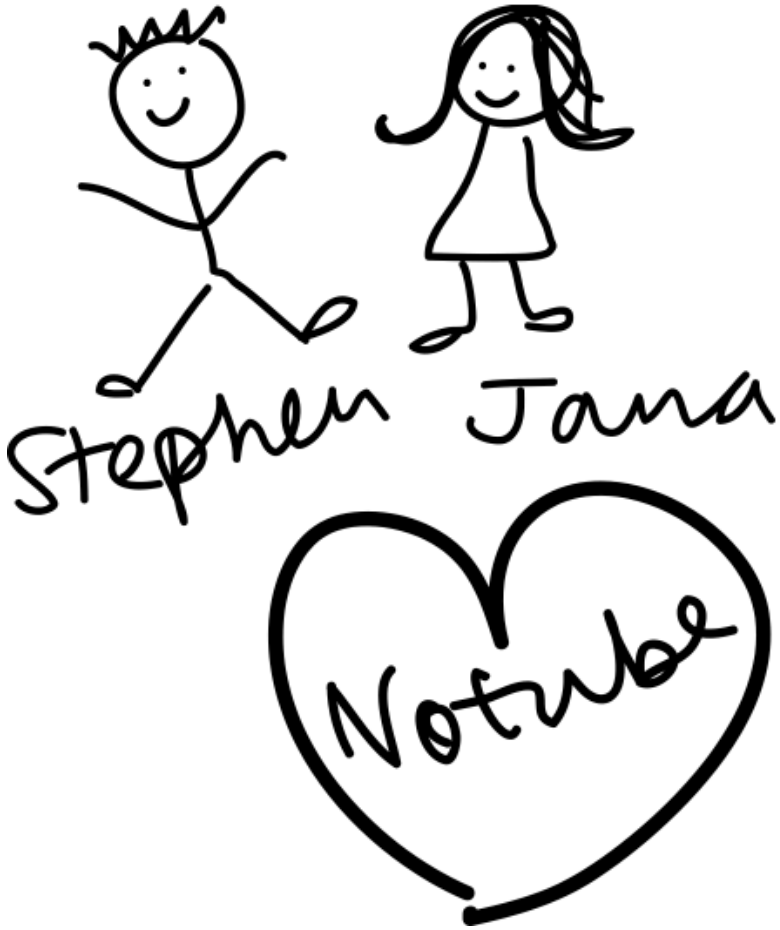
# Translating ideas using storyboards

adaptive path

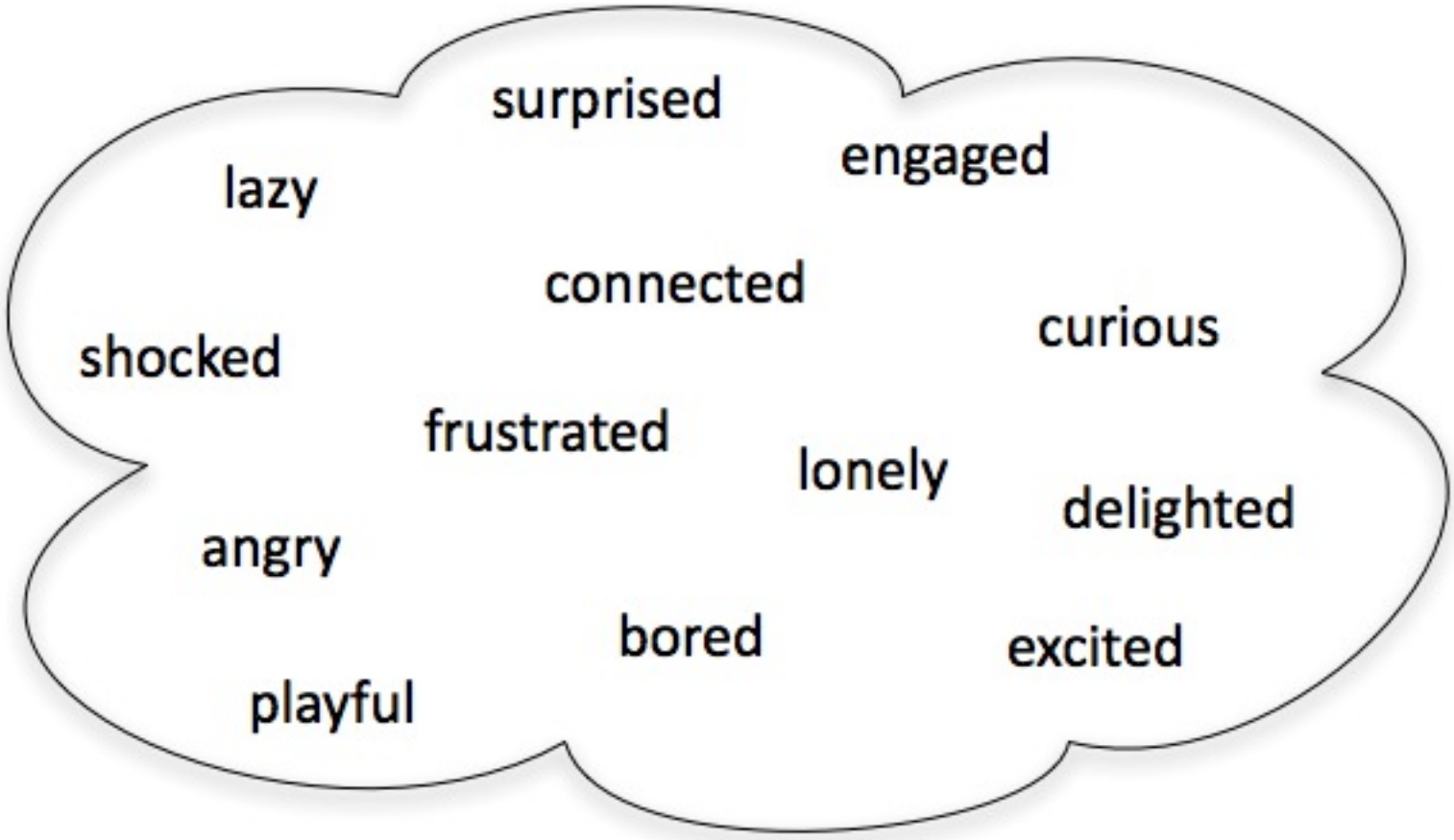
*“But…we’re rubbish at drawing!”*

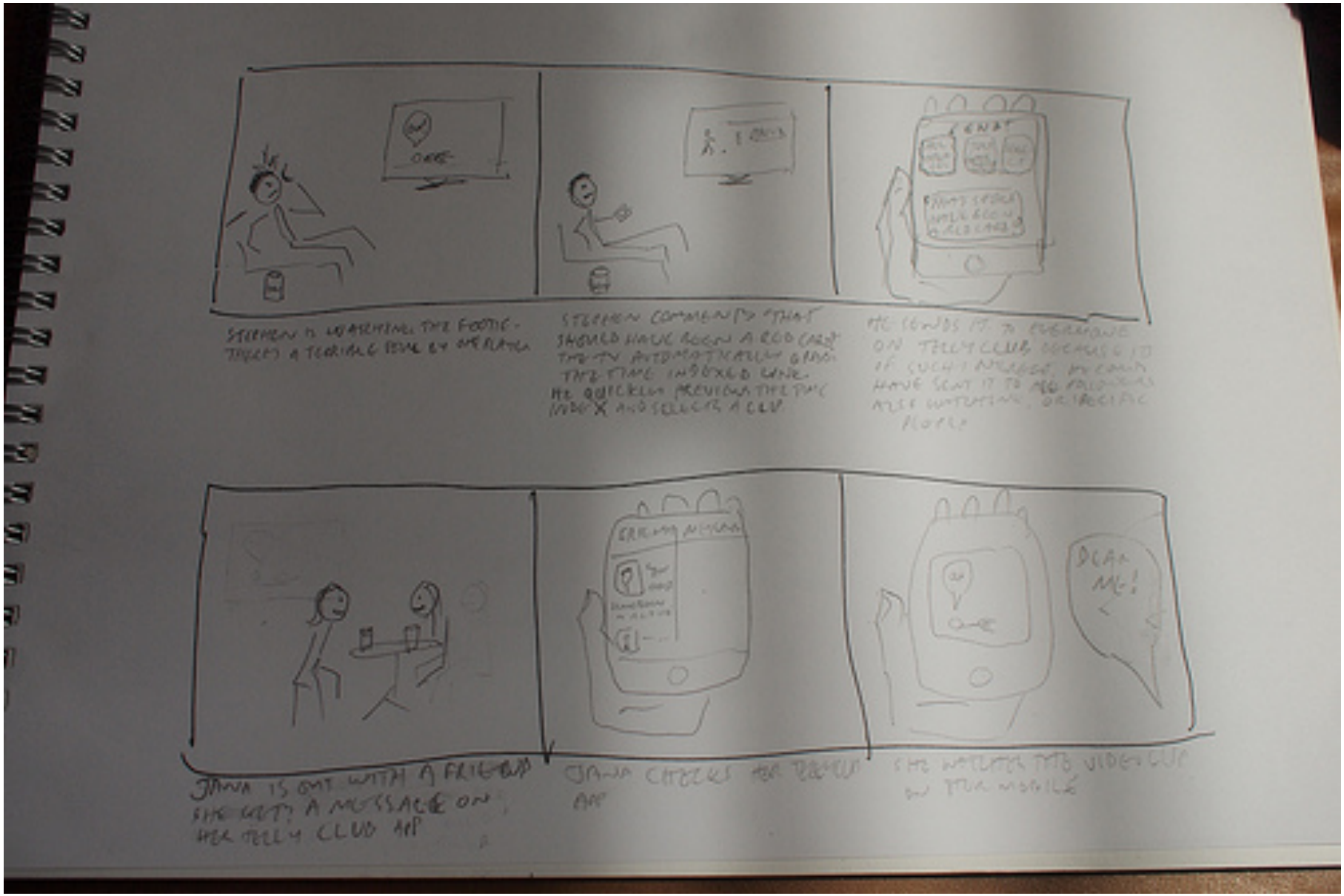
It doesn’t matter….

# We started with our heroes

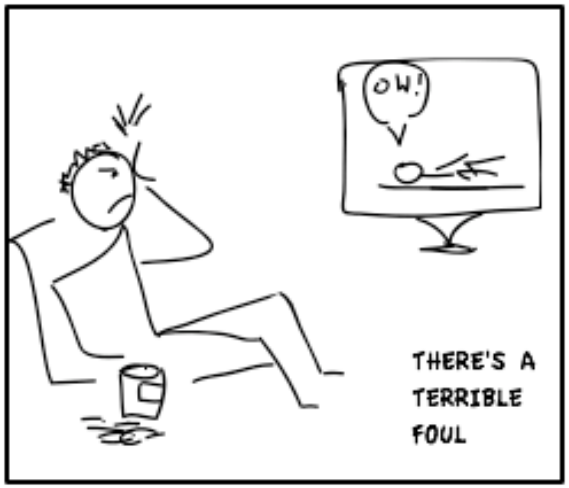


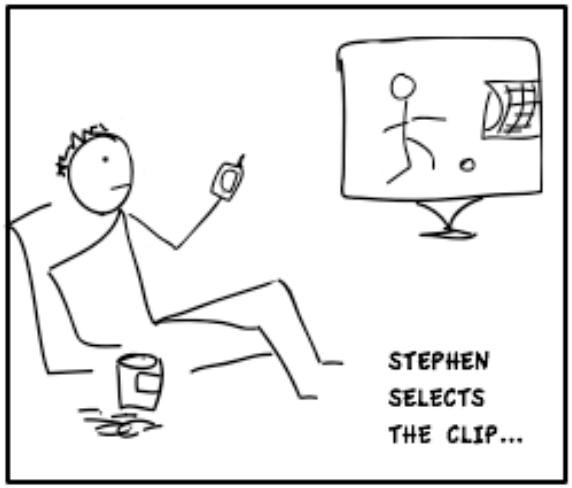
# And how they might feel when watching TV

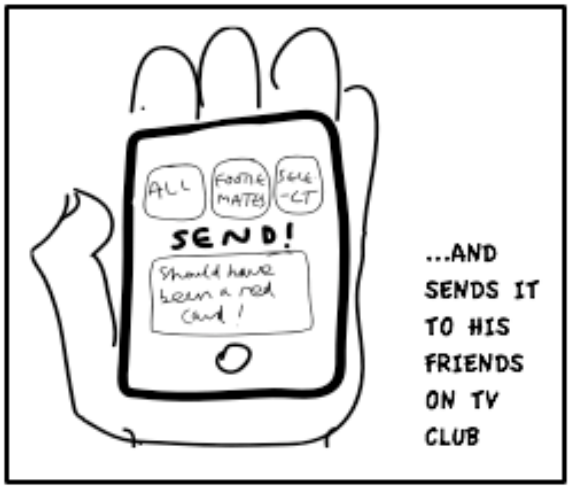


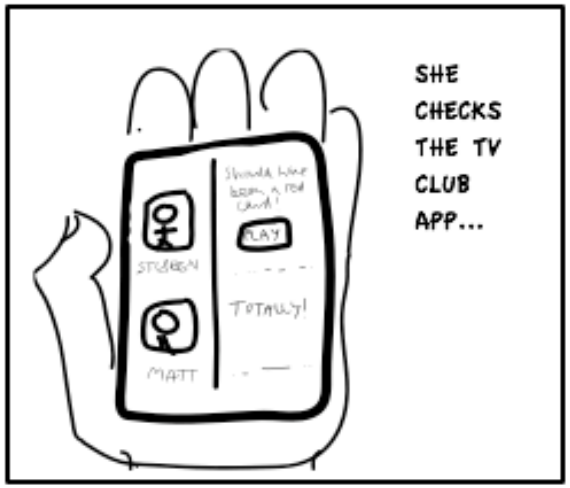

STEPHEN IS WATCHING THE FOOTIE - TIGERS A TERRIBLE TEAM BY THE WAY
STEPHEN COMMENTS "THAT SHOULD HAVE BEEN A RED CARD" THE TV AUTOMATICALLY GRABS THE TIME INDEXED WHERE HE QUICKLY REVIEWS THE TAG INDEX AND SELECTS A CLIP
HE LOADS IT TO PERFORMANCE ON TELLY CLUB BECAUSE IF SUCH A MISTAKE HAD BEEN MADE HE COULD HAVE SENT IT TO ALL FOOTBALL ALLY WITCHING, OR SPECIFIC PEOPLE
JANA IS OUT WITH A FRIEND SHE GETS A MESSAGE ON HER TELLY CLUB APP
JANA CHECKS HER TELLY APP
SHE WATCHES THE VIDEO CLIP ON THE MOBILE
OMG!

STEPHEN IS WATCHING THE FOOTBALL...

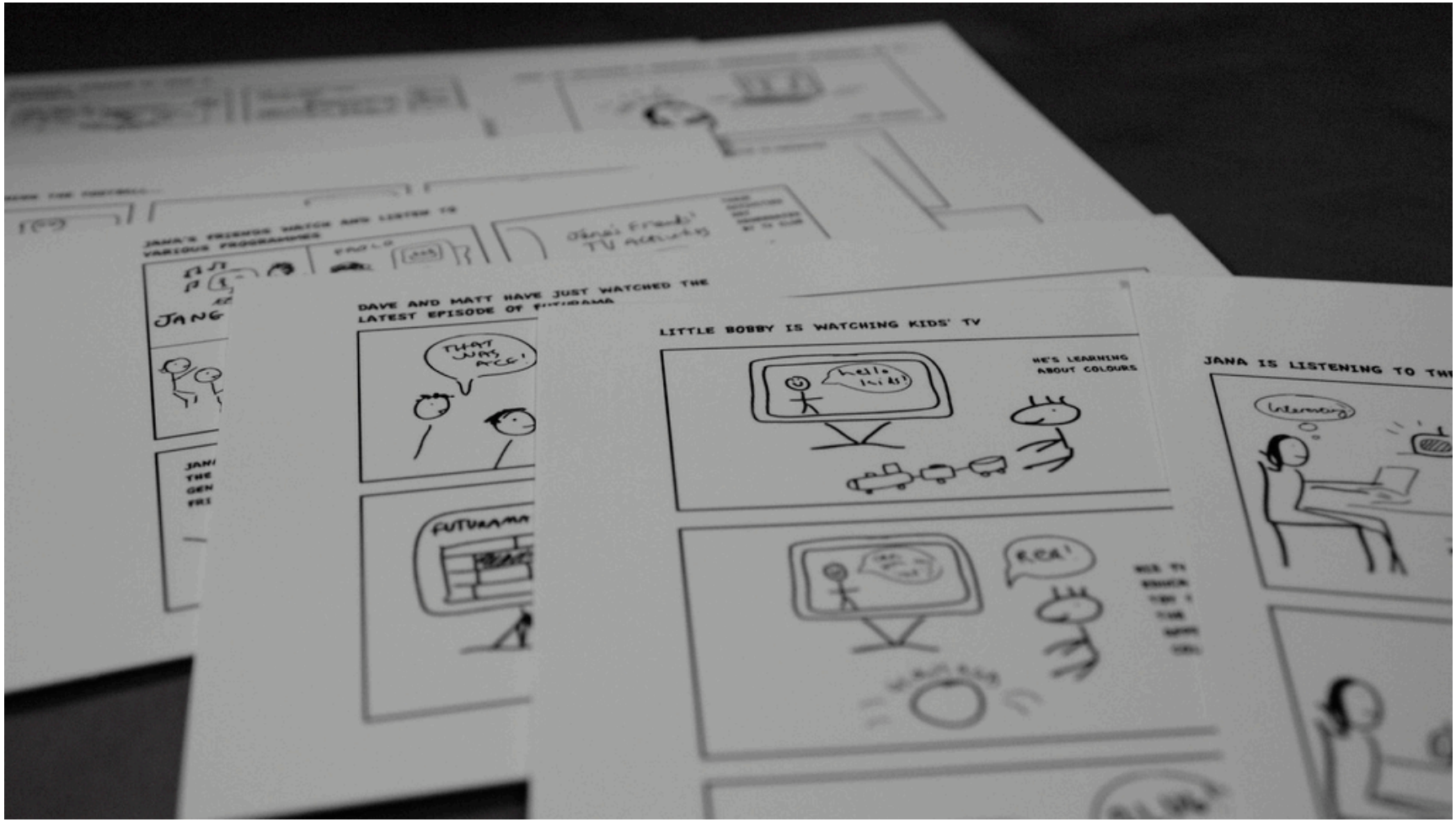


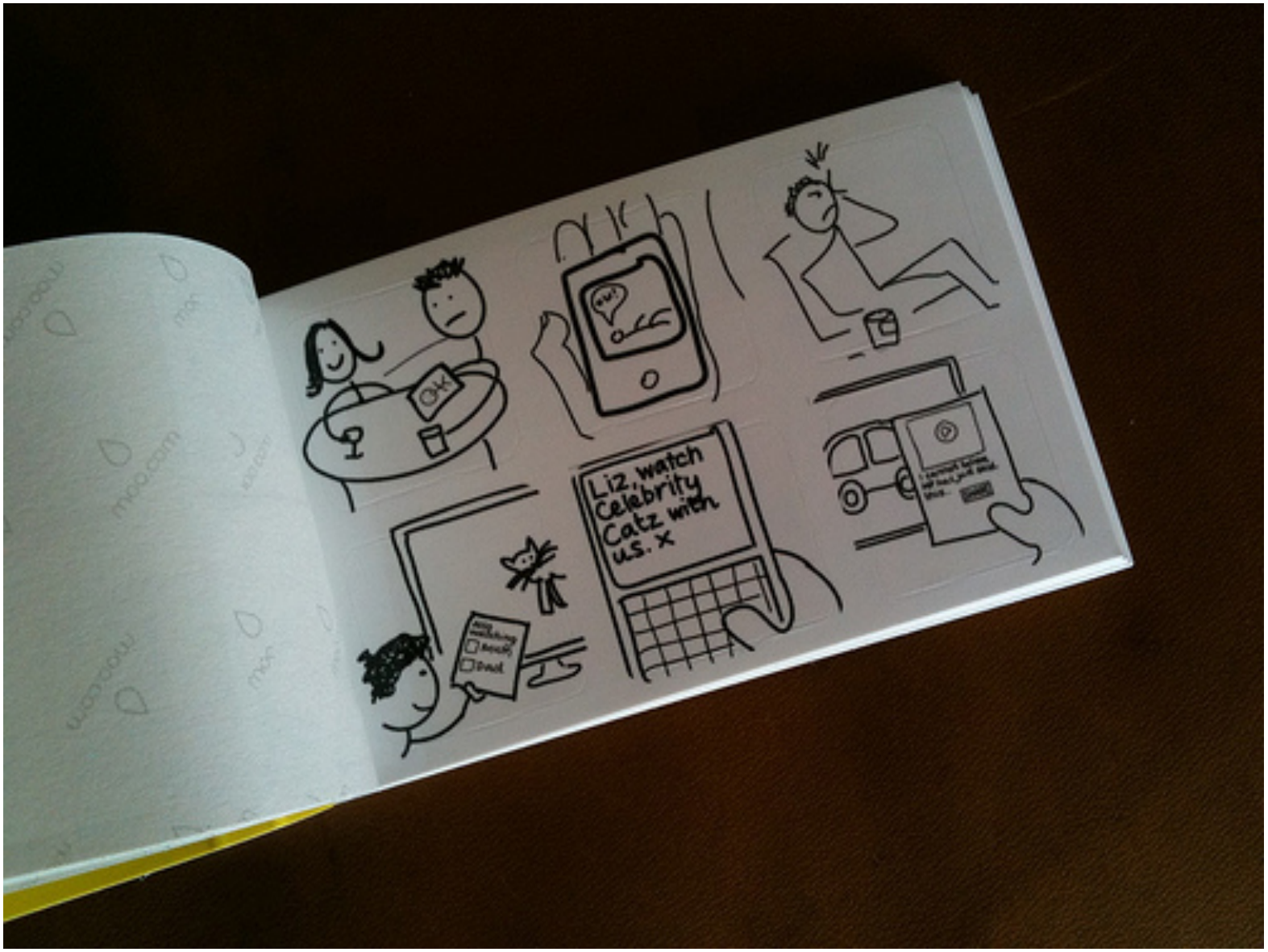



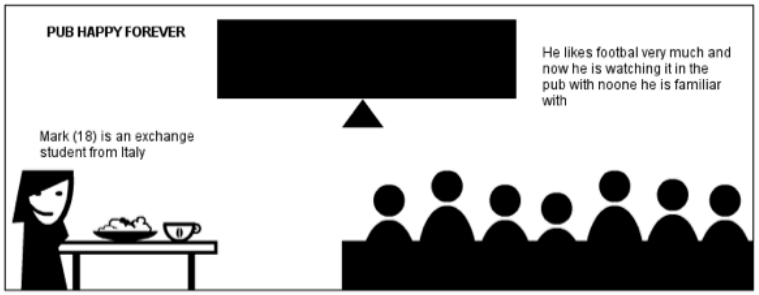



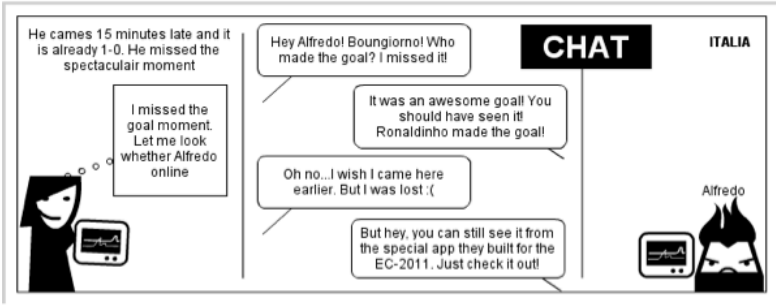


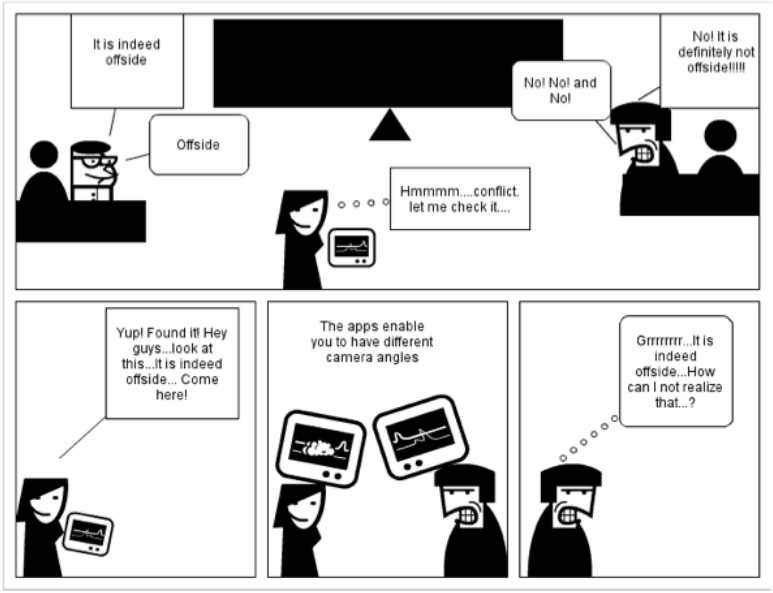
MORE AT HTTP://BLOG.NOTU.BE


JANA'S FRIENDS WATCH AND LISTEN TO VARIOUS PROGRAMMES
DAVE AND MATT HAVE JUST WATCHED THE LATEST EPISODE OF
THAT WAS ACE!
FUTURAMA
LITTLE BOBBY IS WATCHING KIDS' TV
HE'S LEARNING ABOUT COLOURS
JANA IS LISTENING TO TH

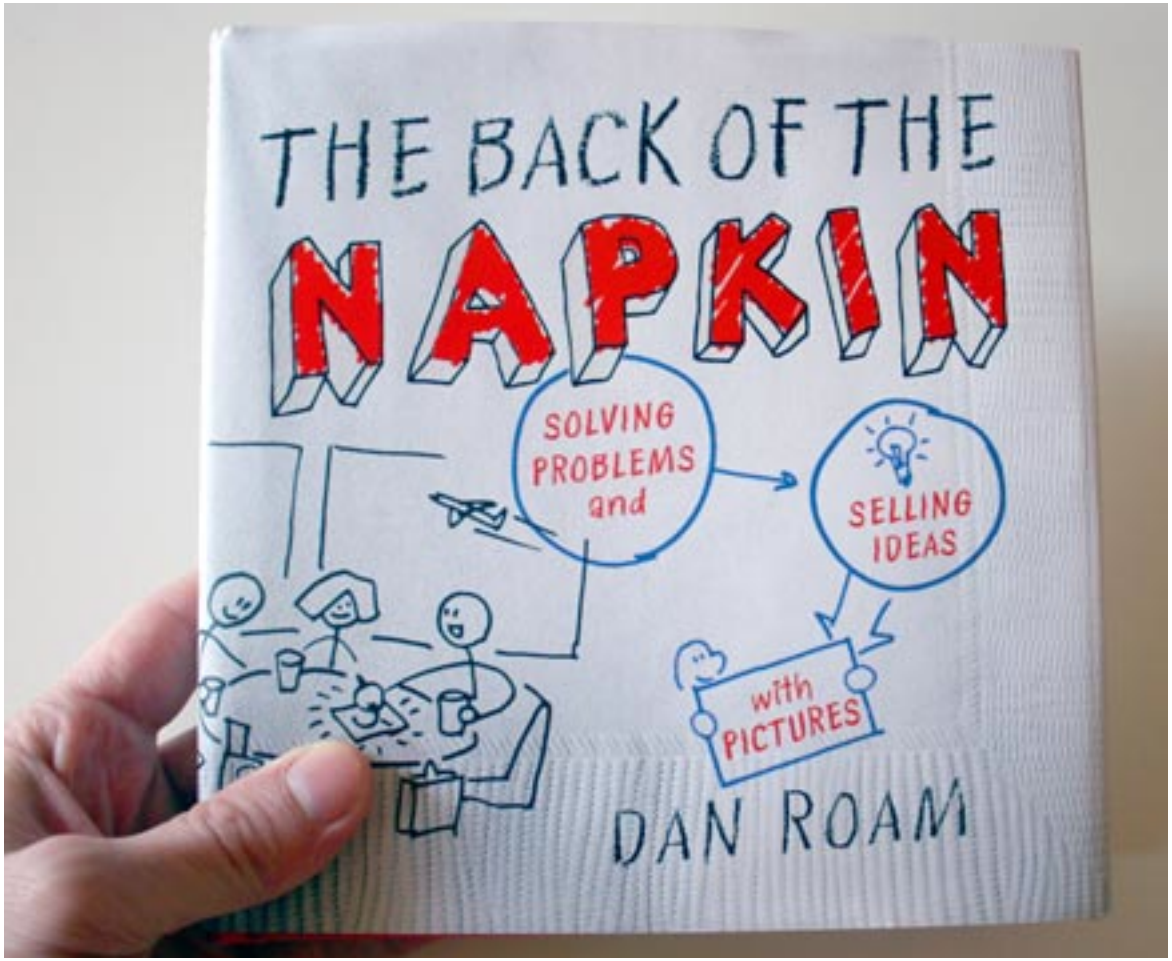

OK
Liz, watch
Celebrity
Catz with
u.s. x


PUB HAPPY FOREVER
He likes footbal very much and now he is watching it in the pub with noone he is familiar with
Mark (18) is an exchange student from Italy


He cames 15 minutes late and it is already 1-0. He missed the spectaculair moment
I missed the goal moment. Let me look whether Alfredo online
Hey Alfredo! Boungiorno! Who made the goal? I missed it!
CHAT
ITALIA
It was an awesome goal! You should have seen it! Ronaldinho made the goal!
Oh no...I wish I came here earlier. But I was lost :(
But hey, you can still see it from the special app they built for the EC-2011. Just check it out!
Alfredo


It is indeed offside
Offside
No! No! and No!
No! It is definitely not offside!!!!!
Hmmmm....conflict. let me check it....
Yup! Found it! Hey guys...look at this...It is indeed offside... Come here!
The apps enable you to have different camera angles
Grrrrrrrr...It is indeed offside...How can I not realize that...?

# If you'd like to give it a try…



# Using scripts

# Scripts for explanatory videos

SCENE 2

0 SECS: Jana starts by setting up an account to collect, store and analyse the online social media activity data she's generating. The back-end Beancounter service will subsequently create a machine-readable summary profile of her interests, preferences and dislikes that can be used as input for suggesting interesting programmes.

Jana is reassured to see that she will have full control over her data.

0.11: She gets started by adding Twitter as a source of activity data for the Beancounter to analyse.

0.20: Since her Twitter account is public she only needs to provide her username.

0.33: It will take a little while for the Beancounter to process the activity data and calculate Jana's interests profile based on her Twitter data. She enters her email address and name so that she can be alerted when the Profile is ready.

0.47: She then selects 'UK' from the country drop-down so that she will be able to see recommendations for programmes broadcast in the UK ONLY.

0.55: She now follows the link to find
out more about the NoTube TV iPhone app which she later installs on her iPhone.

SCENE 3

0.58: Thirty minutes later Jana receives an email informing her that her Profile is now ready.

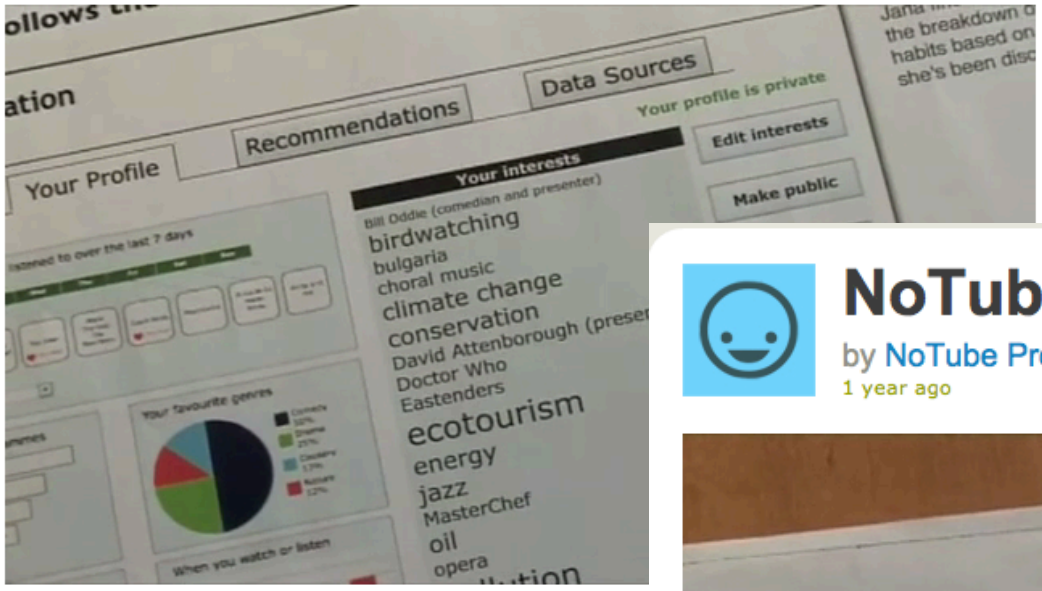
1.06: She follows the link to take a look at her Profile.

1.28: Jana finds it interesting to see the breakdown of her viewing habits based on the programmes she's been discussing on Twitter.

# NoTube User scenarios

by NoTube Project

1 year ago





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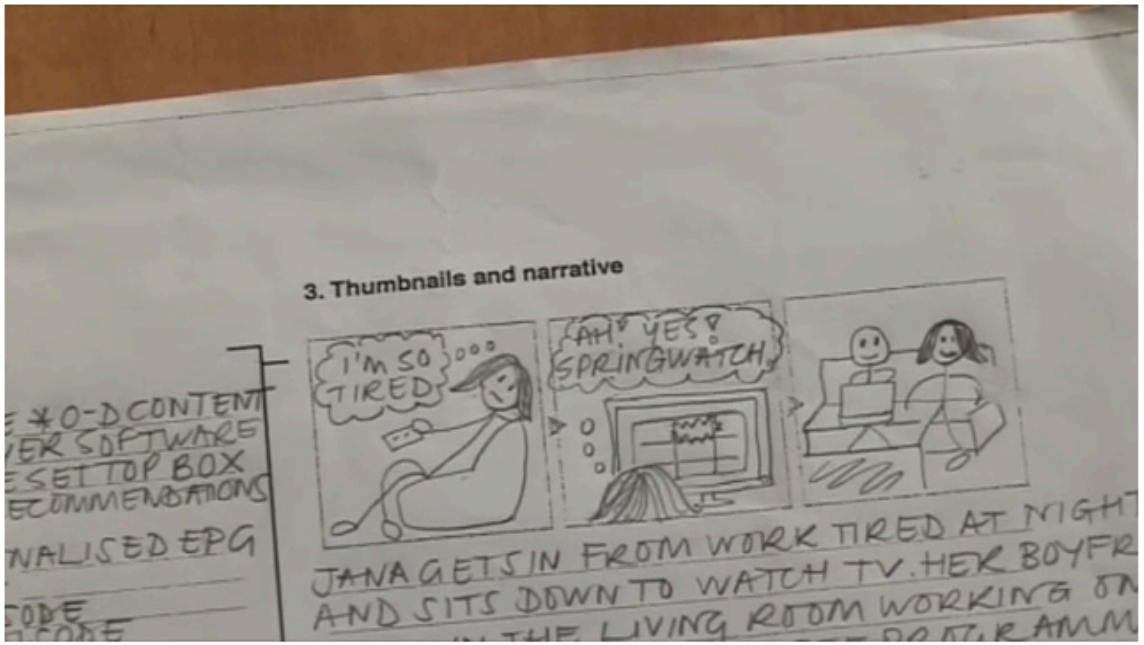
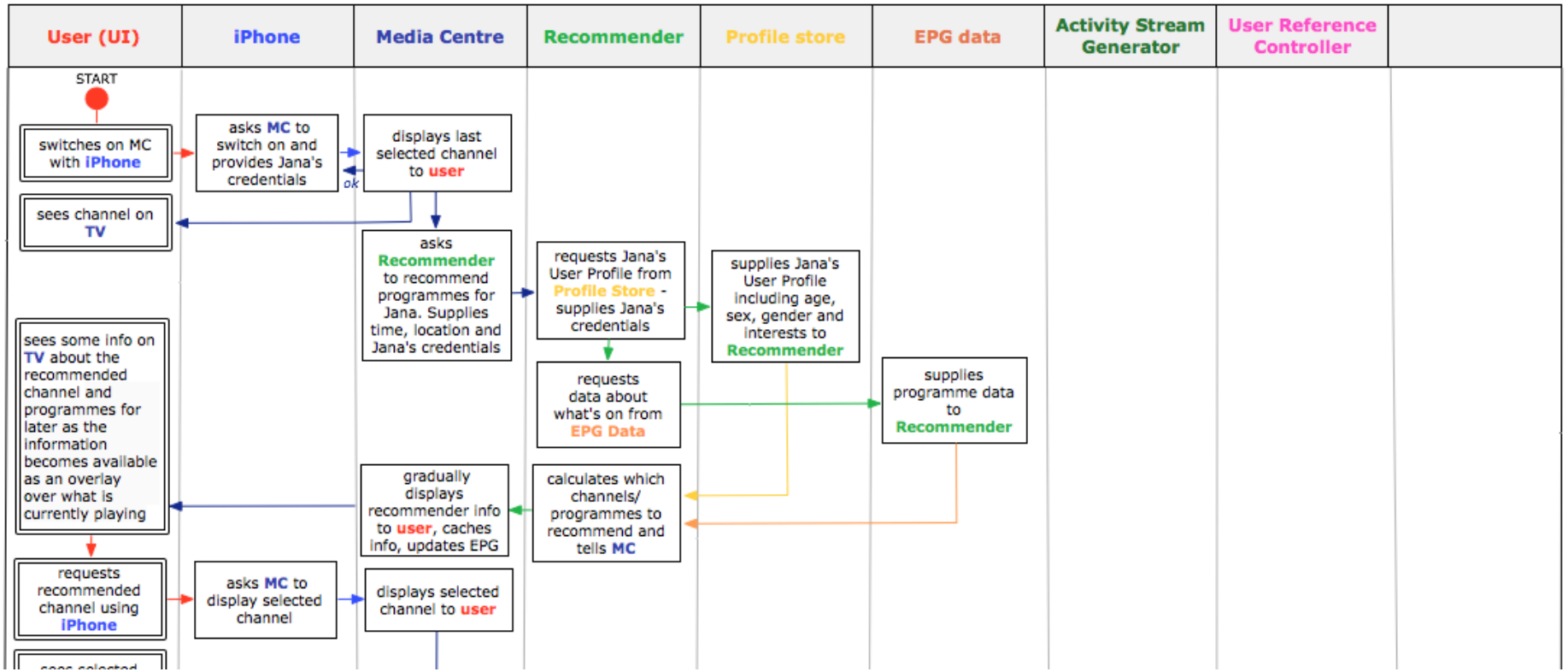


# And for the back-end processes

```
Scene 1: Watching recommendations for broadcast content: previous regis
 with the Beancounter

INTERIOR. JANA'S SITTING ROOM - EVENING. TV IS OFF. JANA'S BOYFRIEND
STEPHEN IS IN THE ROOM TYPING ON HIS LAPTOP.

JANA, age 34, enters the room, slumps on the sofa and looks at her phon

            JANA (grumbling)
            There's nothing on. Again.

JANA switches on the SET TOP BOX anyway using the IPHONE

            IPHONE (to SET TOP BOX)
            Hi! I'm a known and trusted device belonging to JANA. Here
credentials. Please turn yourself on.

            SET TOP BOX (to IPHONE)
            Ok!

SET TOP BOX starts at the channel it was left in

            SET TOP BOX (to RECOMMENDER)
```

**Use Case Title: WP7c First Demo, Scene 1 - Watching recommendations for broadcast content (previous registration with the Beancounter)**

Description: Jana gets in from work tired at night. She goes into the sitting room. Her boyfriend Stephen is in the room typing on his laptop. The TV is switched off. Jana slumps on the sofa and looks at her iPhone...



# The rewards

# Better communication

"If you want to build a boat, do not instruct the men to saw wood, stitch the sails, prepare the tools… make them long for setting sail and travel to distant lands."

Antoine de Saint Exupery

# More focus on end users

- Phew! That’s my job after all…

# More compelling demos

Thank you!
Find out more at http://notube.tv
or email me: vicky.buser@gmail.com