

# WellCom

Enter into a Cross Media, Community-Based Experience



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June 15, 2009

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## Agenda

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7. Example of a WellCom scenario
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## Introduction: The WellCom Concept

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We are face to the following situation:

- TV screens are everywhere in public places (bars, airports, shopping malls) and at home.
- The mobile terminal becomes a personal agent of the user, containing personal data and applications.
- End users are also interested in community-based applications.



Based on these elements, the WellCom concept bridges TV screens, mobile phones, broadband access, multimedia content and community-based applications.

It enables ergonomic, dynamic and community-based applications for the end user, based on a flexible framework architecture that optimally exploits access and resources.

## The WellCom project

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The Eureka-ITEA 2 WellCom project is a collaborative research project.

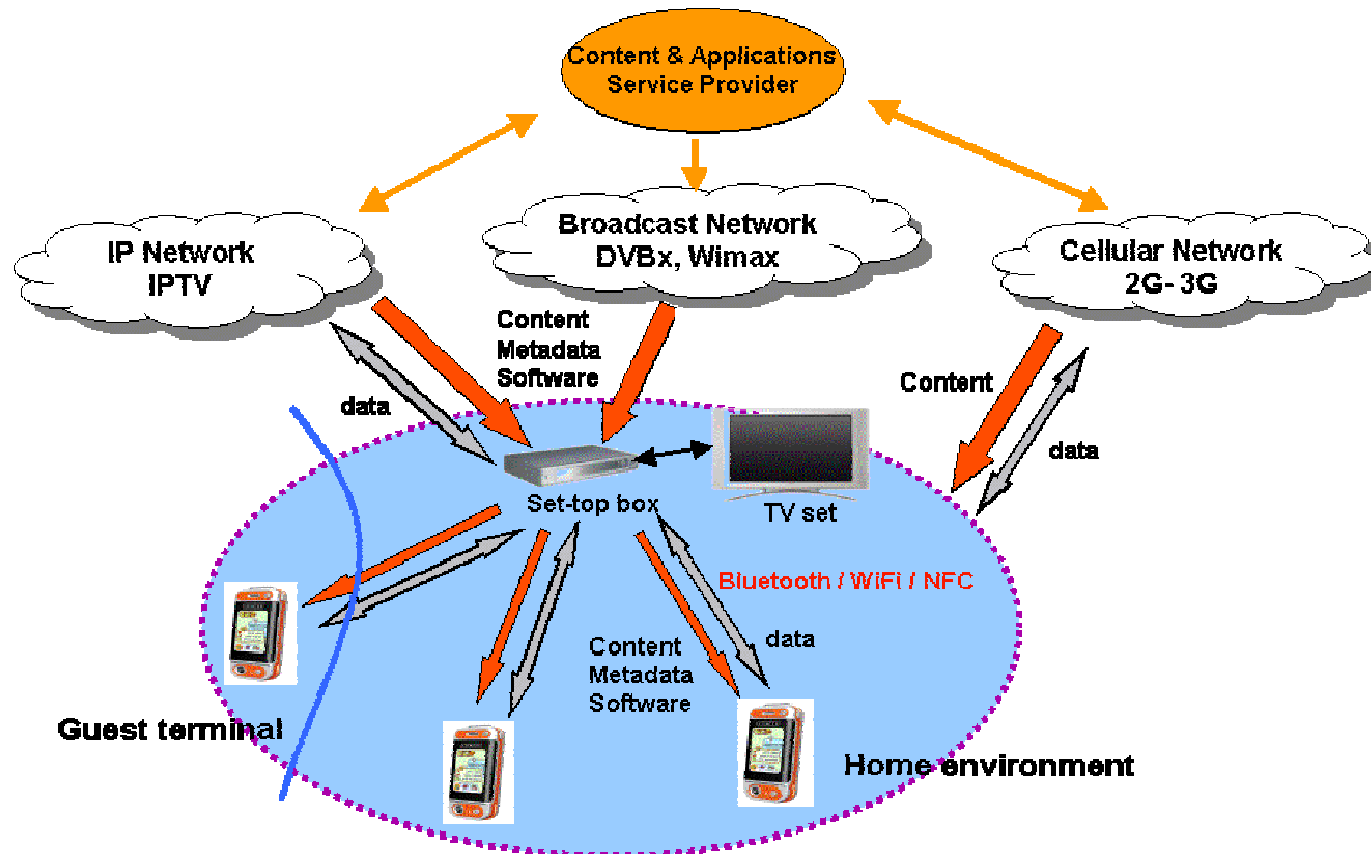
Countries involved: Finland, France, Luxembourg, Norway, Spain

WellCom consortium is composed of 15 European organizations including Large companies, SMEs, research institutes and universities.

- Broadcast network operator: **SES Astra**
- Broadcasters: **TF1**
- Telecom operators: **Telefonica, Telenor**
- Manufacturers of end-user equipments: **Pace France, NXP Semiconductors France, FTA, InOut TV** (set top box, terminals, domestic network)
- Manufacturer and provider of telecom solutions : **Alcatel Lucent France** (service platform and IP TV)
- Providers of interactive contents: **TF1, Activa Multimedia, Prewrite**
- Provider of solutions for interactivity and metadata: **Expway**
- Academics: **University of Evry, UniK**
- Research center: **Centre H. Tudor**

## WellCom: Basic Idea

WellCom uses proximity-to-TV-screen detection to create **ad-hoc communities** of individuals that will be the foundation of interactive, contextual and community experiences.



## WellCom: Main Goals

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- **Allow end-users to enrich, personalize and interact with multi-media contents broadcasted in any circumstance:**
  - Whatever the diffusion means (DVB-x, IPTV . . .)
  - Whatever the place (at home, on visit . . .)
- **Propose new services based on community, proximity and contextual experiences:**
  - Personalized and simultaneous interactions on a same TV show of several viewers in the same environment
  - Dynamic management of services
- **Allow the creation of interactive contents independently of the diffusion channels:**
  - For a broader distribution and a reduction of the creation/production costs

## WellCom: Challenges

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- *Cross-Media Applications*

Propose an WellCom architecture, services and applications based on the interworking of heterogeneous communication technologies and customer premises equipment for the delivery and return channels.

- *Proximity & Ad-hoc Community*

Ad-hoc community features require the management of the community's profile and also incoming, outgoing, active and passive end users. Enable an ad-hoc community based on transparent mechanisms for subscription, security, transactions, user and **community profiles**, usage and application definition.

- *Contextual & Synchronization Mechanisms*

Propose a generic description of services and data associated with the content, and synchronization mechanisms between content and contextual applications through heterogeneous communications networks.

## WellCom: Ad-hoc community mechanisms details

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The basic notion of **community** is defined by a set of users together connected in the Active TV system via the same STB. The system will support the invitation of a member from another community on a remote STB.

**Near-field Communication** (NFC), coupled with Bluetooth or WiFi enables end-user proximity detection dynamically, to create ad-hoc communities of individuals sharing broadcast content.

### *Dynamic Community Management*

- *Connection to the service and initial bootstrap on the mobile*
- *Community creation*
- *Invitation of a remote user already connected to the Active TV system*
- *Invitation of a user not connected to Active system.*

## WellCom: Example of a WellCom scenario

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In this scenario, the user plays with his friends along with a broadcasted TV game (i.e. Who Wants to be a Millionaire).



The scenario is composed of three successive parts:

- Program discovery and community initiation.
- Participation to the interactive game associated with the program.
- Reception of personalized commercial offers during advertisement.

The game scenario is well suited to a shared community experience, where people in a community have the opportunity to answer questions during the show

# WellCom: Example of an Active TV scenario



## TF1 direct games



During games

-Each question is displayed on both screen



## WellCom: Results

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- **Demos based on innovative services with :**
  - Identification, personalization independently of interaction mode,
  - User communities linked to the context (localization, preferences, ...)
  - Multimode Interactivity (broadcast network and/or return channel)
  
- **Seamless interworking and cooperation of various communication channels :**
  - Broadcast channels (DVBx, IPTV)
  - Interactivity channels (2G, 3G, xDSL)
  - Proximity channels (WiFi, Bluetooth, NFC, UWB)
  
- **Distributed service platforms :**
  - To deploy and manage applications over heterogeneous networks and in terminals,
  - To distribute the content to end-users and to manage the interactivity taking into account the user profile and the context,
  - And to adapt the content as function of local constraints (e.g. terminal capabilities)

## The WellCom service offers many opportunities of monetization

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### Direct billing to End-user

- *End-user pays directly to access the service. For instance, he can pay each time he uses the service or pay a flat fee for unlimited use within a period of time*
- *The payment system can be handled directly by the Wellcom operator or use a system implemented by TV or Mobile operator.*

### Sponsoring/ advertising

- *End-users access the service for free.*
- *Service is financed by sponsoring or traditional ads (ad « breaks » in Full screen video or display/video inserts on static pages)*
- *Inventory is sold based on audience/ pages viewed + targeting possibilities*

### Financed by Operators

- *Service is financed by a TV or Mobile operator, in a distribution purpose.*
- *The operator can value the service as a pay option to be added to the monthly subscription already paid by the end-user.*

These monetization opportunities can be mixed together

## WellCom: Conclusion

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WellCom is an example of convergent applications mixing:

- Personal and community-based applications;
- Media and communication;
- Local, fixed and mobile networks.

In such applications, **several possible business models can exist**, depending on the role of the content providers, operators and location owners concerned.

The key value of the WellCom framework is to provide a set of enablers, which allow the development of a **wide range of applications** like Dynamic Music Channel, horse-race betting, TV-contextual add-ons, event- or conference-based applications or e-learning, and **which support various business models**.

# [Http://www.itea-wellcom.org](http://www.itea-wellcom.org)

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The image features a blue background with a fine grid pattern. Overlaid on this are several abstract, glowing light patterns, including a large, curved, bright blue shape at the top and several concentric, glowing white and light blue lines at the bottom. The text 'www.alcatel-lucent.com' is centered in the middle of the image in a white, sans-serif font.

[www.alcatel-lucent.com](http://www.alcatel-lucent.com)