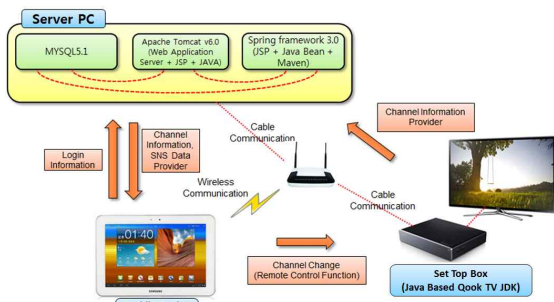


# Optimal Social TV Services Provides User Customization

## Motivation

- ❖ Along with the development of Internet, IPTV offers much of benefit for users such as Live television, Time-shifted, Video on Demand (VOD).
- ❖ However, services offered by broadcasting companies except VOD don't utilize users' personal characteristics.
- ❖ In the project propose a Social TV platform using customized cloud technology. While watching the on-air broadcasting, users are able to perform real-time sharing via social menu.

## System Design



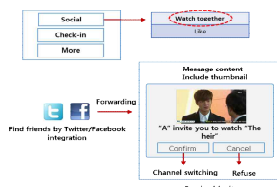
The Whole Customized Social Platform System

- ❖ The system consists of four main components: Mobile device, Server and Set Top Box, TV
- ❖ Mobile Device: Running on Android OS and Communicating with other users in the social network via user interface, it also gets channel information from log-in process to server.
- ❖ Server PC: It consists of three components which are MySQL, Apache TomCat, Spring framework .
- ❖ Set Top Box: It bases on Qook TV, and receives control from Mobile device.

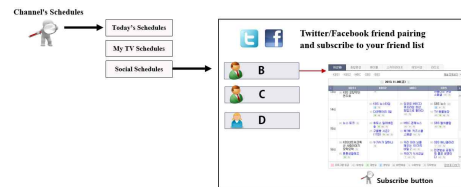
## User-Customized Social Platform



Social TV Mobile App Screen



"Watch Together" Action Flow

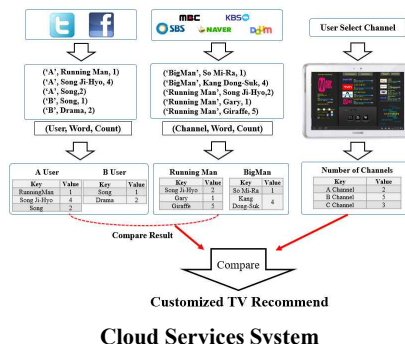


Social Network and TV Schedule Management Function

- ❖ Figure demonstrates the function of creating your own personalized TV listings.
- ❖ Through the STB, you can share your programming table to the friends in your social circle.
- ❖ And if you would like to reserve a program to watch on specific time, a pop-up message will be displayed to remind you.
- ❖ Management function that helps user organized their shows and social schedule by time table

## Cloud Services and User Characteristic

- ❖ The Social TV platform has been designed in based on cloud environment. In order to support user-customized service.
- ❖ The system supports user login with Twitter/Facebook account
- ❖ User log in to social network based on their characteristic system will make their records and compare with the current database, then it gives a recommendation channel to user.



Cloud Services System