

What makes media content compelling?

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Content

- Push-pull TV
- Behavioural aspects
- Media aspects
- Research

Technology push

Convergence in digital entertainment

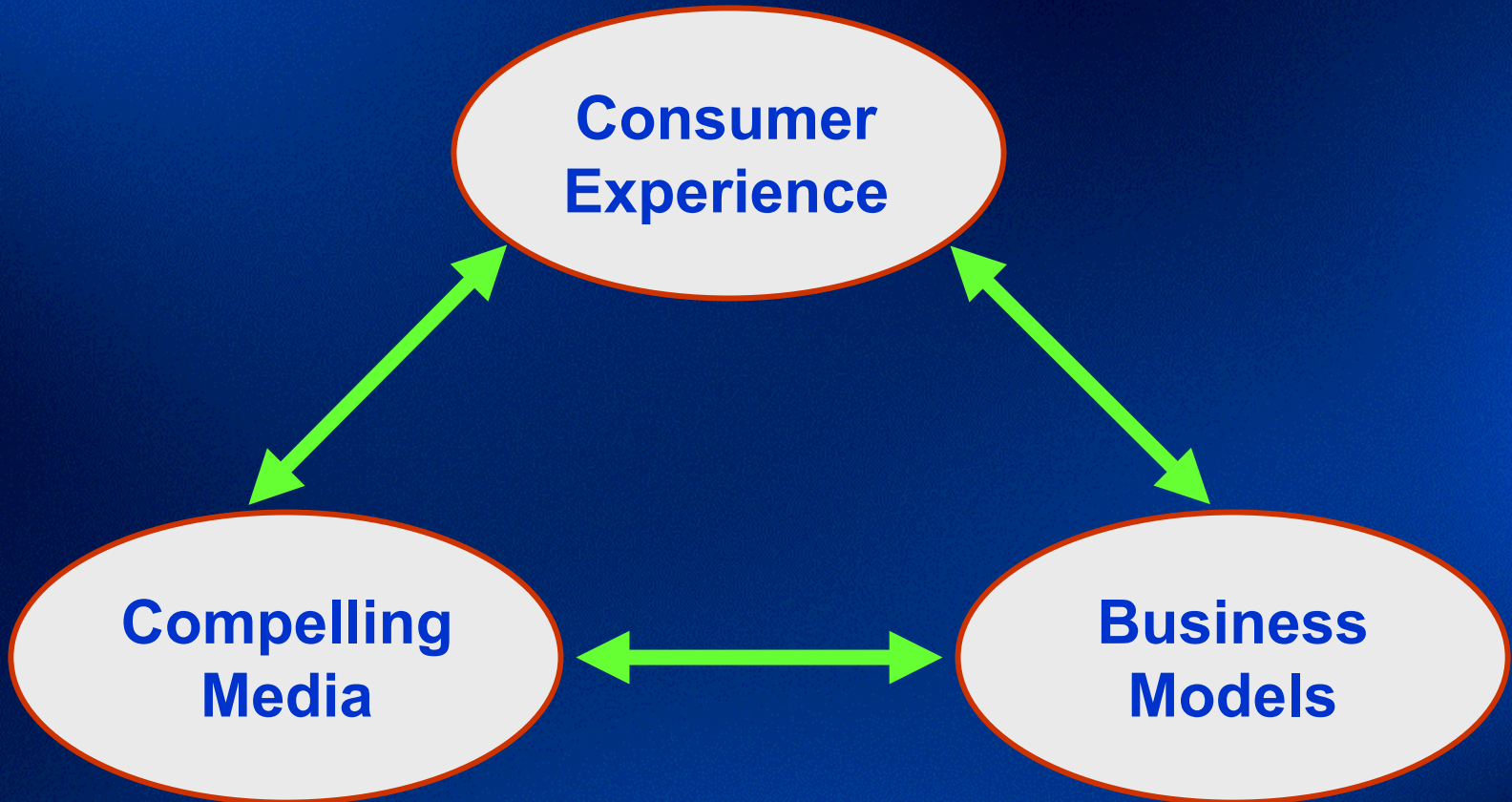
- Content
 - Digital movies and TV programs morph with video games, Internet video and music into one uniform stream of digital content
- Distribution channels (cable TV, satellite, Internet)
 - Widening into one big broadband pipe to the home
- Consumer platform
 - TV & Set-top Box aren't powerful enough
 - Need new platform(s):
 - To receive, interact with and display on any screen

Consumer pull

Needs for digital entertainment

- Whenever we want it
 - Custom TV
 - From subscription to usage model
- New entertainment experience
- ‘Home gateway box’
 - Hooked up to broadband cable
 - Connect to wire(less) home network
 - Flat plasma display in living room
 - More displays around the house all hooked up

Scope



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End-User Benefits: Perception

User experience is **key**

- Quality of the user interaction
 - **Feedback** to user
 - **Control** over content
 - **Participation** in the program content
 - Ability to produce something **useful** and **fun**
- Quality of program and services presented
 - **Reliable** as good old TV
 - **Different** and **worthwhile** to have and to view

Perception of TV, radio,...

- **Produced** for targeted audiences
- **Reliable** - quality of content, of service
- **Structure**
- **Personal** - a customised experience
- **Familiar**
- **Community** - a sharing experience

→ Our challenge is maintaining this **perception** and **expectation**

Challenge

- What end-users **view** and **receive** is determined by
 - what is **produced** and **processed**
 - in the **end-to-end chain**
- End-user **experience** is created by **all** stakeholders in the chain
- **Learning curve** for all, also end-users

What is an experience?

- An activity rewarded by:
 - the **achievement** of reaching a goal - result
 - the **activity** itself
- It is **fundamental** to human existence
- **Sharing** is the **motivating** factor
 - Crucial for development of exciting multimedia technology

Observing Experience

- High involvement:
 - Focused attention
 - Loss of **perception of time**
- Feeling of competence and control
- Positive affect, feeling of enjoyment

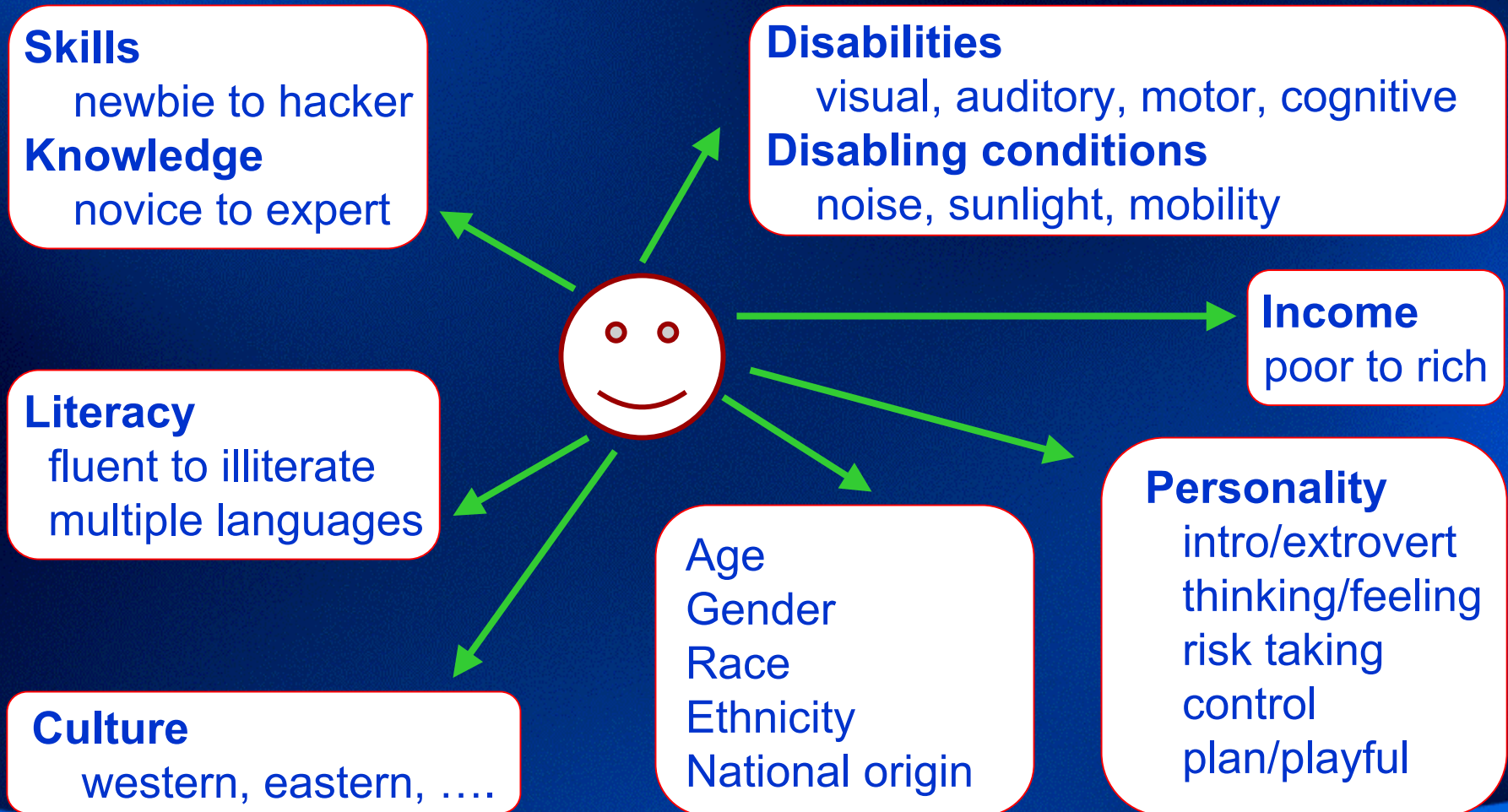
→ **Compelling** experiences rely on carefully **staged** presentation

From: Ambush at Fort Bragg

- 'There is
 - nothing quite like watching a blockbuster as it is aired,
 - nothing quite like feeling the ineffable thrum
 - of the tens of millions of other nervous systems of people
 - all over this country and Canada
 - who would be resonating to it at this very moment'

(Tom Wolfe (2000), Hooking up, p.236

Individual Differences



Digital Media



Can

- **Modify** and **create** content
- **Insert** (or delete) themselves from content
- View themselves or others in customized **guises**
- **Create** characters – loved ones, pets
- **Communicate** with virtual humans

Digital playground

Essential properties of digital environments are:

- Procedural
 - Smart system, remembers and adapts user preferences, profiles ('Eliza')
- Participatory
 - Users are involved in shaping the content
- Spatial
 - Navigation of content
- Encyclopaedic
 - Retrieval of content

What might people desire?

Additional facts

- Pertaining to shows
- Video streams
- Alternative commentaries
 - **Integrated** with traditional programming

Compelling **nature** of the medium

- Content rich media
- Visually attractive services
- Interactive (accessible data)
 - **Not necessarily integrated** with traditional programming

In Sum

- User experience is key
- Observe people – habits, patterns, involvement
- Merge of different technologies –
 - And therefore different disciplines each with their history, professional expertise, thinking patterns