

EuroITV Competition Grand Challenge 2010-2012

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ABSTRACT

Within the scope of this paper, we discuss the contribution of the EuroITV Competition Grand Challenge that took place within the EuroITV conference series. The aim of the competition is the promotion of novel service around the wider field of digital interactive television & video. Within the scope of this work, the EuroITV Competition Grand Challenge is introduced and the entries from the year 2010-2012 are presented.

Categories and Subject Descriptors

D.2.4 [Computer-Communication Networks]: Distributed systems – *client/server, distributed applications*. H.3.5 [On-line Information Services]: *commercial services, web-based services*. J.4 [Social and Behavioral Sciences]: *economics, sociology*.

General Terms

Management, Performance, Economics, Experimentation, Security, Human Factors.

Keywords

Broadcasting Multimedia, EuroITV Grand Challenge, Interactive Television, Multimedia Applications, Broadcasting Content

1. INTRODUCTION

The idea of the competition was the promotion of practical applications in the field of audio-visual services and applications. Thus pressing play and watching as moving images unfold on a screen is ultimately an experience for the audience. We enjoy watching a movie to be entertained – or simply enjoy staying informed on current events by watching news broadcasts. Interacting with the content also adds up to the total experience, as for example playing online games parallel to watching a television documentary.

Thus not solely the entertainment part is in the foreground, also the learning effect via e.g. serious games. Shared experiences are another form of entertainment, which are enabled by adding social media type of services to the television platform. One prominent example is the exchange of video clips based on a friend's recommendation via mobile phone that let a shared emerge and allows to adding the feeling of relatedness between people. Another example for potential service scenarios viable for submitting to the competition are mashups of social media, which present ones' competence and creativity.

The competition therefore aims to premier creators, developers, and designers of interactive video content, applications, and services that enhance the television & video viewing experience

for the audience worldwide. The entries shall help to answer the following questions:

- How does the entry add to the positive viewing experience?
- How does the entry improve digital storytelling?
- How do new technologies improve the enjoyment?
- What are the opportunities for innovative, creative storytelling?
- How can content be offered by a multitude of platforms?

An international jury composed of leading interactive media experts honor and award the best entries with a total price sum of 3.000 Euro, as well as additional prizes for excellence in enhancing the viewing experience. The price sum is divided between several entries. Entries that are accepted had to be piloted within the two previous years.

To allow the jury to evaluate the various entries, each competition entry had to include:

- Demonstration, production, pilot, or demo as 3-5 minute video submission;
- Description of the entry in form of sketches, storyboards, images, power points, or word documents;
- Link to project websites, and production teams;
- Filling out of a brief questioner about the entry.

The international jury has to evaluate the entries according the following criteria:

- Innovativeness
- Commercial impact
- Entertainment value/usefulness/artistic merit/creativity
- Usability and user experience

2. THE COMPETITION 2010-2012

In total the competition attracted 35 entries during the years 2010-2012 (14 in 2010; 6 in 2011; and 15 in 2012). Table 1 presents the organizing team of the competition during these years. The winners of the competition are shown in Table 2. The organizers of the competition compromised an international team from Finland, Germany, Brazil, USA, and UK. The total entries of the competition are presented in the appendix of this publication.

EuroITV Competition Jury Members 2010-2012

Award Chair:

- Artur Lugmayr, Tampere Univ. of Technology, Finland

Competition Chairs:

- Susanne Sperring, Åbo Akademi University, Finland (2010)
- Milena Szafir, Manifesto21.TV, Brazil (2010-2012)
- Robert Strzebkowski, Beuth Hochschule für Technik, Germany (2010-2012)

Previous and Current Jury Members:

- Simon Staffans, Format developer at MediaCity, Åbo Akademi University, Finland
- William Cooper, Chief Executive of the newsletter informativ.com, UK
- Nicky Smyth, Senior Research Manager of BBC Future Media & Technology, UK
- Sebastian Moeritz, President of the MPEG Industry Forum, US/UK (2010, 2011)
- Carlos Zibel Costa, Professor of Inter Unities Post Graduation Aesthetics and Art History Program of University of São Paulo, BRA
- Esther Império Hamburger, television and cinema course's coordinator of University of São Paulo, BRA
- Jürgen Sewczyk, SmartTV Working Group at German TV-Platform, Germany
- Almir Antonio Rosa, CTR-USP, Brazil
- Rainer Kirchknopf, ZDF, Germany
- Alexander Schulz-Heyn, German IPTV Association

Table 1. EuroITV Competition Jury Members 2010-2012

EuroITV Competition Grand Challenge Winners

2010:

Waisda?

- Netherlands Institute for Sound and Vision, KRO Broadcasting - *for Excellence Achieved in Innovative Solutions of Interactive Television Media*

2011:

1st Place: Leanback TV Navigation Using Hand Gestures

- Benny Bing, Georgia Institute of Technology, USA

2nd Place: Video-Based Recombination For New Media Stories

- Cavazza & Lenoardi, Teeside Univesity, UK and University of Brescia, Italy

3rd Place: Astro First

- ASTRO Holdings Snd Bhd, Malaysia

Table 2. EuroITV Competition Grand Challenge Winners

3. EuroITV COMPETITION GRAND CHALLENGE 2012

The competition in 2012 attracted 15 challenging projects, which are listed in Table 3 in the appendix of this publication. At the stage of writing this publication, the winners have not be evaluated yet, but can be found on the EuroITV 2012 [3] website after the conference date.

4. CONCLUSIONS

For more information about the competition, please visit the EuroITV websites of 2010 [1], 2011 [2], and 2012 [3]. We are also aiming at creating a website that contains several competition entries of the previous years.

REFERENCES

- [1] EuroITV 2010. www.euroitv2010.org
- [2] EuroITV 2011. www.euroitv2011.org
- [3] EuroITV 2012. www.euroitv2012.org

APPENDIX: COMPETITION ENTRIES

Competition Entries 2010

Crossed Lines	Sarah Atkinson
clipflakes.tv	clipflakes.tv GmbH, Germany
movingImage24	movingIMAGE24, Germany
Smeet	Communication GmbH, Germany
5 Interactive Channels in HD for "2010 FIFA World Cup"	Astro, Malaysia
Zap Club	Accedo Broadband, International
Active English	Tata Sky Ltd., Bangalore, India
Simple HbbTV Editor	Projekt SHE
LAN (Living Avatars Network) TV	M Farkhan Salleh
Waisda?	Netherlands Inst. for Sound and Vision / KRO Broadcasting, Netherlands
Cross Media Social Platform - Twinners Format	Sparkling Media-Interactive Chat Systems / Richard Kastelein
Smart Video Buddy	German Research Center for Artificial Intelligence (DFKI), Germany
KIYA TV	KIYA TV Production und Web Services
Remote SetTopBox	Univ. Ghent University - IBBT, Belgium

Competition Entries 2011

Hogun Park	KIST, Seoul, Korea
Leanback TV Navigation using Hand Gestures	Georgia Institute of Technology, USA
Astro First	Astro, Malaysia
meoKids Interactive Application	Meo, Portugal
Peso Pesado	Meo, Portugal
Video Based Recombination for News Media Stories	Univ. of Brescia, Italy and Teesside University, UK

Competition Entries 2012

The Berliner Philharmoniker's Digital Concert Hall	Berlin Phil Media / Meta Morph, Germany
illico TV New Generation	Videotron & Yu Centrik, Canada
The Interactive TV Wall	University Stefan cel Mare of Suceava, Slovenia
BMW TV Germany	SAINT ELMO'S Entertainment, Germany
mpx	thePlatform, USA
Social TV für Kinowelt TV	nacamar GmbH, Germany
Phune Tweets	Present Technologies, Portugal
QTom TV	Qtom GmbH, Germany
Linked TV	Huawei Software Company, International
mixd.tv	MWG Media Wedding GmbH, Germany
non-linear Video	BitTubes GmbH, Germany
lenses + landscapes	Power of Motion Pictures, Japan
Pikku Kakkonen	YLE, Finland
3 Regeln	Die Hobrechts & Christoph Drobig, Germany
CatchPo -Catch real-time TV and share with your friends	Industrial Technology Research Institute (ITRI), Taiwan