



# Video Stream Analytics for Viewers and the TV Industry

**“Bootstrapping the  
IPTV data economy”**



University of  
Zurich <sup>UZH</sup>



# Starting point

Observation:

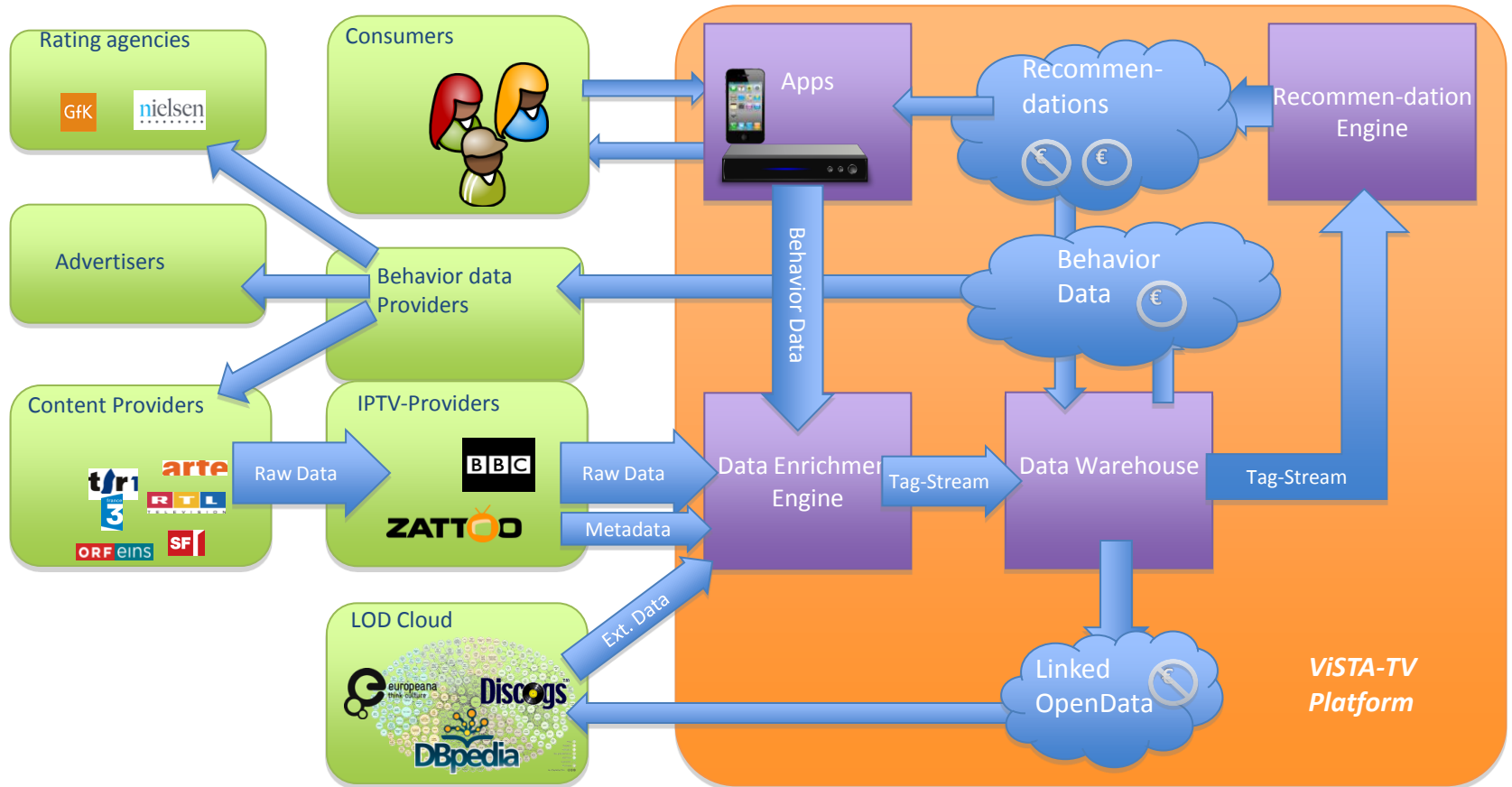
- IPTV providers have extensive TV-viewing data
  - Rich compared to traditional rating agencies

⇒ Potential of IPTV viewing data

⇒ Commercial: behavior data of viewers

⇒ Public / open-source: program data

# ViSTA-TV approach



# vista



[Home](#) [About](#) [Contact us](#) [FAQ](#) [Research Topics](#) [Things to read](#) [Things to use](#)

## Welcome to ViSTA-TV

Posted on [May 29, 2012](#)

Live video content is increasingly consumed over IP networks in addition to traditional broadcasting. The move to IP provides a huge opportunity to discover what people are watching in much greater breadth and depth than currently possible through interviews or set-top box based data gathering by rating organizations, because it allows direct analysis of consumer behavior via the logs they produce. The ViSTA-TV project proposes to gather consumers' anonymized viewing behavior and the actual video streams from broadcasters/IPTV-transmitters, to combine them with enhanced electronic program guide information as the input for a holistic live-stream data mining analysis.

ViSTA-TV will employ the gathered information via a stream-analytics process to generate

vista 



### Recent Posts

- [Welcome to ViSTA-TV](#)

### Archives

- [May 2012](#)