Video Stream Analytics for Viewers and the TV Industry

“Bootstrapping the IPTV data economy”
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

http://vista-tv.eu
ViSTA-TV approach

Rating agencies
- GfK
- Nielsen

Advertisers

Content Providers
- Zattoo
- ORF eins
- SF1
- Arte

IPTV-Providers

Behavior data Providers

Consumers

Apps

Recommendations

Behavior Data

Data Warehouse

Tag-Stream

Linked OpenData

Extra Data

 LOD Cloud

Raw Data

Data Enrichment Engine

Behavior Data

Tag-Stream

http://vista-tv.eu
Welcome to ViSTA-TV
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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