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next MEDIA

Portable profiles for recommending media services

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Finland**

Structure of Next Media 2012

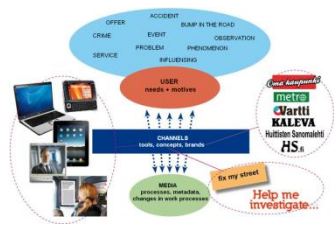


eReading -
Professional/editorial content and advertising
Visuality

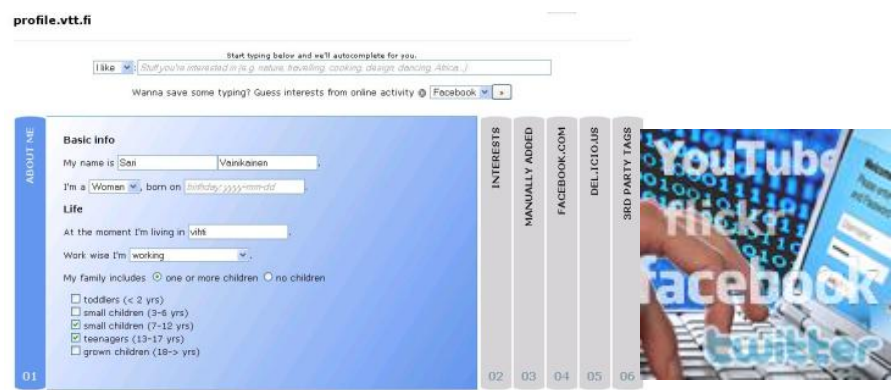
Personal media day
Concepts, media multitasking
Transmedia storytelling
User identity, profiling, context
Smart advertising



Hyperlocal
User generated content,
Public sector/open data,
Commercial sector data
Automation, processes



One, semantic user-controlled profile to be used in multiple services and in different situations



<http://www.youtube.com/watch?v=OKCse-ZKdXk>
Demo and additional information: <http://profile.vtt.fi/about.html>



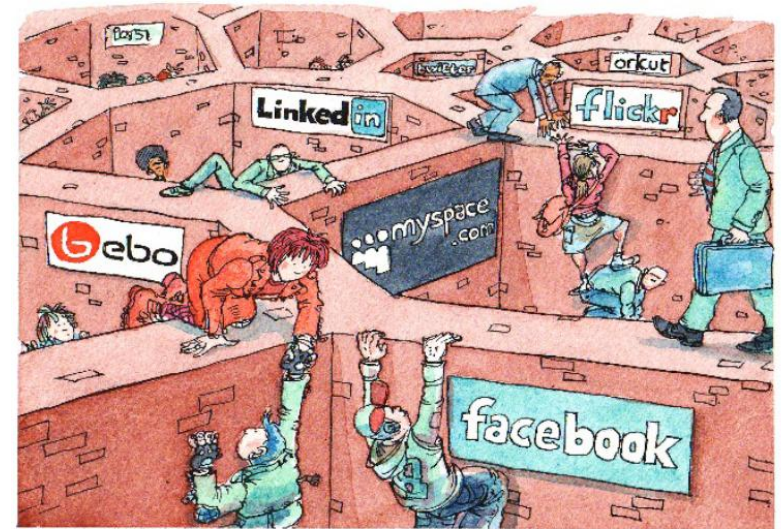
Benefits of profile portability for a service provider

- Learning more about the customers and their interests
- Offering personalized recommendations that improve search accuracy and increase the user satisfaction
- Knowledge about users' interests immediately after signing up
- Personalised services without the need for the service's own profile management



Benefits of portability for users

- The same profile across services and devices (phone, PC, TV, tablet...)
- Enhanced user experience by cutting down the time needed for finding interesting content (avoiding “cold start”)
- Maintaining the profile in one place (e.g, in a profile bank)
- Controlling own profile information



Source: David Simonds, The Economist

Profile creation utilising user's social media accounts

profile.vtt.fi

The screenshot shows a web interface for profile creation. At the top, there is a search bar with the text "Start typing below and we'll autocomplete for you." and a dropdown menu with "I like" selected. Below this, a prompt asks "Wanna save some typing? Guess interests from online activity @" followed by a dropdown menu with "Facebook" selected. The main content area is titled "Tags for facebook.com" and displays several tags: "Dirty Dancing", "Line dancing", "Pretty Woman", and "Puutarhanhoito". A green oval labeled "Semantic analysis of user's interests" is positioned over the "Pretty Woman" tag. Below this, a "Tag details" window is open for "Pretty Woman", showing a link to a Wikipedia resource, a "hate" to "love" slider, and a "Select meaning:" section with a radio button selected for "Pretty Woman; Pretty Woman is a 1990 romantic comedy film. Written by J.F. Lawton and directed by Garry Marshall, the film features Richard Gere, Julia Roberts and Hector Elizondo. Pretty Woman's plot centers on down-on-her-luck Hollywood prostitute Vivian Ward who is hired by a wealthy businessman, Edward Lewis, to be his escort for several business and social functions, and their developing relationship over the course of Vivian's week long stay with him. Originally intended to be a dark drama about prostitution in New York, the film was reconceptualized into a romantic comedy with a broader budget. The film was a critical success and became one of 1990's highest grossing films, and today is one of the most financially successful entries in the romantic comedy genre, with an estimated gross of \$463.4 million USD. Roberts received a Golden Globe Award for her role, and received a nomination for an Academy Award, in addition screenwriter J.F. Lawton was nominated for a Writers Guild Award and a BAFTA Award. The film was followed by a string of similar romantic comedies, including Runaway Bride (1999), which re-united Gere and Roberts under the direction of Garry Marshall once again. Edward Lewis".

An example of related information that can be used in searching and recommendations:

Genre in different languages:
Romanttinen komedia,
Romantisk komedi,
Romantic comedy
Romance film
Komedia, Komedi,
Comedy

Actors: *Julia Roberts,*
Richard Gere, Héctor Elizondo...

Director: *Garry Marshall*

Semantic Facebook analysis

Tags from facebook.com

Alberto Aquilani Arda Big Mac Big Mac Big Mac Chocolate chip cookies Confederação Brasileira de Futebol Fabio Aurelio FC Barcelona Fernando Torres Fingerpori GALATASARAY Gjesvær Gloucester Ice Cream jeff hardy Jeffrey Bruma Johan Crujiff Kiira Korpi Lappi Mame Biram Diouf Naz?m Hikmet Ran Robin Van Persie Tomás Rincón Toxic Waste Trollvika TÜRK?YE CUMHUR?YET? Veripalvelu Www.RasoulAllah.Net www.tvsnimci.net

Entities – User’s interests grouped by categories

Sports and exercise

f Alberto Aquilani amerikkalainen jalkapallo f FC Barcelona f Fernando Torres f jeff hardy f Jeffrey Bruma f Kiira Korpi koripallo f Mame Biram Diouf f Robin Van Persie f Tomás Rincón

Persons

f Alberto Aquilani f Fernando Torres f jeff hardy f Jeffrey Bruma f Kiira Korpi f Mame Biram Diouf f Naz?m Hikmet Ran f Robin Van Persie f Tomás Rincón

Places

Espoo Heinola Helsinki f Trollvika f TÜRK?YE CUMHUR?YET?

Companies

f FC Barcelona

Movies, TV, radio

Memento Pulp Fiction Rock music The Ninth Gate

Literature

f Naz?m Hikmet Ran

Music

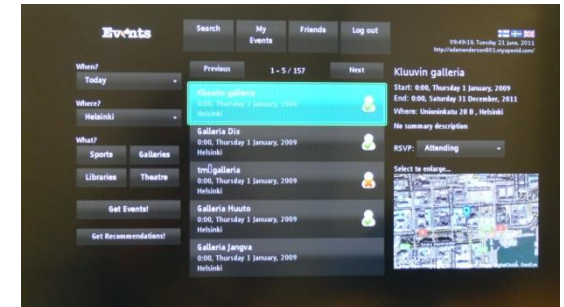
Rock music

Inferred interests:
football, wrestling, figure skating
Norway, Turkey

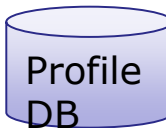
The Event Service prototype



KSF Media:
Event calendar
data



Profium: Semantic event
database



Digita: Hybrid TV based event
application



Profium: Facebook
application
<http://46.51.191.35/fb/>

Conmio and Metropolia:
Mobile HTML5 based event
service
<http://46.51.191.14/mobileui/auth/login>



VTT: Profile service - recommendations
based on a portable profile
<http://profile.vtt.fi/nextmedia/?lang=fi>

The services provide recommendations
to end users based on a portable
profile.

Personalised Event Recommendations

Create your profile

[Sari Vainikainen] » [Account](#) | [Logout](#)

Free Form Social Media

Please use your interests using own keywords or using the suggestions that are listed when you start to type in a word. Use comma to separate multiple keywords.

Own keywords or suggestions

Interests (t.ex. design, football, David Beckham):
kalastus , tanssit ,
puutarha ,
Tove Marika Jansson ,

Favourite music (t.ex. Madonna, blues, guitar):
Elvis Presley ,

Favourite movies (t.ex. Avatar, Brad Pitt, comedy):

Places I frequent, or places I would like to go (e.g. Espoo, California, Rome)

sort by label sort by site sort by usage sort by group random sort

dance pop Africa kalastus tanssit puutarha
Tove Marika Jansson brasil Elvis Presley

[Save](#)

[About](#) | [API](#)

Recommended Events:

- Opastettu Arabianrannan kävelykierros - 1.1.2011-31.12.2011, Helsinki
Taiteen elämyspuisto ja asumisen laboratorio.
Opastetulla Arabianrannan kävelykierroksella koet miten taide-elämykset ovat osa asuinympäristön arkea.
Tilausryhmät voivat tutustua Arabianrannan alueeseen joko opastetulla kävelykierroksella Arabianranta - Taidetta ja Designia tai arkkitehtuuria ja Designia esittelevällä kiertäjällä, joka sisältää Arabianrannan lisäksi myös Design District Helsingin. Kierros on ehdokkaana vuoden 2011 parhaaksi Nordic Oddityksi Helsingin kaupungin matkailu- ja kongressitoimiston järjestämässä Best of Helsinki Awards -yleisöäänestyksessä. Kesto: 1,5-2 tuntia Opastuskieli: suomi ja englanti Ryhmäkoko: 1-15 henkilöä Helsingin historia

95 15.43

SIJAINTI
 Käytä sijaintiani Älä käytä sijaintiani

Etsi väliltä:
1 - 50 km
15

KIINNOSTUKSET
 Etsi omista kiinnostuksista

TOISTUVAT
 Näytä toistuvat

Tänään **Viikko** **30 päivää**

Kaisaniemen kasvitieteellinen puu...	2009-01-01 Unioninkatu 44, HELSINKI
Gardenia	2010-01-01 Koetilantie 1, Helsinki
Kasvien salaisuus -seikkailu lapsille	2010-01-02 Koetilantie 1, Helsinki
Sara Ekström	

a) Creating a profile in the profile service
(<http://profile.vtt.fi/nextmedia/?lang=fi>)

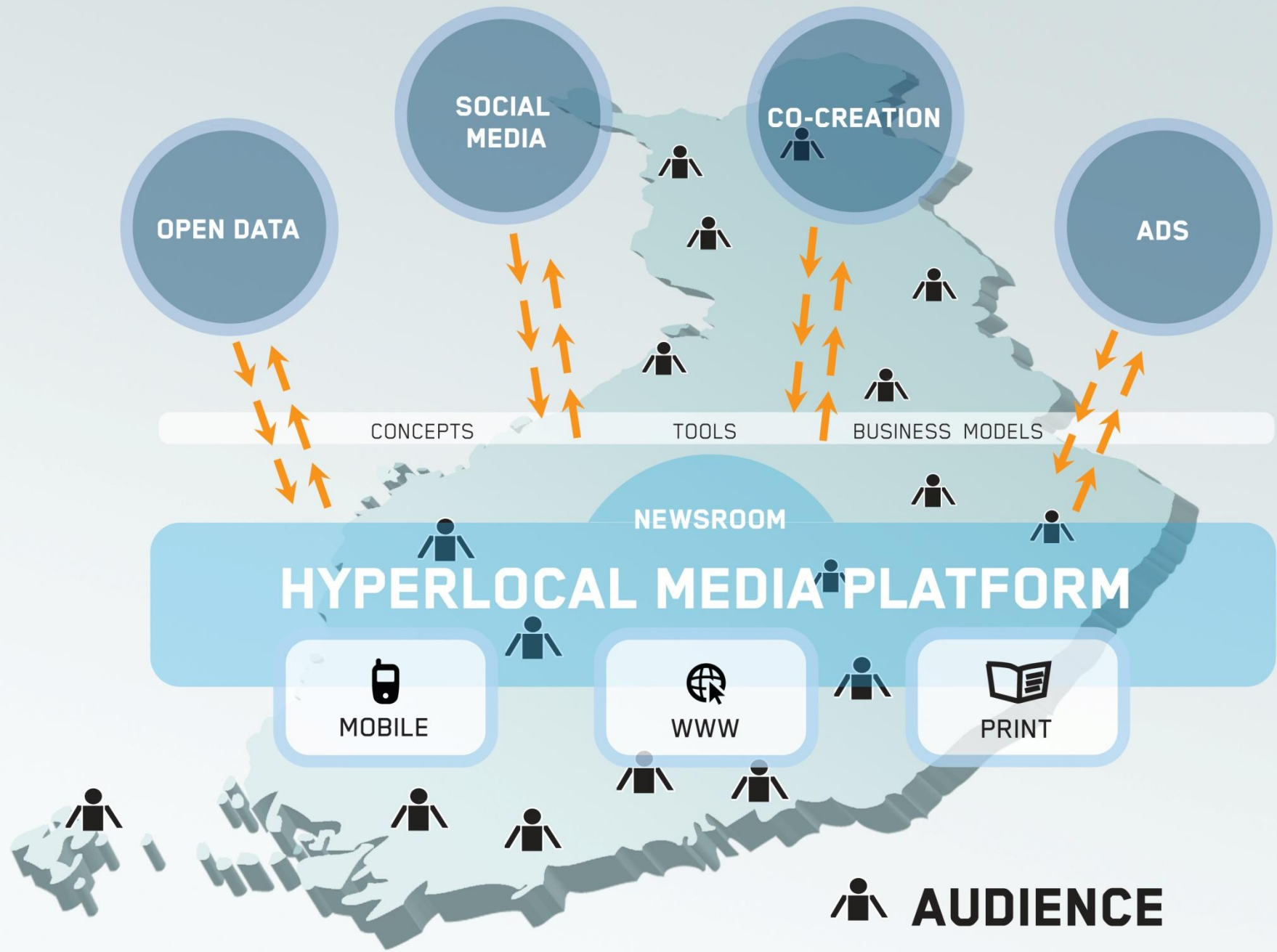
b) Personalised Event recommendations in the mobile event service

Hybrid TV based event application



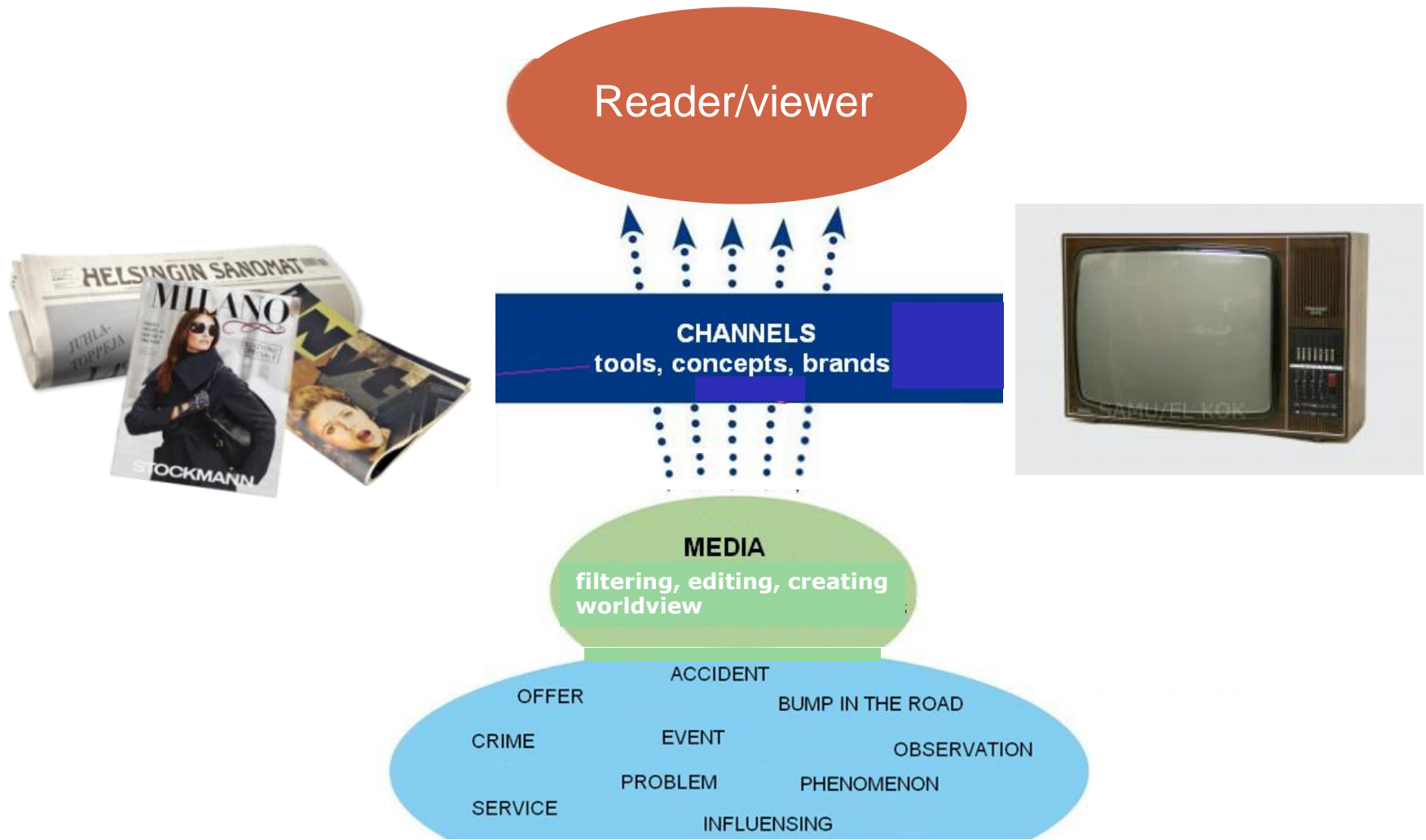
Next Media Hyperlocal

1.6.2012

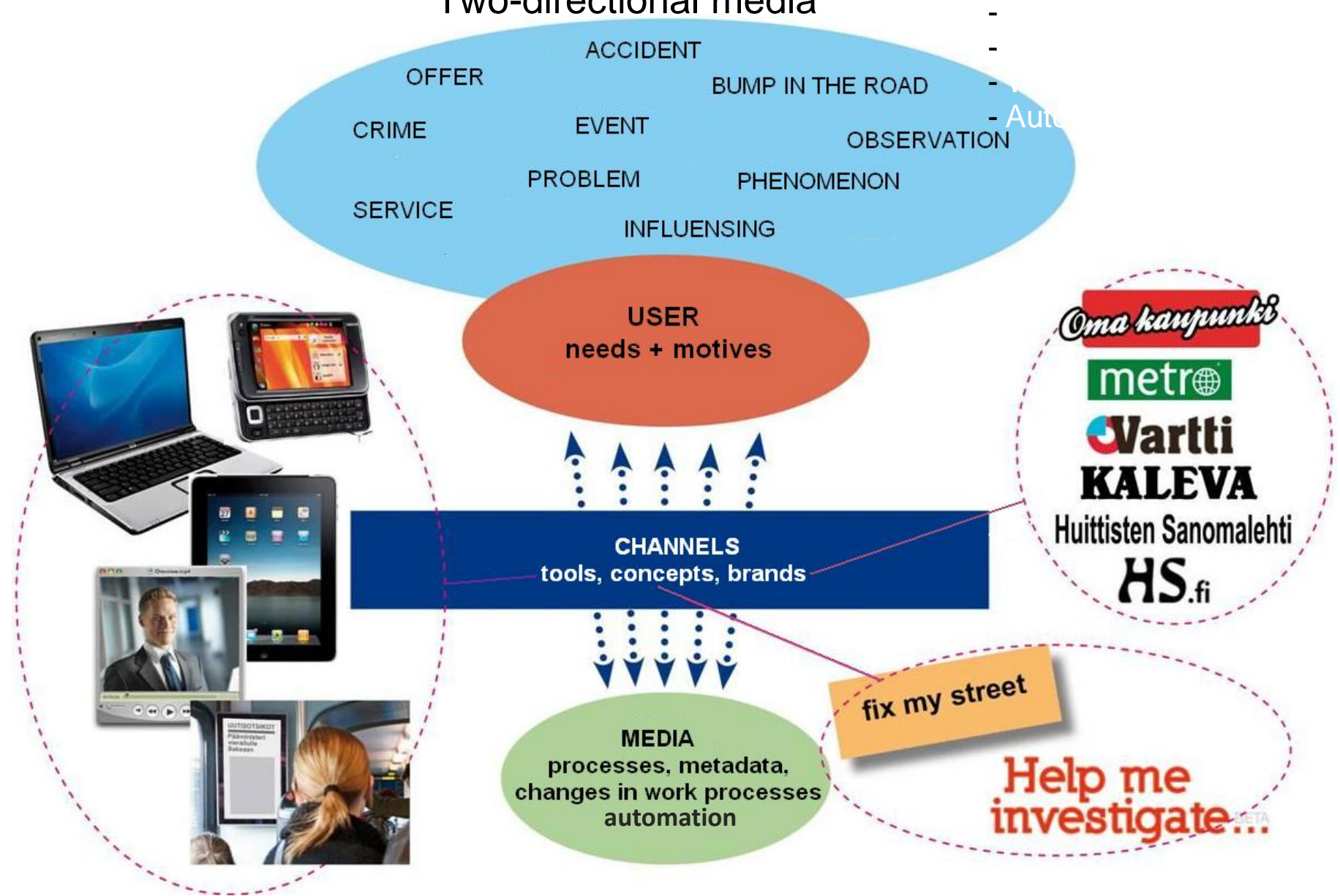


Hyperlocal:

From traditional one-direction media to two-directional media

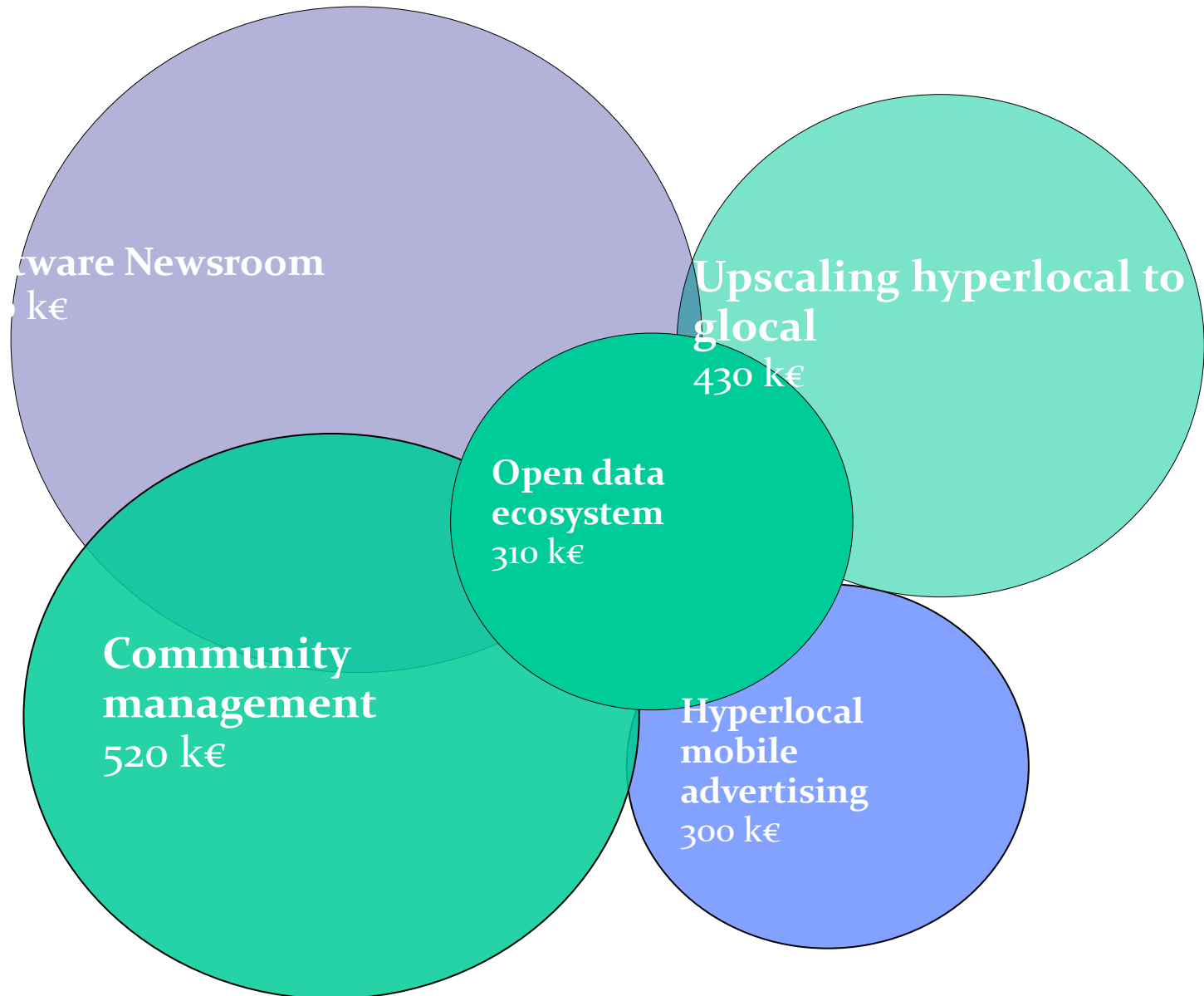


Two-directional media



-
-
-
- Auto

Hyperlocal task structure 2012



Software Newsroom

Automatic "news nose"

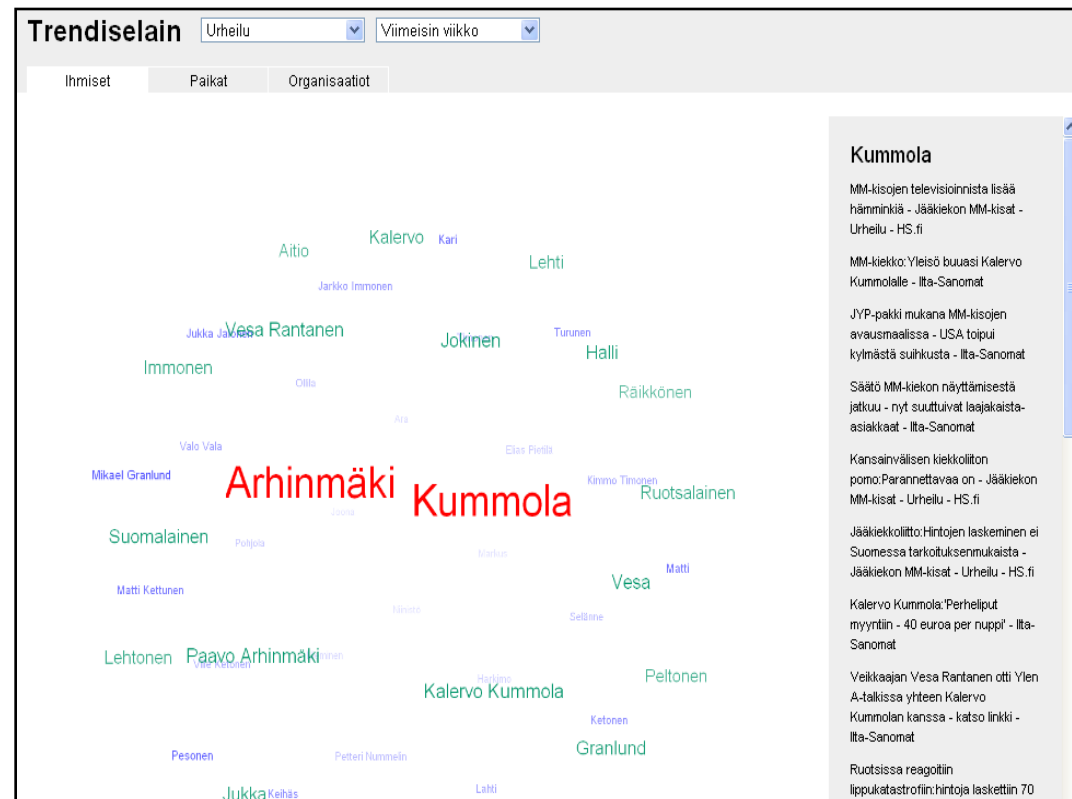
A "situation picture" tool for newsrooms

Stems from the situation picture systems used in the security sector

Scans automatically several data sources, for example social networks

Handles this "big data" with algorithms

Identifies important trends and (during this year) possible news topics



Methods created in Hyperlocal gain international attention

The urge for local news and interaction with the local society → renew the local media consumption and advertising market.

Intelligent automation and work flows for user generated content, and interactivity in news rooms (Sanoma News)

- Streamlining the editorial processes costs down by 30%.
- Local news from readers; in 2011 40 out of 50 most read articles of Omakaupunki.fi were originated from the readers.

International newspaper chain, Metro, (17 million readers in 20 countries) has copied the process in Montreal and Prague.

- Business potential: Large market for crossmedia systems supporting crowdsourced production processes and automated news production on local level.

