TV-RING: Television Ring - Testbeds for Connected TV services using HbbTV

Connected TV platforms offer enormous potential for attractive, bandwidth-intensive services. High-resolution media streams serving a multitude of connected and synchronized devices form a perfect playground for a thriving digital ecosystem. The value of these services results from the merging of both linear and on-demand content delivery; anybody can profit from the possibilities of the broadband connection in retrieving extra content to the screen related to the broadcast or served on the basis of (automated) personal choice out of online online libraries. The amount of bandwidth needed, however, will be immense as these services are made available to the massive audience currently watching linear television channels. New media and TV production companies are adopting transmedia storytelling, taking the TV experience to mobile and web devices. Transmedia storytelling is a developing paradigm within TV production companies, and many new formats incorporate a transmedia concept. If transmedia storytelling could simultaneously integrate multiple HD streams on multiple devices, this would unleash radical new possibilities for production companies whose prime expertise is in producing moving image content. The TV-RING project is based around 3 pilot regions in Germany, the Netherlands and Spain, and seeks to devise and demonstrate advanced Connected TV scenarios based on HbbTV platforms and NGA network infrastructures. The TV-RING pilots will operate as a community, aggregating and actively building up knowledge around best practice examples and processes in Connected TV service development. This knowledge will span all aspects of user-centered service design from conception to deployment, with a focus on critical knowledge for project/business initiators, particularly product management, marketing and conception.

Project ID card

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