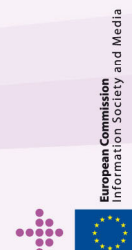


T-Seniority

Expanding the Benefits of Information Society to Older People through Digital TV Channels



Loriguilla is a farming village in the region of Valencia, Spain, with a population of 1,500, 18% of which are over 65 years old and have had little contact with new technologies. Indeed many elderly find the internet still too difficult (across Europe, only 20% of the elderly are active users). Yet, Javier Cervera, mayor of the village, believed ICT offered opportunities in delivering better services e.g. via the internet at a cost the municipality could sustain and was further convinced when his village was offered the opportunity to take part in T-seniority, a pilot project funded by the EU's ICT Policy Support Programme (ICT PSP) – Competitiveness & Innovation Programme (CIP).



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T-Seniority offers the elderly access to e-services via something that they are already familiar and comfortable with: **the television set**. In Loriguilla, the favoured interface is the Wii game console plugged to the internet. The elderly get local and general interest information, contact public services (town hall, benefits agencies, "meals on wheels") and receive care via **tele-monitoring**. With the **TV-conferencing facilities** the elderly can stay in touch with their carers, family members, or with others in their local community. They can even receive an SMS from their grandchildren (the favoured means of communication of the younger generation) on their TV screen. The social component of the services is a major motivation for the elderly to get to know and use the system. T-Seniority helps to strengthen social relationships and to fight the isolation often experienced by the elderly and thus bridges **physical, psychological and generational gaps**.

In the United Kingdom, project partner Looking Local markets a comprehensive package that includes the T-Seniority solution for British local authorities (local councils, housing, employment and health services) that helps them deliver more efficiently and to a wider range of citizens. Looking Local builds and maintains a site or simply provides the content management system. The portal, wholly owned and run by the Council of Kirklees (Yorkshire), boasts 125 clients to this date and this number increases steadily as more and more local authorities see the benefits of multi-channel delivery but do not have neither a clear understanding nor the resources to deploy this emerging trend.

The Looking Local platform is accessible via a range of different channels (e.g. mobile phones, Wii console etc.). However, given that in the UK already 55% of households have access to it, **interactive digital TV** is viewed as the ideal means to reach those citizens who need to use council services the most.

The British experience clearly demonstrates that digital TV will in the coming years be complementing the PC for accessing the web. This trend will be reinforced by the new pan-European initiative "HbbTV" (Hybrid Broadcast Broadband TV), which aims at harmonising the broadcast and broadband delivery of entertainment through the TV set.

T-Seniority @ a glance

Funded by the EU's ICT Policy Support Programme (ICT PSP) – Competitiveness & Innovation Programme (CIP)

Total Cost: **5.34 million EUR**

European Commission's contribution: **2.67 million EUR**

Duration: July 2008-December 2010

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To know more:

- tseniority.idieikon.com
- See the video: <http://www.youtube.com/watch?v=b-1v-BDrgYc>

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