



# eltic-Plus<sup>+</sup>

Smart Connected World



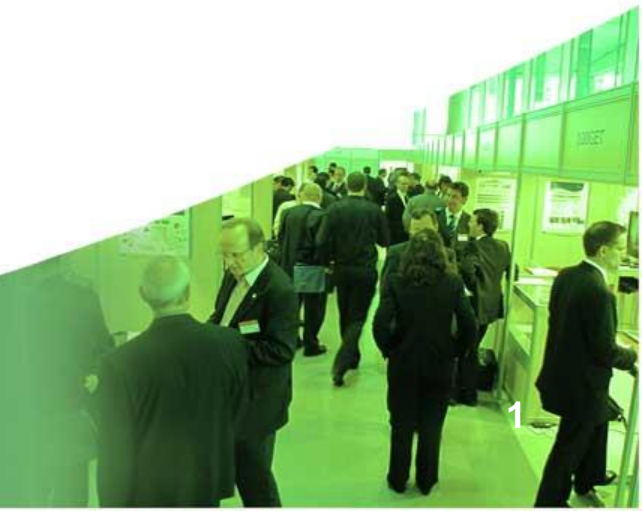
Celtic-Plus Event  
28 April 2015, Vienna



VRT  
RESEARCH &  
INNOVATION

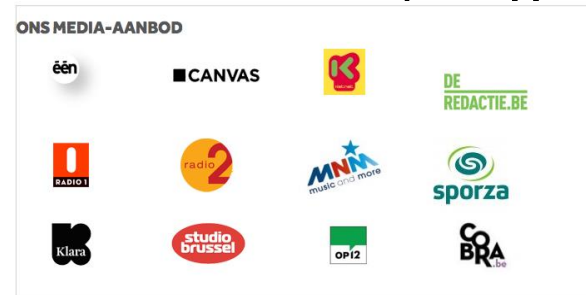
## 5-minute Pitch of the Project Proposal Context-Aware Personalised Media

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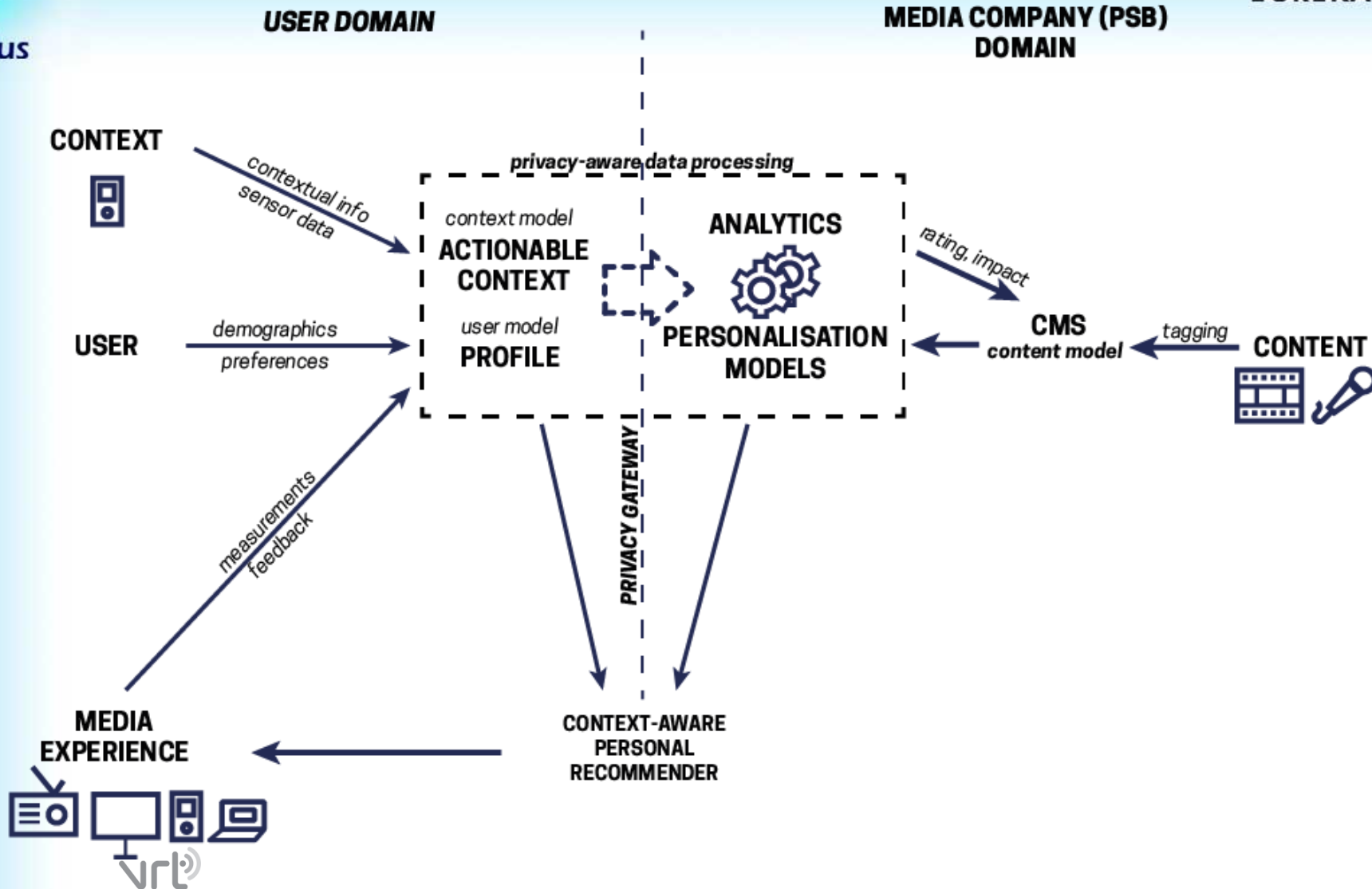


# Organisation Profile

- VRT: Public broadcaster of Flanders (Belgium)
  - 2300 employees
  - 3 TV channels
    - Eén, Ketnet, Canvas
  - 5 radio channels
    - Radio 1, Radio 2, Klara, Studio Brussel, MNM
  - 3 on-line portals (news, sports, culture)
- In-house technology department (+/- 200 FTE)
- In-house multi-disciplinary research lab:
  - VRT Research & Innovation
- Living lab context – thousands of viewers/surfers
- Sandbox mechanism (EBU context)



# Proposal Introduction



# Expected outcome

- Model and implementation
  - (1) real-time actionable consumer **context** based on sensor info
  - (2) **personal media profile** (PMP) – consumption behaviour and content preferences
  - (3) **privacy-aware** data models throughout
  - (4) Targeted **content tagging** & profiling
- Context-aware personalised content recommendation
- Multi-device storytelling and story scheduling prototype based on the above components

# Partners - What do we need?

- Companies working on
  - sensor devices
  - analytics/reasoning on sensor data
  - analytics/reasoning on media consumption data
  - network technology to enable inter-device communication
  - context-aware content recommendation technology
  - privacy expertise

# Contact Info

For more information and for interest to participate please contact:



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