

# TV-WEB for increased digital services accessibility

Presentation of the project

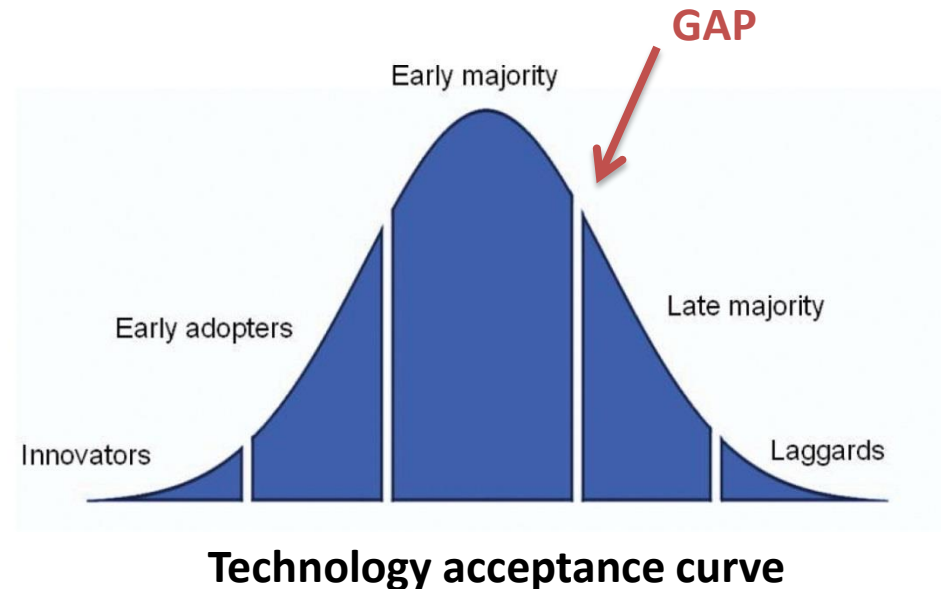
**Rok Žurbi**

Laboratory for Telecommunications  
Faculty of Electrical Engineering (LTFE)  
Slovenia

March 2015

# Digital Agenda for Europe

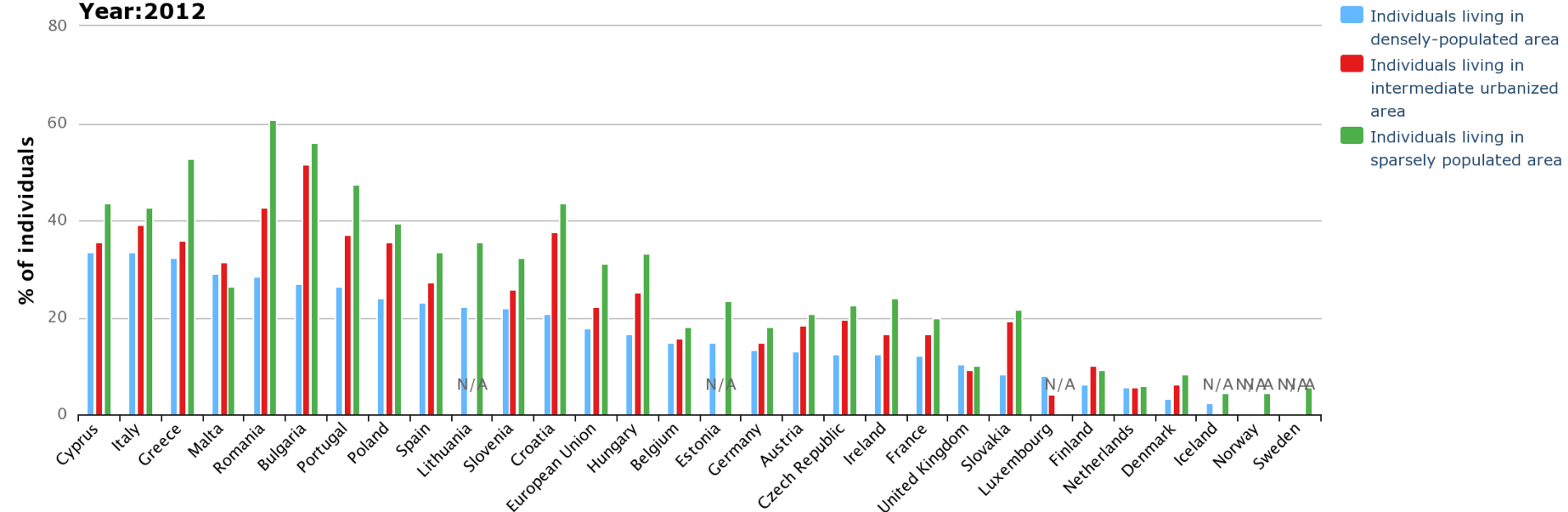
- Strategy and action plan for ICT deployment in EU
- New technologies to all citizens?



# Reaching the goals – where are we?

**Individuals who have never used the internet, by Urban-rural density of the living area**

**Year: 2012**

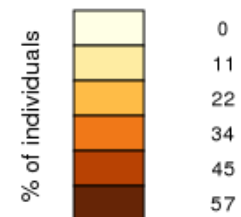


European Commission, Digital Agenda Scoreboard

# Addressing the DA goals in SEE

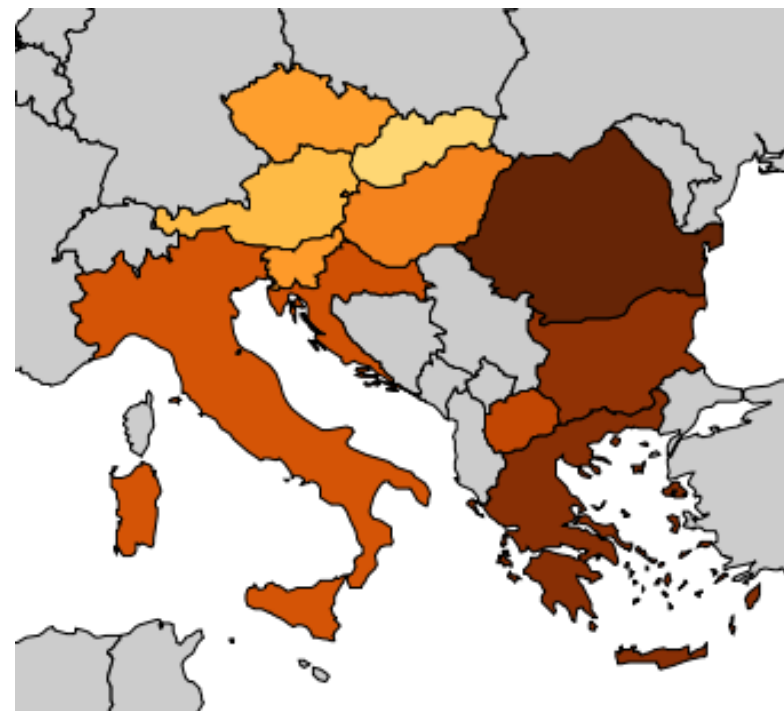
## SEE Operational Programme:

Priority Axis	<b>Improvement of the accessibility</b>
Area of Intervention	<b>Develop strategies to tackle the "digital divide"</b>



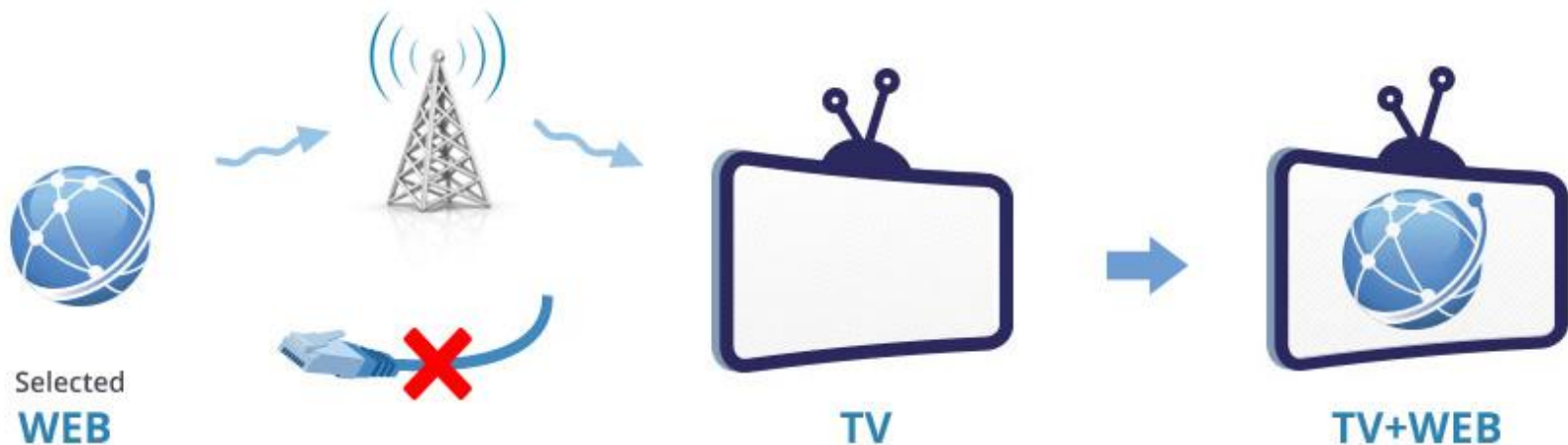
### ***Our goals:***

- *improve virtual accessibility in the region*
- *by offering selected internet services for digitally excluded*
- *using transnational approach*



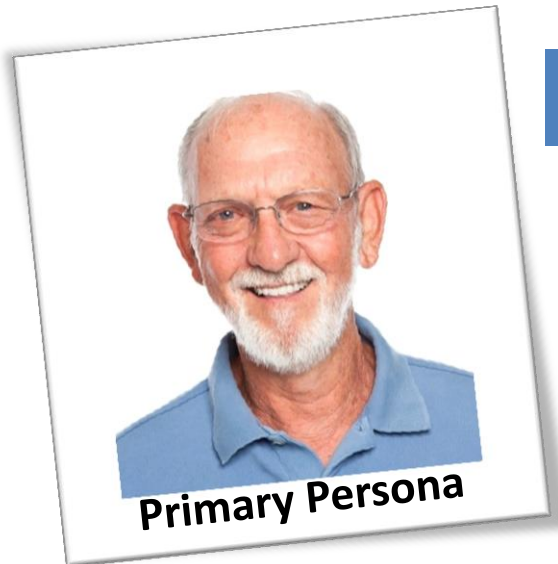
# The main idea

Deliver **selected internet content**  
over available capacity in **existing DTT infrastructure ...**



... for **people not connected** to the internet

# For who: target users



- Andrej, 72 years old
- Slovenia
- 2 Children (45 & 43 years old)
- Compulsory school
- Pensioneer
- Low income

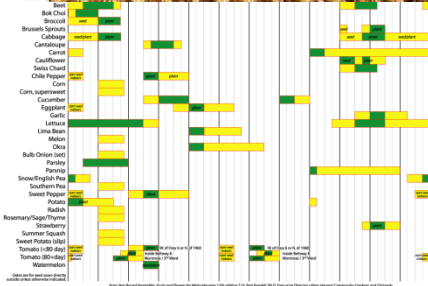
## User centered design approach – focus groups

### User study results - elderly people group

Media Use	TV	Teletext	Computer	Internet
Press: all TV: all Radio: all Internet: 30%	100%	50%	50%	30%
	Content	Content	Content	Content
	News Sport Movies Documentary	Weather TV guide Sport News	Internet Games	General info Health Local websites
	Problems	Problems	Problems	Problems
	0%	0%	90%	90%



# What: Suggested Topics for TV-WEB



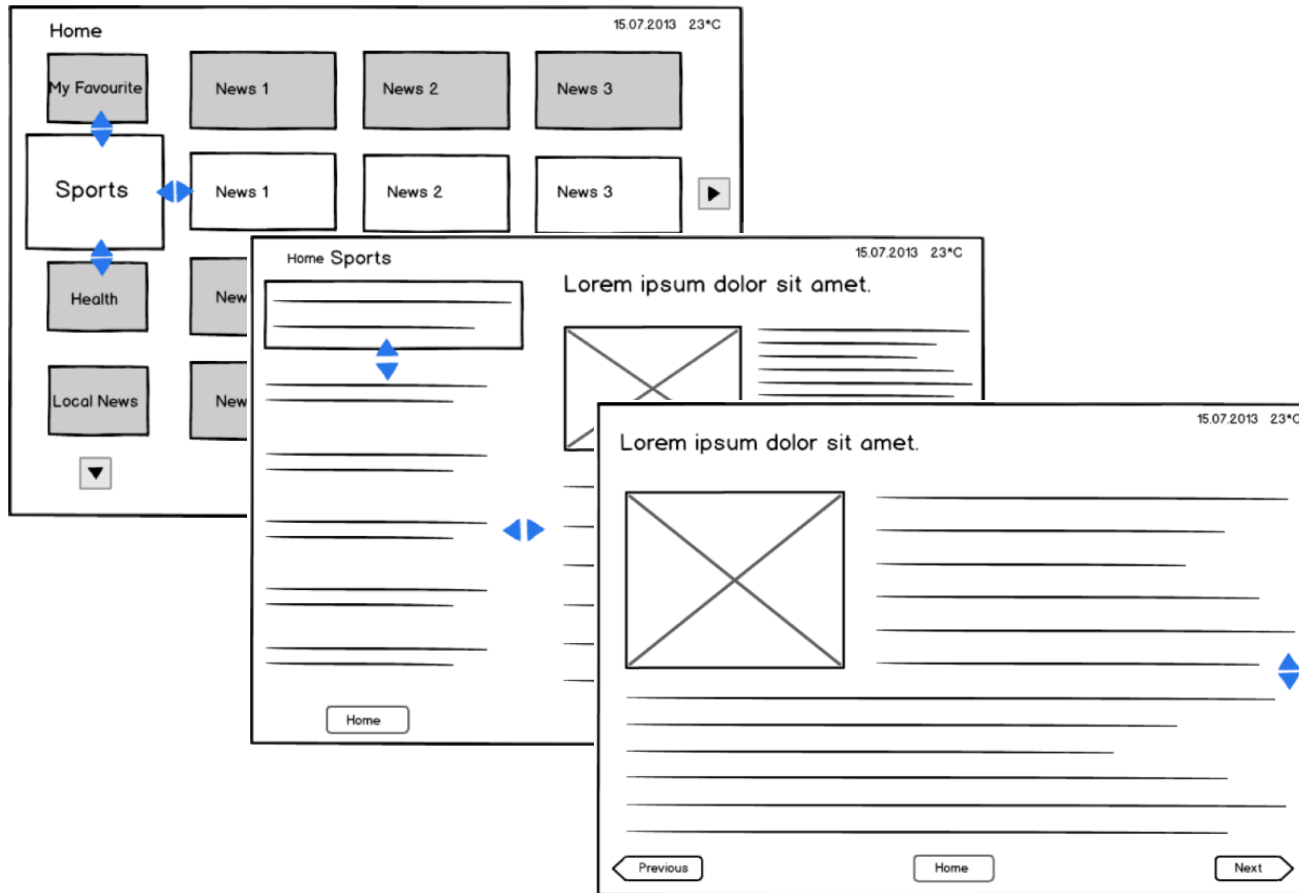
**EDITORIAL RESPONSIBILITIES**

**SALE**



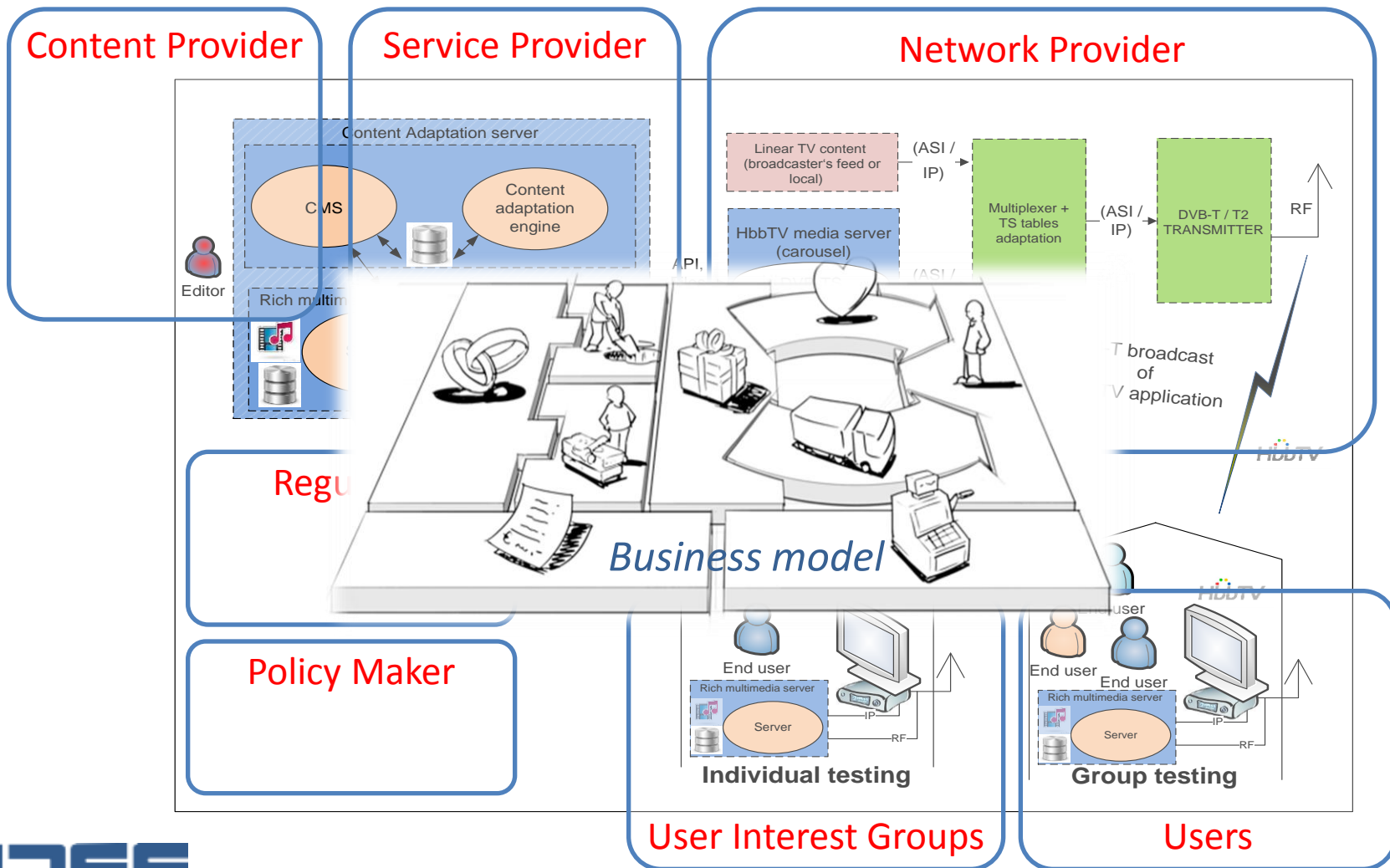
	Staffs	Thurs	Health	Georg	Andri	Curie
	1 6:39	6:45	6:50	6:59	7:05	7:08
	1 7:39	7:45	7:50	7:59	8:05	8:08
	1 8:39	8:45	8:50	8:59	9:05	9:08
9:00	9:08	9:14	9:23	9:28	9:33	9:42
9:30	9:38	9:44	9:53	9:58	10:03	10:12
then every 30 minutes until...						
5:00	5:08	5:14	5:23	5:28	5:33	5:42
5:30	5:38	5:44	5:53	5:58	6:03	6:11
6:00	6:07	6:13	6:21	6:26	6:31	6:39
then every 60 minutes until...						
10:00	10:07	10:13	10:21	10:26	10:31	10:39
11:00	11:07	11:13	11:21	11:26	11:31	11:39

# How: intuitive service design



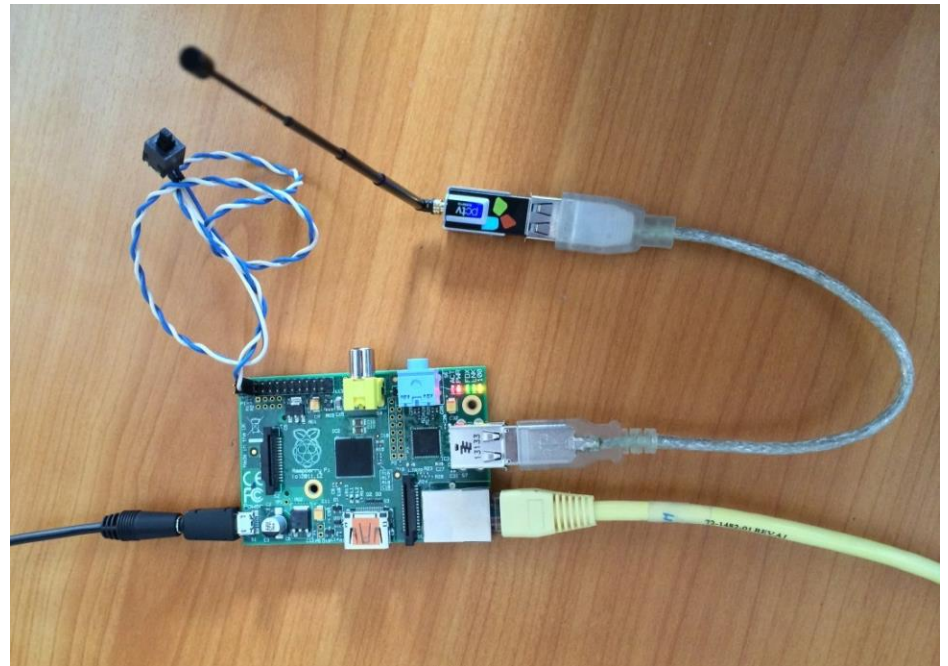


# How: TV WEB service delivery



# How: overcoming the challenges

- Content adaptation
- Limitations in HbbTV standard
- TV screen & navigation
- STB equipment
  - storage
  - connectivity
  - workarounds



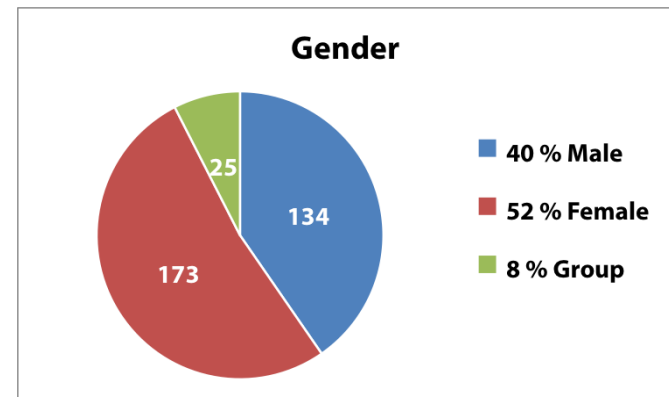
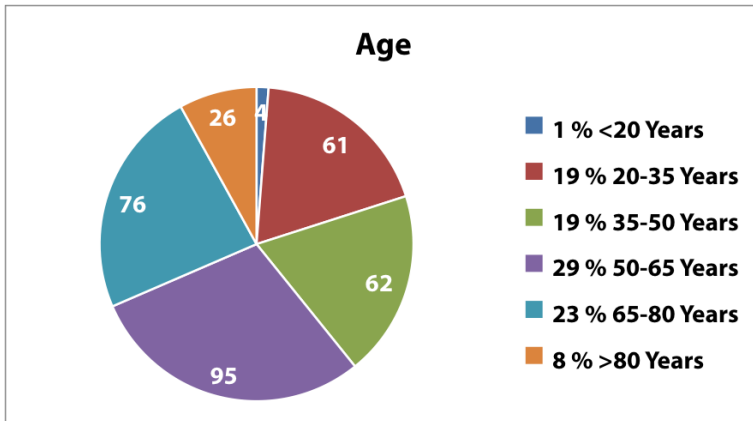




# TV-WEB pilots



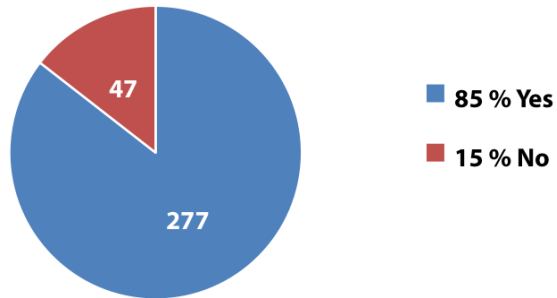
# TV-WEB Pilots: user feedback



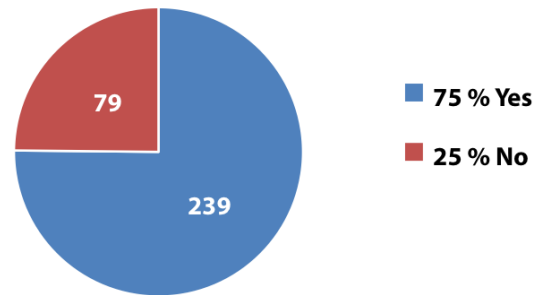


# TV-WEB Pilots: user feedback

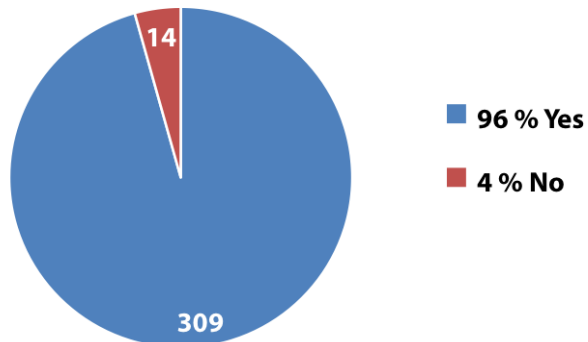
**Use of Technology**



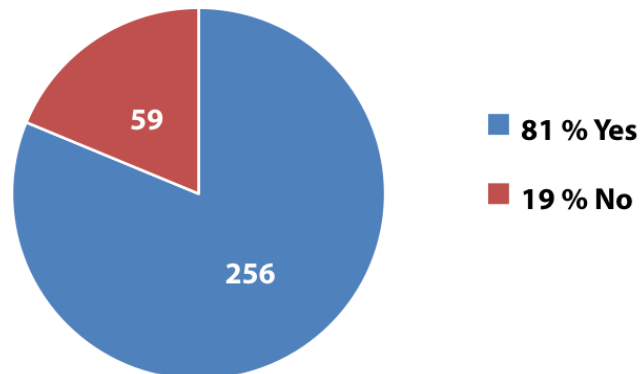
**Internet Access**



**Do you find the service simple to use?**



**Would you like to use the service daily?**



# Thank you!

[rok.zurbi@ltfe.org](mailto:rok.zurbi@ltfe.org)

Visit us on:

<http://www.see-tvweb.eu/>

