PERSONALIZATION OF HYPERLINKED VIDEO IN INTERACTIVE TELEVISION (FriPmPO1)

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Abstract : The GMF4iTV project is building an end-to-end broadcast system for providing interactivity of TV programs through active video objects. This paper describes the personalization scheme that has been defined and implemented in this project. On the Authoring side, an interface tool allows the video producers to annotate both objects and associated additional content, with attributes from different ontologies. On the receiver side, a personalization engine compares these attributes with the user profile to personalize the interaction with the user. We describe the various components of the system and provide some application examples.