

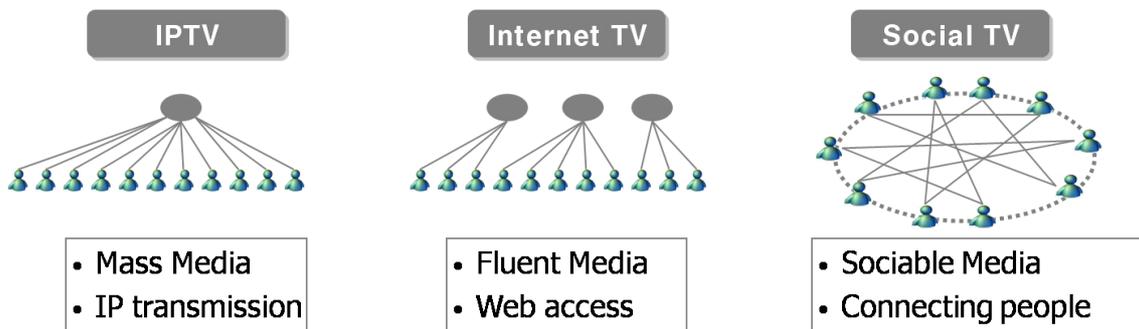
# Social TV: A new wave of Social Networking for Television

SooHong Daniel Park

SAMSUNG Electronics, Digital Media R&D Center

## Introduction and Intention:

Television watching has always been a social activity. People watch television together in their living rooms, and outside their homes they talk about last night's football match, and even call each other to recommend an interesting program [1]. In addition, IPTV comes up in the market as a next generation of TV. Users who have IP functionality are able to watch television wherever they are. This revolution makes users very easy to communicate each other via Internet as well as social society called social network services (a.k.a. SNS – for example: facebook, myspace, etc.) on top of television. People can share their experiences and opinions and talk each other by using SNS in a real-time mode. Social networking is not a new around television space and brings lots of favorable social services to television watchers as well. This paper wants to bring the needs of Social TV up fairly clear to the W3C workshop on the Future of Social Networking.



## Feature of Social TV:

The main feature of Social TV is as follows;

- Remotely shared TV-watching experience (text, voice and video chat, blog)
- Communication between people (chat, email, buddy, video-conferencing)
- Like watching TV together (presence service, emoticon)
- Sharing contents and recommendation (SNS on the Web, sociable media, personal broadcaster)

## Concluding remarks:

In short, SAMSUNG Electronics is fairly interested in this work, Future of Social Networking, in terms of TV perspective. Also, we would request the workshop for Social TV to be included in the scope of Future of Social Networking when building up a new group within W3C later.

**Reference:**

[1] "Social Television and User Interaction", Pablo Cesar, Konstantinos Chorianopoulos, Jens F. Jensen, ACM Computers in Entertainment, Vol. 6, No. 1, May 2008