



# **A Consideration about “Second Screen Senario”**

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# Agenda

- ✓ Corporate Profile
- ✓ Target and Objective
- ✓ Use case consideration
- ✓ Proposals
- ✓ Technical Requirements

# Corporate profile

- Established in 1999 ( one of the branch company of NTT holdings )
- Providing **ISP** (includes **Web**) services mainly in Japan
- Providing **IPTV** service in Branch company (NTT plala)



# Target and objective

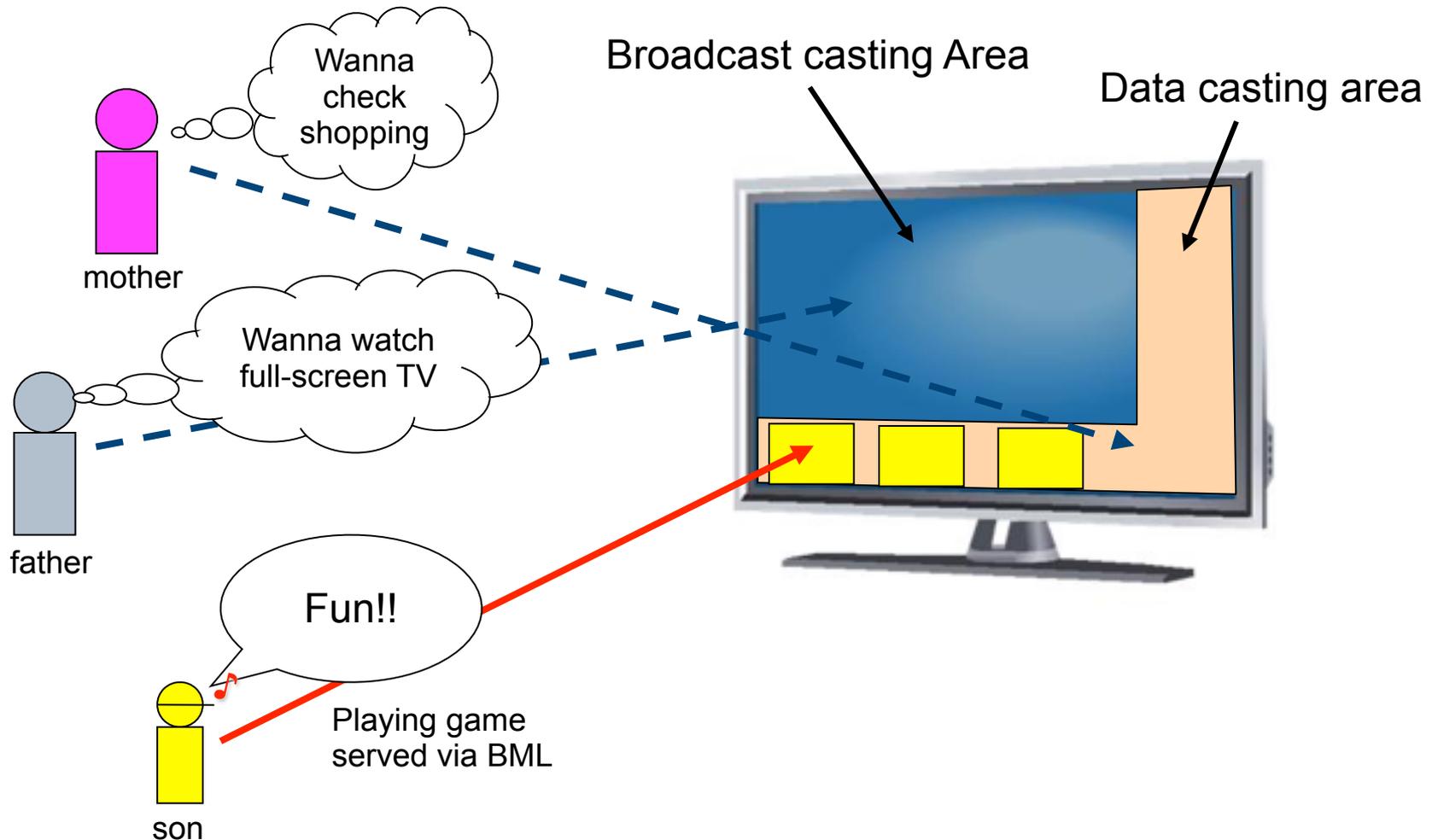
Target of this presentation

- **Second Screen**
  - Smartphone, Tablet, PC, portable game, ...

Objectives

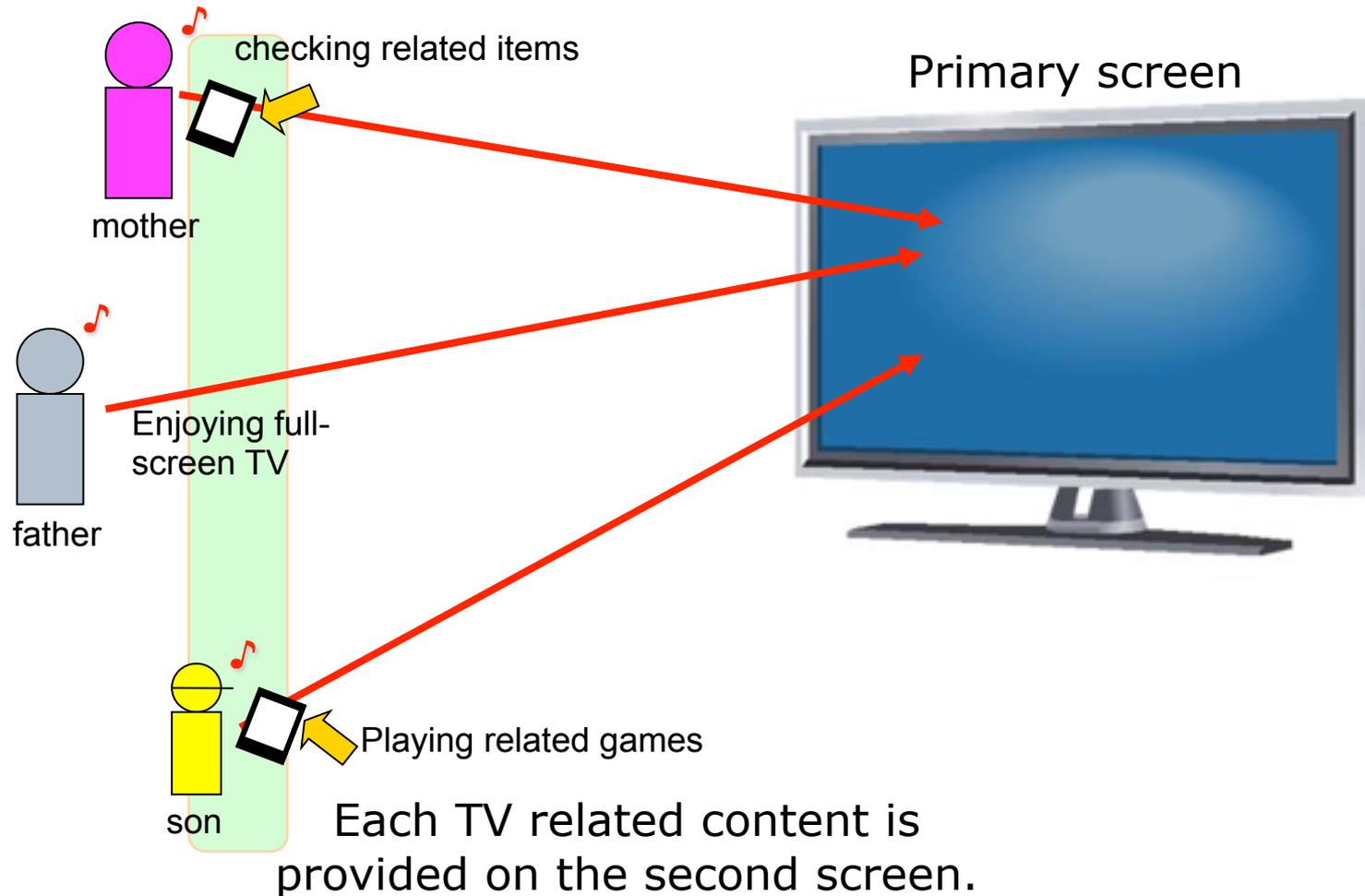
- **Make families happy**
- **Increase the effectiveness** of broadcast program and sponsor's advertisement

# Use case : One sunday morning



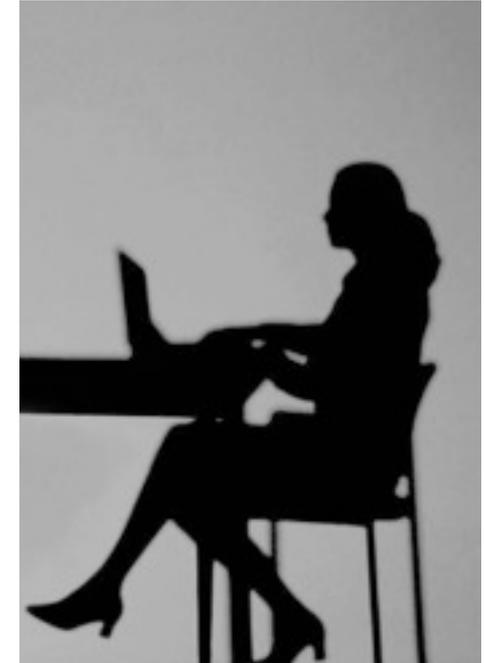
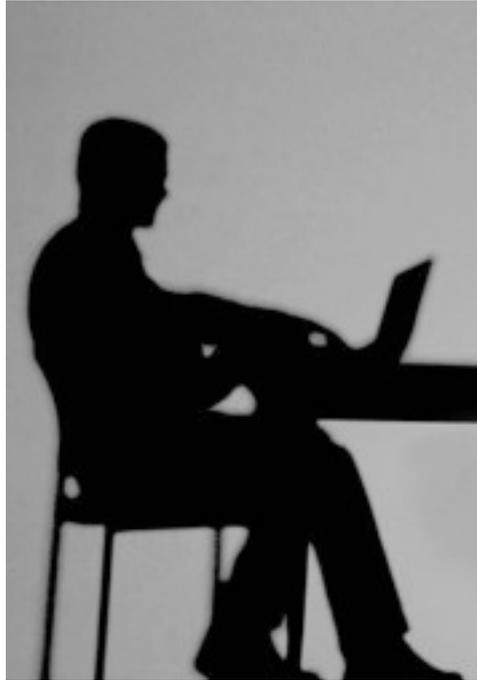
**Hard to satisfy all member's demands in only one screen.**

# Yes! Second screen can do it!!



**Second screen enables all families satisfied.**

# Recently, part of second screen scenario is realized, but...



- TV program and PC's screen are **separated**.
- User has to access content **manually**.

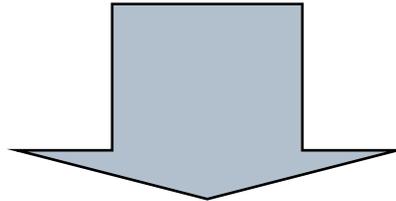
→ **Hard to concentrate on TV.**

# Problem and direction.

## Problem

**Social perspective** : Getting hard to **communicate** w/ each families.

**Business perspective** : **Decrease of the effectiveness** of TV and sponsor's adv.



## Direction

**Easy to access TV related content.**

# How to solve?

Easy access

Automatically **push** content **synchronized** with TV program.

To satisfy each member's demand

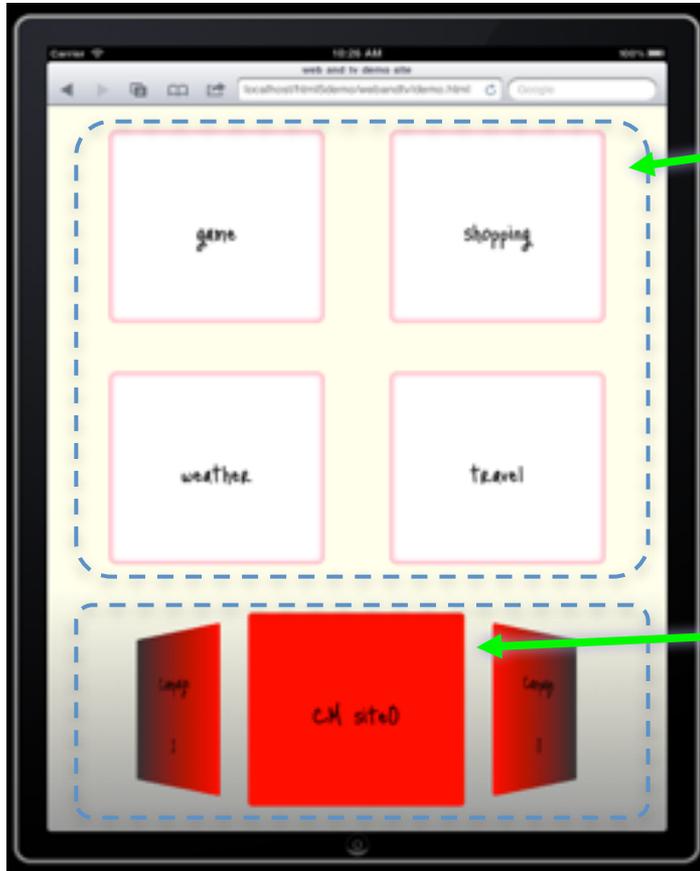
Each content may be **personalized**

To make increase of the effectiveness of sponsor's adv

**Sponsor's banner or item** automatically appears in second screen, **synchronized** with TV ( **BTA** will also be fine😊 )

# Service image (an example)

Providing personalized services on second screen!!



## Content Widgets

(Game, Shopping, Weather, Travel ...)

- Content is automatically changed.
- Synchronized w/ TV show
- Manually selective
- Gadget w/ recommendation'll be fine.

## Sponsor's link

(Banner to site, direct link to EC ...)

- Automatically appear
- Synchronized w/ commercial and TV senario.
- Targeting AD based on user's logs on second screen device.

# Technical requirement 1/ 2

Synchronizing with TV program is a key factor

**-Push technology**

-Server-Sent Events, WebSocket

**-Data format ( describing time-line data )**

-Need discussion

**-Protocol to communicate with each screen**

-Need discussion

# Technical requirement 2 / 2

To enable personalizing, and raise the effectiveness of sponsor's content.

**-Store technology for preset data and user's logs**

**-WebStorage**

**-Location sensing technology for providing localized information ( e.g. nearest store selling items )**

**-GeoLocation**

To create services.

**-Widget functionalities**

**- W3C widgets**

**-Graphical and Favorable UI**

# Conclusion

**I proposed that making user's access of TV related content easy is important in second screen scenario.**

**Based on the proposal, we presented some technical requirements.**

**I believe that second screen scenario makes all stakeholder's current situations better.**



# Thank you!

**CONTACT:**

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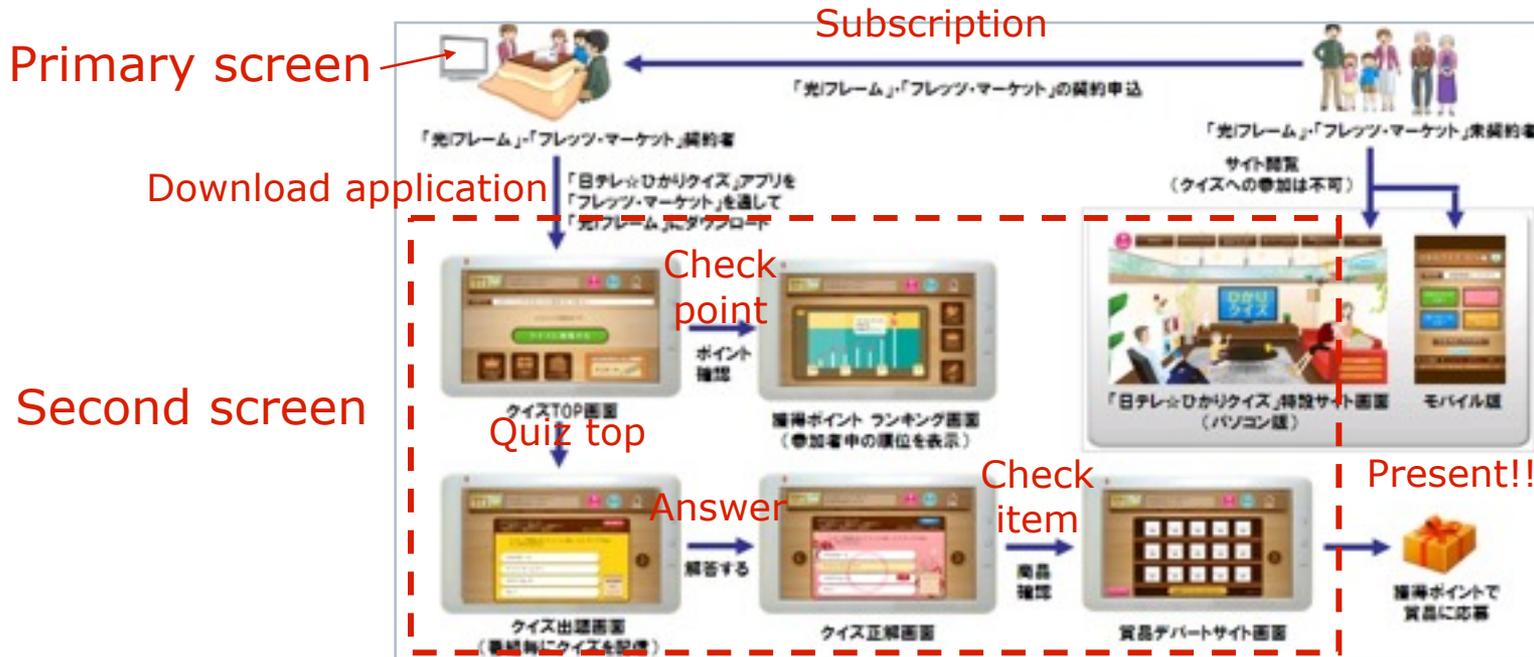
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# Reference

**NTT Mediacross, Inc., NIPPON TELEVISION NETWORK CORPORATION, and NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION** are now providing trial service ( Quiz synchronized to TV show is also displayed at second screen 😊 )



Refer : <http://www.nttmc.co.jp/news/20110114.html>