
Fraunhofer Intelligent Analysis and Information Systems

Motivation for creating new user experiences while watching online video

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Motivation for a new kind of media player

- Introduction
- Survey
- Metadata media player



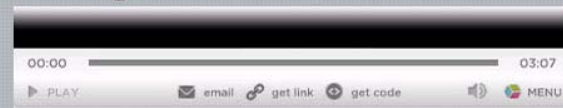
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Introduction – Design examples

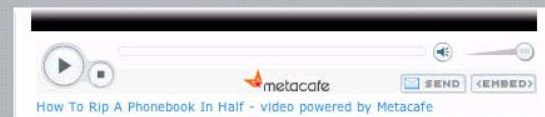
Brightcove



Jeroen Wijering



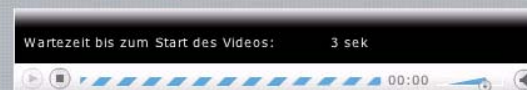
Metacafe



Google Video



Spiegel Online



Rewer



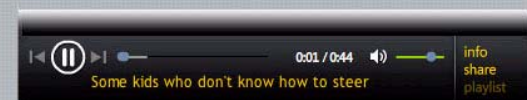
YouTube



Sevenload



Soapbox



Clipfish



Introduction – Metadata

Veröffentlichen Speichern Vorschau

Textfield

0:00:00.3 → 0:00:06.4

Füge einen Link zu einem Video, Kanal oder Suchergebnis

Balloon

0:00:02.3 → 0:00:06.4

Füge einen Link zu einem Video, Kanal oder Suchergebnis

Windowfield

0:00:04.3 → 0:00:06.3

<http://de.youtube.com/watch?v=ADeAkmj-p2Q>

Pause

0:00:05.3 0:00:06.5

0:05 / 0:08

Elections Video Search

What did the candidates say?

energy Search Videos

All Politicians | [McCain](#) | [Obama](#)

to help struggling families pay their energy bills I will provide a

01:14

[Rep Bachmann Hosts a Special Order on Energy](#)
2 weeks ago - 02:06 - 2 mentions

[Senator Obama on the Economy and Energy](#)
2 weeks ago - 06:07 - 9 mentions

[Alternative Energy](#)
4 days ago - 01:32 - 3 mentions

[How does this work?](#)



Survey on media-sharing

- **What?**
 - Audio & video content from different
 - Topics
 - Devices
 - Other things



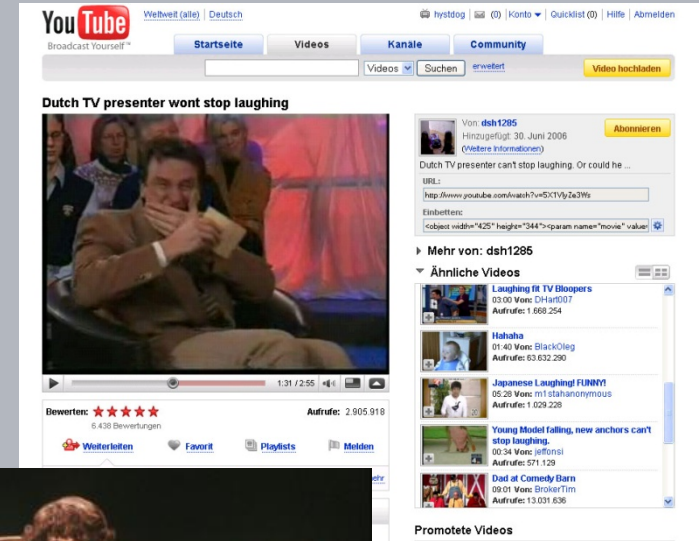
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Survey on media-sharing

- What?
 - Audio & video content from different
 - Topics
 - Devices
 - Other things
- How?
 - Sharing online
 - Sharing offline



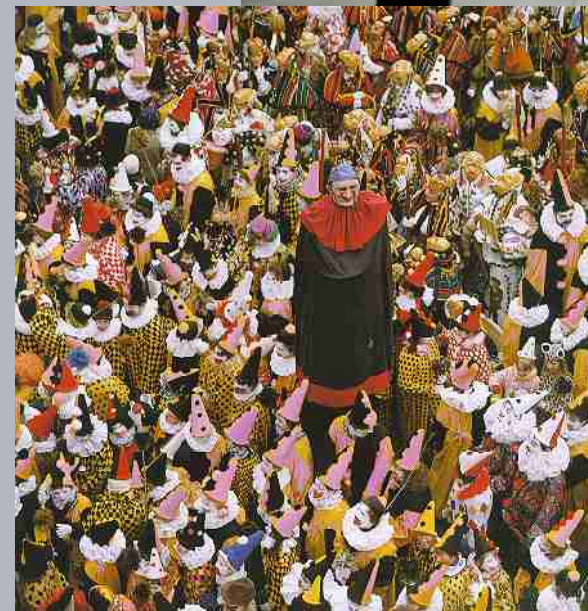
Survey on media-sharing

- What?
 - Audio & video content from different
 - Topics
 - Devices
 - Other things
- How?
 - Sharing online
 - Sharing offline
- **When?**
 - Afterwards
 - Inline



Survey on media-sharing

- What?
 - Audio & video content from different
 - Topics
 - Devices
 - Other things
- How?
 - Sharing online
 - Sharing offline
- When?
 - Afterwards
 - Inline
- **With whom?**
 - Relatives/Close friends
 - Acquaintances
 - Everyone



Survey profile

- Distributed by networking websites, instant messenger and email
- Open one week
- 151 participants
 - 58% male - 42% female
 - Germany (50%), India (31%) , Austria (7%), 14 other countries (12%)
 - From 18 to 55 years (most 20-30 age group)
- Most consumers of content
 - Few uploaded content to websites
 - Lot of potential among the rest to share content



Conclusions: Motivation for sharing

- Prefer to watch together
- Complexity decrease by
 - lesser personal relations
 - more convenience



Conclusions: Sharing personal

- Prefer to watch together
- Complexity decrease by
 - lesser personal relations
 - more convenience
- Personalized content
 - Sharing in small groups
- Share highlights
 - Emotions instead of reports



Conclusions: Content annotation

- Prefer to watch together
- Complexity decrease by
 - lesser personal relations
 - more convenience
- Personalized content
 - Sharing in small groups
- Share highlights
 - Emotions instead of reports
- Like discussion
 - Large groups stimulate inline discussion
 - Prefer offline conversation



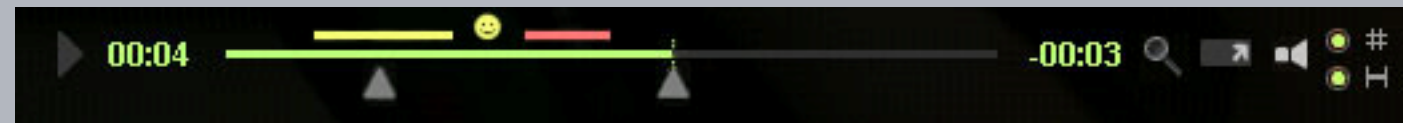
Conclusions: Privacy

- Prefer to watch together
- Complexity decrease by
 - lesser personal relations
 - more convenience
- Personalized content
 - Sharing in small groups
- Share highlights
 - Emotions instead of reports
- Like discussion
 - Large groups stimulate inline discussion
 - Prefer offline conversation
- Privacy
 - Quarter didn't want to use the internet for sharing
 - All sharing media offline in privacy
- Legality
 - Sensible to protected content

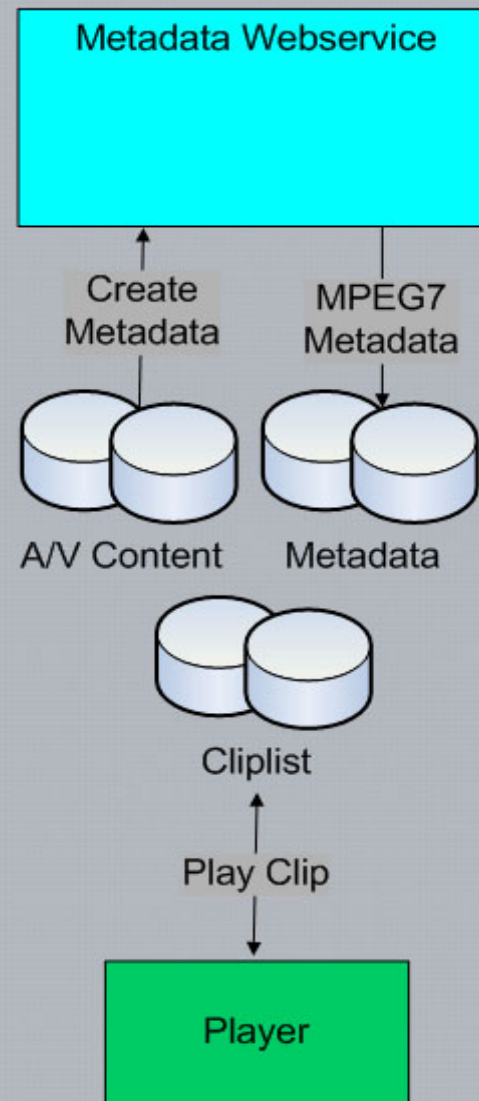


Metadata player - Requirements

- Share personalized snapshots
 - Summary with structural analysis from metadata
 - Easy to edit segments
 - Possibility to create new clips
- Watch together to share experience
 - Online communication
 - Text/Video Chat
 - Emoticons/Rating
 - Offline communication
 - Text/Video Comments
 - Annotations
 - Emoticons/Rating



Metadata player



Summary – Get user requirements

Until now

- Get first motivation for the design concept
 - Complexity decrease sharing
 - See problems in privacy

Next steps

- Cluster groups to get personas
- User logging of all interactions
- User evaluation



Thanks



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