

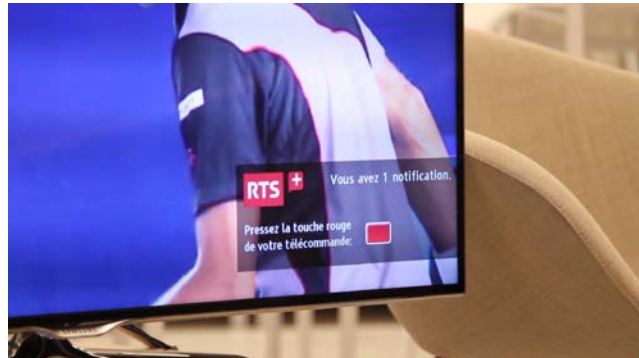
## IBC 2015

# PERSONALISATION ON TV & MOBILE DEVICES

Demonstration  
participants

RTS

SwissTXT



### Overview

The current broadcasting landscape is a jungle of new players. Companies such as Netflix that provide content in new ways direct to the consumer have raised the expectations of audiences in terms of mobility and availability of content. Because these companies have control over the whole production and distribution chain, they can deliver content to online and media devices.

Unfortunately, public broadcasters did not have an easy way to meet these rising expectations, not least because different parts of the broadcast chain are often owned by different parties, it was difficult (and nearly impossible in some cases) to achieve what Netflix has done from the bottom up. Until now...

This demonstration will show how a user can retrieve his personal history and favourite playlists on HbbTV, website and mobile devices.

### Key messages

- Personalization requires authentication.
- Cross-platform authentication (CPA) is an open standard for authentication of IP connected media devices that allows broadcasters to better understand their audience and become more data-driven.
- Be more flexible and give users what they want with CPA! "My media on any device."

### Related information

- Cross-platform authentication: <https://tech.ebu.ch/cpa>
- Agile software collaboration: <https://tech.ebu.ch/groups/asc>
- EBU Recommendation Systems: <https://tech.ebu.ch/groups/recsys>
- Open source community: <https://tech.ebu.ch/groups/opensource>
- maRTS: <https://www.rts.ch>

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