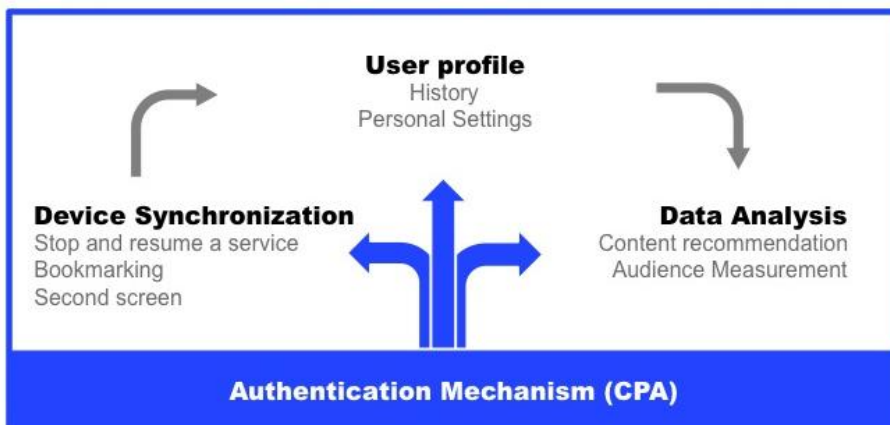


CROSS-PLATFORM AUTHENTICATION

Hybrid media devices, which can deliver audio, video and interactive content over both broadcast and broadband, create new opportunities and challenges for broadcasters. Augmenting the broadcast experience with interactive content delivered over the Internet changes the classic one-to-many paradigm bringing it closer to a one-to-one relationship. Cross-Platform Authentication (CPA) offers an open standard for associating any media device with an online identity, which facilitates delivery of personalized services to these devices.

BACKGROUND

The fundamental feature behind personalized services is authentication. This associates a unique user identity with a media device so that broadcasters can provide, for example, personalized content, recommendations or targeted advertising.



A SOLUTION ADAPTED TO THE BROADCAST INDUSTRY

In developing a cross-platform single sign-on authentication mechanism, our objectives were to simplify the user experience of accessing multiple services through the whole range of devices, protect users' information, ensure data isolation between broadcasters, and offer an independent open standard alternative to proprietary single sign-on systems.

KEY FACTS

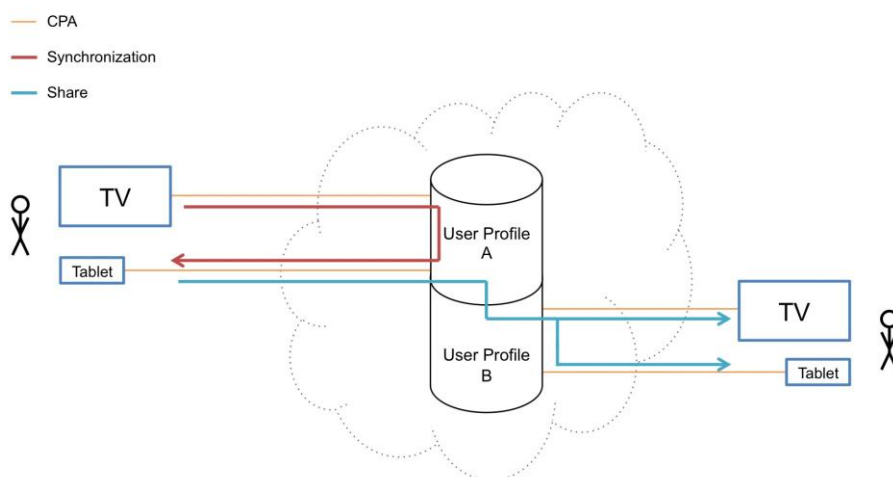
- Interoperable open standard
- Data isolation between different organizations
- Supports out-of-the-box experience
- Supports limited input devices
- Works with any Identity provider
- Single Sign-On user experience

WHAT IS THE EBU DOING?

Through close collaboration over a relatively short timeframe, the EBU Cross-Platform Authentication Project Group has developed a protocol based on OAuth2 for device authentication to be submitted to ETSI as an open standard. The project includes public service and commercial broadcasters from around Europe, and device manufacturers. Version 1.0 covers association with limited input devices such as radios and is now available as an EBU recommendation. The group aims to publish a version 2.0, which ratifies the compliance with TV web portals, such as HbbTV.

MY MEDIA, ANY DEVICE

CPA creates the link between user profiles and devices that enables devices to communicate between each other (synchronization). Users can access personalized information and make social interactions such as content sharing with other users. Using CPA, broadcasters can propose a unified user experience across devices to their audience and consider a media device as a window to their media world.



THE BBC PLAYLISTER MUSIC SERVICE

In November 2013, the BBC announced public availability of its Playlister music service, which allows users to create and manage their own music playlists. The BBC wanted users to be able to create and access playlists not only via the website but also from connected radios. The CPA protocol was developed to support such applications and at the end of July 2014, the protocol was released into the Playlister service. The BBC R&D and EBU project team have provided technical advice and the working reference implementation to help with this development.

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