

SINGLE SIGN-ON & PERSONALIZATION

As broadcasters are faced with competition from multinational online giants and looking for ways to efficiently increase reach and relevance in the digital world, the EBU is working with its Members to give editorial and digital teams a set of powerful tools to better understand end users; produce and deliver relevant content; measure the impact; and adapt the individual end user's experience.

BACKGROUND

Broadcasters previously distributed identical content to the entire audience, targeting specific interest groups through different channels or dedicated airtime. In the digital world, expectations have changed: "I want the best content for me on all my devices right now." And "the best content" is different for every individual user, depending on the time of day, location and device used.

THE CHALLENGE FOR PUBLIC SERVICE MEDIA

In this context, PSM must undergo a paradigm shift, envisioning media distribution not to an audience, but to every individual user according to what the user wants now, watched in the past, and is most likely to enjoy in the future. To achieve this digital transformation, broadcasters can no longer simply be content producers and distributors. They need to become trusted data-driven organizations with the goal of being relevant on every visit. It is the only way to stay in the game, playing along with the digital giants.

Now that users expect nothing less than a great cross-device personalized experience, keeping control over user data and the algorithms driving content delivery is critical for PSM, not only to maintain editorial independence and impartiality but also to live up to the trust placed in them by the general public.

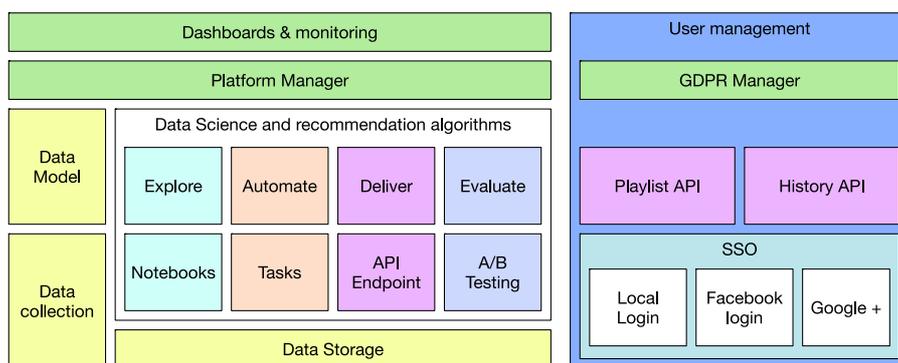
WHAT IS THE EBU DOING?

EBU Members have joined up around PEACH (Personalization for EACH) to co-develop the solutions they need, leveraging state-of-the-art open source technologies.

The PEACH team is responsible for the development of multiple services:

- **Recommendation Service:** easily implemented on web and mobile platforms to deliver efficient and effective content recommendation to users. The Recommendation Service covers data acquisition, storage, model computation and serving through APIs to end users. The performance of the recommendations can be analysed using a dashboard.
- **Data Scientist Platform:** empowers data scientists to explore user data and user patterns, quickly prototype recommendation algorithms, deploy them and improve their impact.

- **Single Sign-On (SSO) service:** provides user account management and authentication on multiple platforms and devices. Having an SSO in place allows broadcasters to deliver a comprehensive and personalized media experience across several devices. Limited input devices are covered using the ETSI Technical Specification 103 407: *Cross-platform authentication for limited input devices*. It allows users to authenticate with their account on online platforms, connected radios, and HbbTV. Social login offers quick access for the users without the need to complete a form again, while the local login ensures better privacy for users who prefer to create a dedicated account.
- **GDPR manager:** enables users to centrally handle their data spread over multiple services, for example to erase or export it. Broadcasters can use this service to better handle the various systems and APIs they use to create their digital offerings.
- **Playlist and History APIs:** enable users to keep track of what they watched and keep content of interest for later.



A flexible ecosystem

PEACH modules are flexible and customizable to allow any EBU Member to join the project and get started quickly. The ecosystem is designed to support recommendation algorithms that can suit all types and genres of content (text, audio, video, etc.). The objective is to minimize the cost and complexity of building GDPR-compliant Big Data systems, thus allowing PSM to focus on the content and the end user experience.

Personalization involves complex distributed systems and requires a high level of integration and tuning to best engage the users. EBU Members can leverage the resources and hands-on expertise of other broadcasters, reducing their costs and time to market, by running a common system whose code is open to all EBU Members and which is designed by broadcasters, for broadcasters.

The right content at the right time for the right person on the right device.

FIND OUT MORE

EBU PEACH
Strategic Programme: Personalization
EBU Big Data Initiative

<https://peach.ebu.ch>
<https://tech.ebu.ch/groups/recsys>
<https://ebu.ch/big-data>

PEACH is based on valuable contributions from:

