Tagging for TV
Masters Project Defense

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The Problem

• Lots of content out there!
  – Need a way to navigate through it all
• Television is getting more complex
  – Steven Johnson’s *Everything Bad is Good For You*
• Video for television exists online, but isn’t exploiting all of the affordances of the Internet
Too Many TV Choices!

- Hundreds of channels in the lineup
- Traditional EPGs are channel- and time-based
  - Very hard and tedious to navigate through
- Not content based
TV is More Complex

- Steven Johnson
  - Complex shows: multiple storylines, shifts in time
  - More complex shows compel viewers to analyze
  - Encourages replay
TV on Multiple Platforms

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Rich Media Broadband

- Majority of Internet users are broadband users
- Online video
- Uploading/User-generated content
Online Video

• Broadcasters streaming video and making available to download
  – Disney/ABC and iTunes deal in Fall 2005
    • 1 million $1.99 TV shows sold in 20 days
  – ABC online player in summer 2006
  – Other networks soon followed
    • NBC Interactive applications
Tagging in General

- Associating meaningful keywords with content
- Help create public infrastructure or private organization
  - Bookmarks: Del.icio.us
  - Photos: Flickr
  - Blogs: Technorati
  - Google/Yahoo Maps APIs
Online Video Tagging

- YouTube
  - Community-oriented
  - Tagging

- ClickTV
  - Deep tagging
  - Awkward interface
Collaborative Sites

- Open-source approach to knowledge-building
- Wikipedia
- Moderation, balances in place
- Television sites good fit for collaboration
  - Episodes guides
  - Discussion
  - Aiming for understanding
Tagging for TV

- Video viewer that enables creating, tagging, and sharing clips
- Prototyped with LOST
  - A complex show!
    - Multiple storylines
    - Backstories
  - Existing collaborative audience
    - LOSTpedia
    - Lost Experience
• ABC is getting it!
Backend

- Flash Video
- XML, PHP,
- MySQL
Jack sees a dog
Jack wakes up and sees a dog in the jungle

LOST | Season 1 | Pilot - Part 1
After a plane crash leaves the 48 survivors stranded on an island of harsh terrain, cruel weather and dark secrets.
Use the blue timeline handles to pick your new clip's endpoints. Fill in info to the right and create the clip!
First sign of the monster!
The monster starts making noise
20:32 - 22:12

Jack and Kate meet
Jack and Kate formally meet
19:50 - 20:10