

Incorporation of interactivity dynamics to the digital terrestrial television data service in Cuba

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Current situation

SISTEMA DE INFORMACIÓN EL TIEMPO

Hoy

Región	Tiempo	Temp °C	Viento Km/h
Occidental	Nublado	23 - 32	10 - 25
Central	Nublado	24 - 31	10 - 25
Oriental	Nublado	25 - 35	10 - 25

PRESIONE   PARA SELECCIONAR
 PRESIONE   PARA PÁGINA  PARA ENTRAR
 PARA RETORNAR

1 Pág/Total 1 Pág

Inaccurate,
incomplete and
outdated information

Only from
Havana

SISTEMA DE INFORMACIÓN TV DIGITAL

TELÉFONOS ÚTILES: URGENCIAS

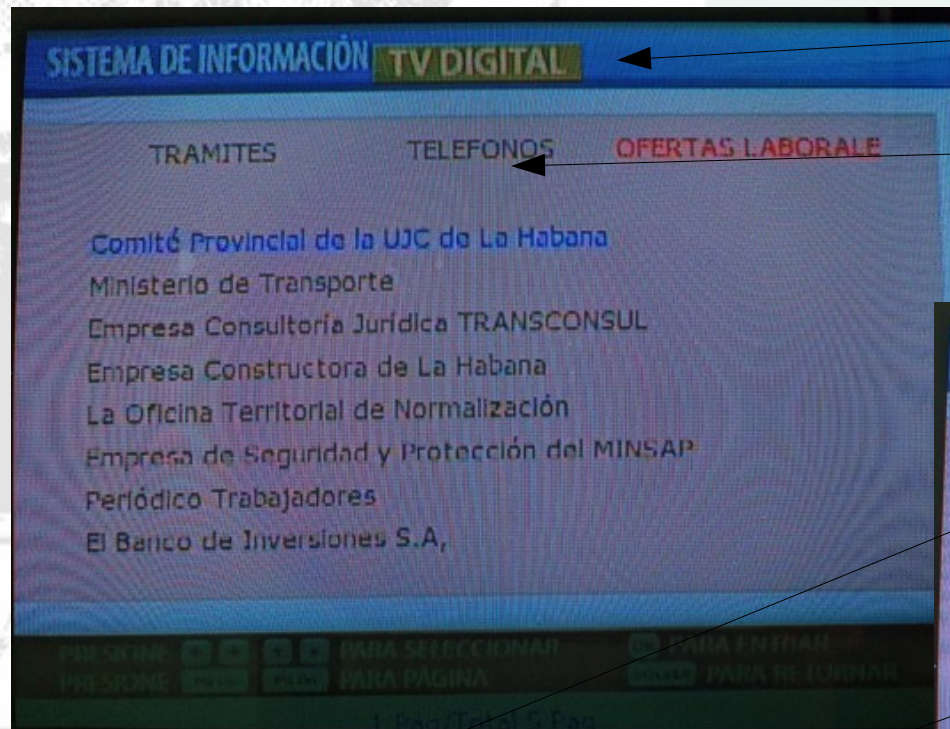
SERVICIO	TELÉFONO
ESCAPE DE GAS LICUADO	793 5888
ESCAPE DE GAS LICUADO	793 5894 /99
ESCAPE DE GAS	204 5252

PRESIONE   PARA PÁGINA  PARA ENTRAR
 PARA RETORNAR

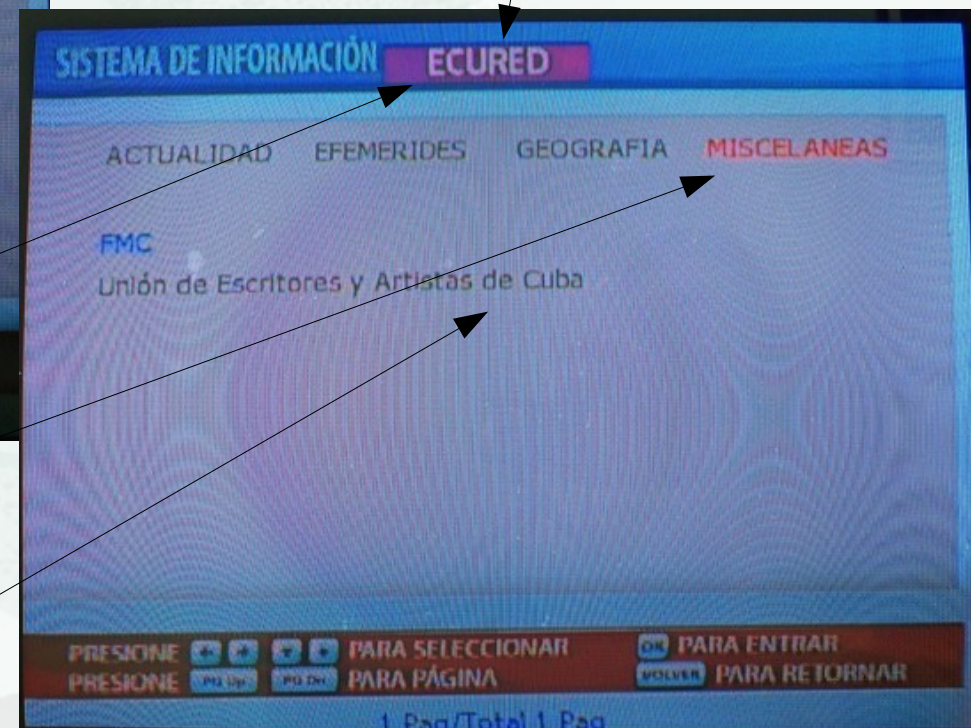
2 Pág/Total 2 Pág

Space wasted and lack of
format

Current situation



- Unidentifiable titles
- Wasted subcategories



- Uninteresting categories, subcategories and content

Current situation (according to poll)

- ❖ Outdated, slight use and static news
- ❖ There is no correspondence with what is transmitted in A/V programs
- ❖ There is lack of knowledge in the population about their existence
- ❖ Most people think that it could be a very useful service

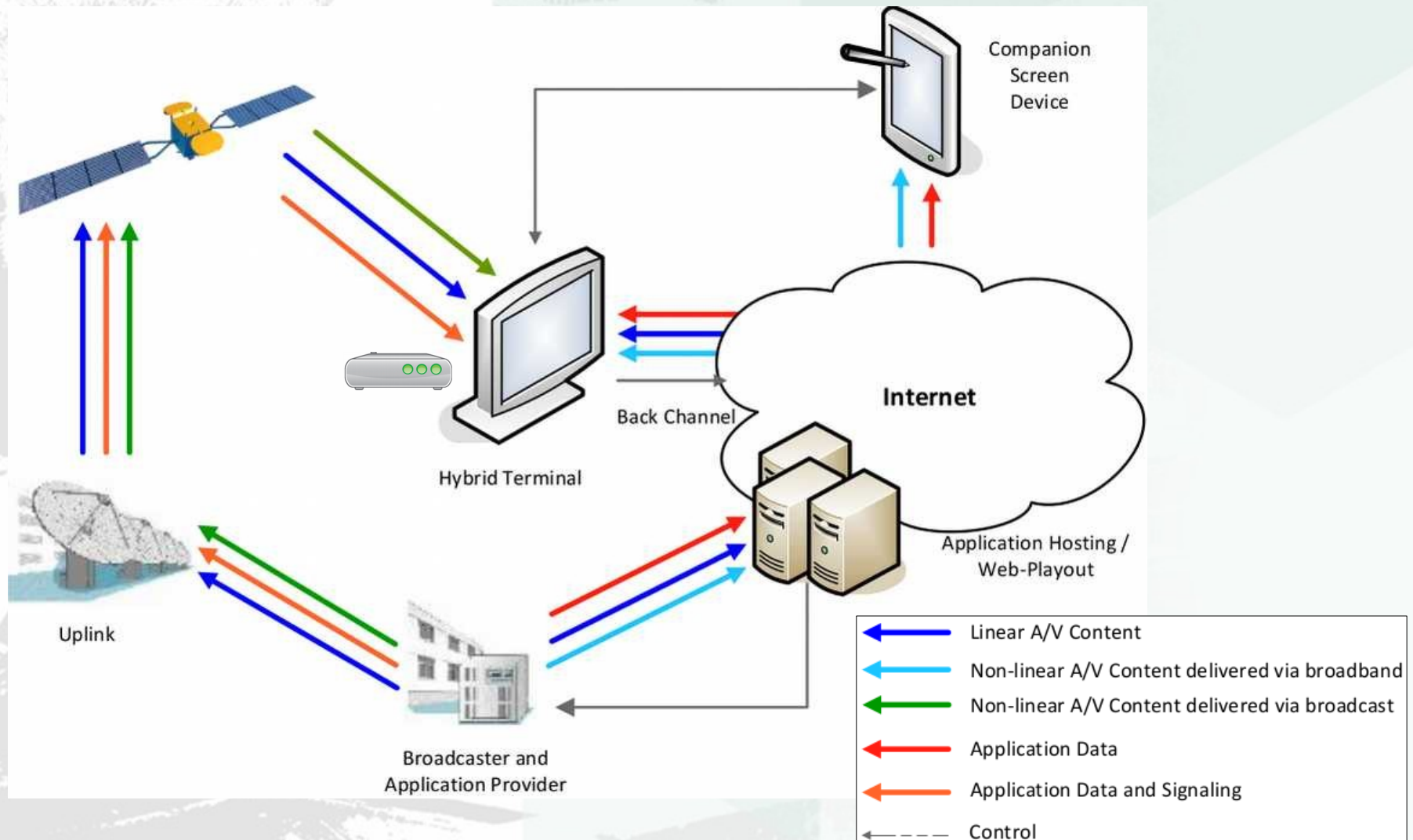
Problem

- ❖ The management of the digital terrestrial television data service content is time consuming and of slight use

Aim

- ❖ Incorporate content management automation functionality to make it dynamic, up-to-date and useful to the people

General scheme of interactive TDT (HbbTV)



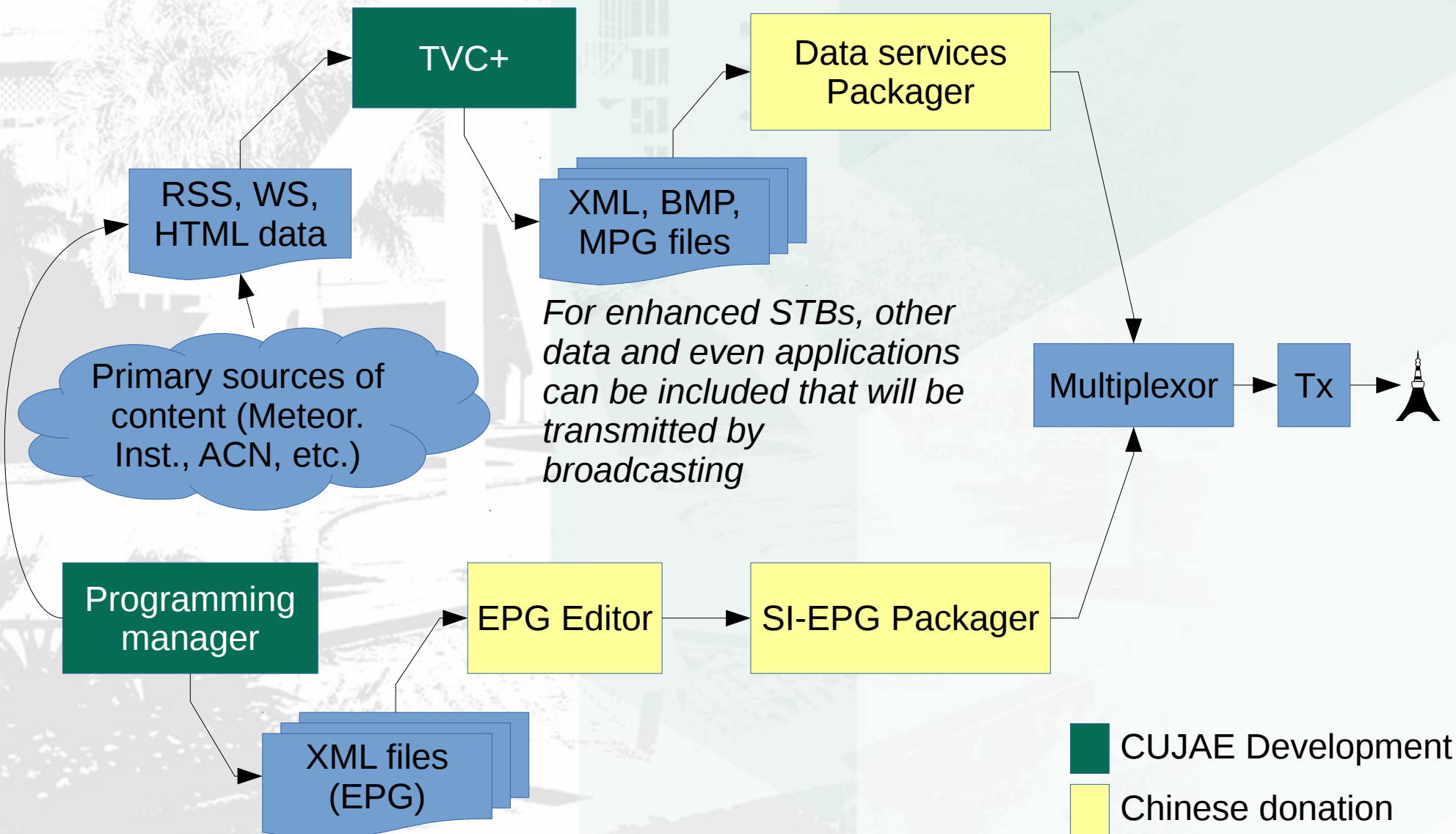
Proposed features (1/2)

- ❖ Automate the acquisition of content from primary sources identified as useful to the people
- ❖ Incorporate properties that indicate the period of publication of each news item
- ❖ Synchronize the news with A / V programs being transmitted

Proposed features (2/2)

- ❖ Incorporate event / action management to achieve automatic content change dynamics:
 - ❖ Events: When a certain moment arrives, At the expiration time of the content publication (section, subsection or news), When having / not having news in a certain subsection, etc.
 - ❖ Actions: Change a property of certain content (section, subsection or news) to a given value, Change format template, Publish content, etc.

Esquema general de la propuesta de despliegue inicial



SISTEMA DE INFORMACIÓN OFERTAS

Equipos de computación: PC

Vendo PC de escritorio \$450,00 CUC: 2 GB RAM DDR3 500 GB HDD, Intel Celeron D347 3,06 Ghz, Monitor 19" Samsung Plano, Mesa de computadora nueva barnizada, Speakers y Webcam, Mouse y teclado. Contactar a AAAA al 5555 5555 (Pub. 7/sep/15).

Vendo Micro Intel i3 \$80,00 CUC: Micro Intel i3-2130, 3.40Ghz. 3MB Cache LGA 1155. Contactar a OOOO al 5555 5555 (Pub. 7/sep/15).

PRESIONE PARA PÁGINA PARA ENTRAR PARA RETORNAR

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Interactividad: Tele Rebelde

7:30 PM Estado general de los equipos (6/sep/15)

EQUIPO	TOTAL					AVE	DIF
	JJ	J6	JP	JE			
GRA	6	5	1	0	.833	-	
CAV	7	5	2	0	.714	0.5	
PRI	6	4	2	0	.667	1.0	
SSP	6	4	2	0	.667	1.0	
VCL	6	4	2	0	.667	1.0	
SCU	6	4	2	0	.667	1.0	
GTM	6	4	2	0	.667	1.0	
IND	6	4	2	0	.667	1.0	
MTZ	6	3	3	0	.500	2.0	
LTU	6	3	3	0	.500	2.0	
ART	6	2	4	0	.333	3.0	
CFG	6	2	4	0	.333	3.0	
IJV	7	2	5	0	.286	3.5	
HOL	6	1	5	0	.167	4.0	
MAY	6	1	5	0	.167	4.0	
CMG	6	1	5	0	.167	4.0	

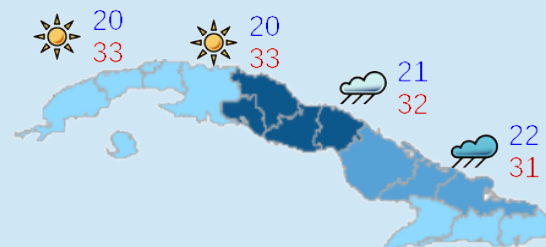
PRESIONE PARA PÁGINA PARA ENTRAR PARA RETORNAR

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SISTEMA DE INFORMACIÓN NOTICIAS

El Tiempo: Pronóstico del día

Jueves 26-feb-2015



Fuente: Instituto de Meteorología de Cuba
Última actualización: 26-feb-2015 3:00 PM

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Interactividad: Canal Educativo 2

7:00 PM Mesa Redonda. 1ra parte del documental La Revolución Virtual: el precio de lo gratuito. Serie de televisión británica originalmente nombrada como The virtual revolution, producida por la BBC y la Universidad Abierta del Reino Unido y presentada por la Dra Aleks Krotoski. La serie analiza las dos décadas de profundos cambios en la sociedad desde la invención de la World Wide Web sopesando sus grandes beneficios y las desventajas no previstas.

PRESIONE PARA PÁGINA PARA ENTRAR PARA RETORNAR

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Conclusions

- ❖ The results of the polls conducted in Havana and the measurements made showed that there is a lack of knowledge of the data service, which produce static and outdated news. However, people point out that it could be very useful.
- ❖ We identified a set of new functionalities for the TVC + software that provide content dynamics.
- ❖ The first functionalities implemented demonstrate the viability of the solution.

Conclusiones

- ❖ With the proposal solution can be generate content that prepares the conditions for interactivity (complementary information of the A/V program being transmitted, use return channel via SMS, etc.)
- ❖ The evolution towards interactivity is feasible by adding the new functionalities while maintaining compatibility with the current STBs.

Future works

- ❖ Implement the rest of the functionalities and analyze the results obtained with the current ones.
- ❖ To study the feasibility of incorporating other functionalities reported in the scientific literature on the subject.

Thank you!

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