

Bringing added value to iTV users?

IP-based offers are becoming more and more popular among television users. While offers for time-shifted TV and video on demand services are offered by a variety of providers, there are only a limited number of additional services on the market, which benefit from IP technology and grant added value to the user.

In order to fill in this gap, some providers have started ambitious projects with different emphases regarding the content offered. Two of these projects are being carefully examined in a joint research study by facit digital and Alcatel-Lucent.

Alcatel-Lucent has developed a content management system, which serves as a middle-ware and facilitates to implement editorial content on iTV platforms. In the case of this study, content of a local newspaper as well as a branded entertainment channel (automotive manufacturer), are being displayed as services of Germany's biggest iTV provider.

The research interest is focusing on both, user experience aspects like usability or utility as well as users' expectations and general acceptance and of such services. Furthermore the possibilities of integration of advertising will be assessed. Therefore partly structured in-depth interviews will be conducted (partly in-home) with members of the target audience, which have access to the pilot application.

The results of the study will be available by mid may 2009 and will be presented at the conference in Leuven. They will deliver important insights about the perceived value of such services, will bring advice on how to develop user interfaces and will serve as a guideline for iTV providers, who are looking for new opportunities to broaden their range of offers to maintain successful on the market.

The authors

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The company

facit digital is a research and consulting company for digital media, based in Munich, Germany (facit-digital.com)

- Our goal is to use empirical based user research for the development and optimization of digital communication channels.
- We help our clients to optimize user interfaces and customer touch points
- We work with national and international clients from a range of business sectors, e.g. automotive, finance, entertainment and media.
- We always focus on the user's perspective.
- We are one of Germany's leading companies to provide services in user experience/usability research.

The project is realized in cooperation with **Alcatel-Lucent** (alcatel-lucent.com)