

## User study on the impact of personalization, related content and individual preferences over interactive TV ads

We hope to inspire attendees to our presentation in creating new interactive content for ITV. The highlights of our talk include:

- A summary of the main factors explored in order to explain user engagement with ITV, as well as insights into the questions still open in this area.
- A new view on how to interpret the role of two main factors:
  - Personalization: We have analyzed the role of personalization in advertisement, studying various ways in which the content can be personalized.
  - Personal Differences: Our research has explored the impact of two particularly distinct user profiles, not based on socio-demographic characteristics but rather on their motivations for interacting with TV content.
- A look at how the evolution of our prototypes can contribute to future services for ITV. In our work we have developed innovative prototypes (Figure 1) at an initial stage, and have foreseen how these can grow and evolve to become more compelling.
- A look at our early framework for interaction with TV. Our results allowed us to answer some early queries and to present a framework draft that will provide practical guidance to industry players in the creation of new interactive content and services for ITV.



Figure 1 - Example of an offered service in one of the presented prototypes

### Bio of the authors:

*Pablo Rebaque Rivas* obtained his degree on Psychology in 2006, from University of Barcelona, Spain. He joined Barcelona Media Innovation Centre (Barcelona, Spain), in January 2008, and has since collaborated in several research projects concerning IPTV, Internet on mobile phones and social networks.

*Dr. Raquel Navarro-Prieto* is currently the head of the User Interaction Lab at Barcelona Media Innovation Centre where she leads multiple research projects in the area of Human Computer Interaction: 10 national and European funded projects as well as several projects with companies such as HP, Alcatel-Lucent, Havas Media Group and Media Pro among others. In addition, she currently lectures at Universitat Pompeu Fabra (Barcelona). Previously, she coordinated all research work at the Interaction Lab of Universitat Oberta de Catalunya, Barcelona, for two years; worked 3 years at Motorola Research Lab (UK) and has industrial experience from Apple Inc. (USA), and HP (Spain). Raquel obtained her PhD on Cognitive Psychology. In addition to writing numerous papers, she has been part of and chaired several program committees for international conferences and has worked as advisor for the EU Commission.

*Jorge Hernández Pablo* obtained his Telecommunication Engineering degree from University of Zaragoza (Spain) in 2004. He began working for Telefónica I+D in 2003 where he has been involved in several European research projects dealing with wireless and optical networks (PULSERS I and II, Tbones). In 2007 he moved to the Advertising Technologies division and started collaborating in the i3media project, aiming on new media content technologies.

### Short companies bio:

*Barcelona Media Innovation Centre* is a technology centre dedicated to applied research on communications and the media, and to the transfer of the resulting knowledge and technologies to the industry.

*Telefónica I+D (TID)* is the innovation division of *Telefónica Group*. It is the largest private R+D centre in Spain in terms of activity and resources, and it is the most active company in Europe for European research projects in the ICT (Information and Communication Technology) sector.