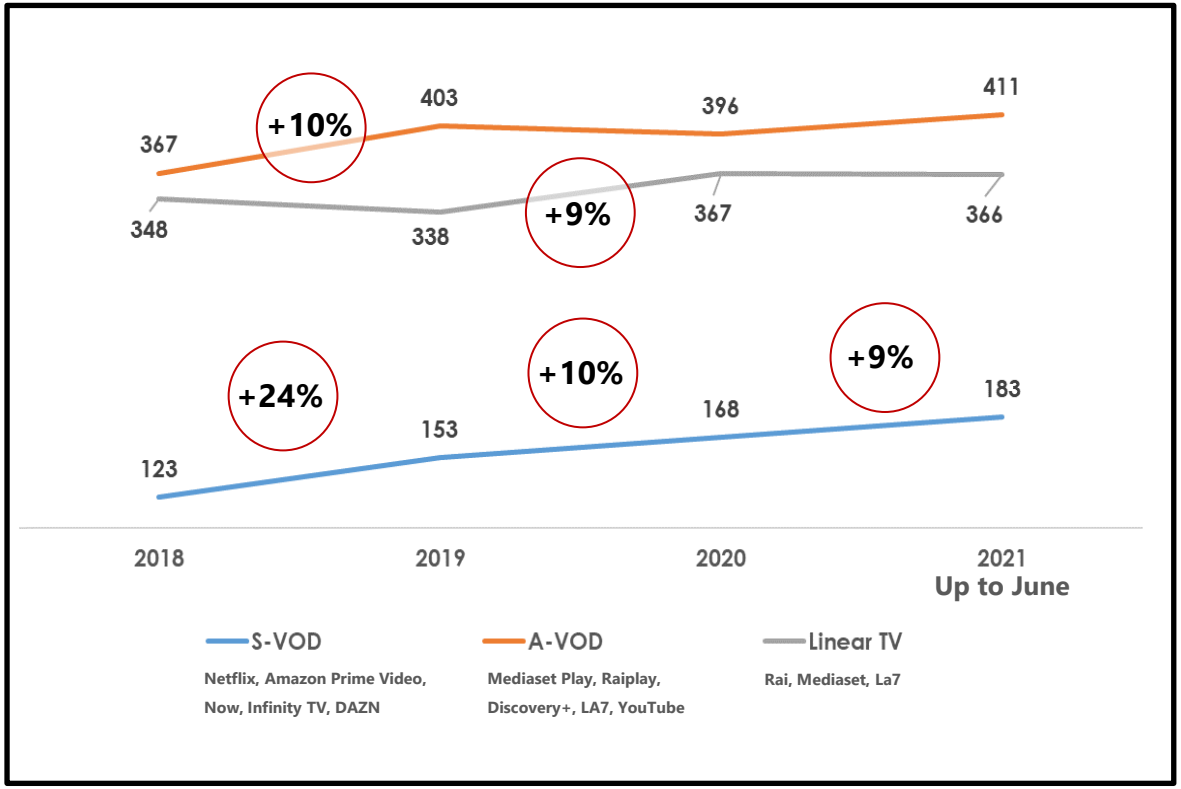
Mass Market Linear TV via OTT
UX

Average Monthly time spent per user (min)



SVOD

2 digits YoY increase due to the large offer and Covid Effect.

AVOD

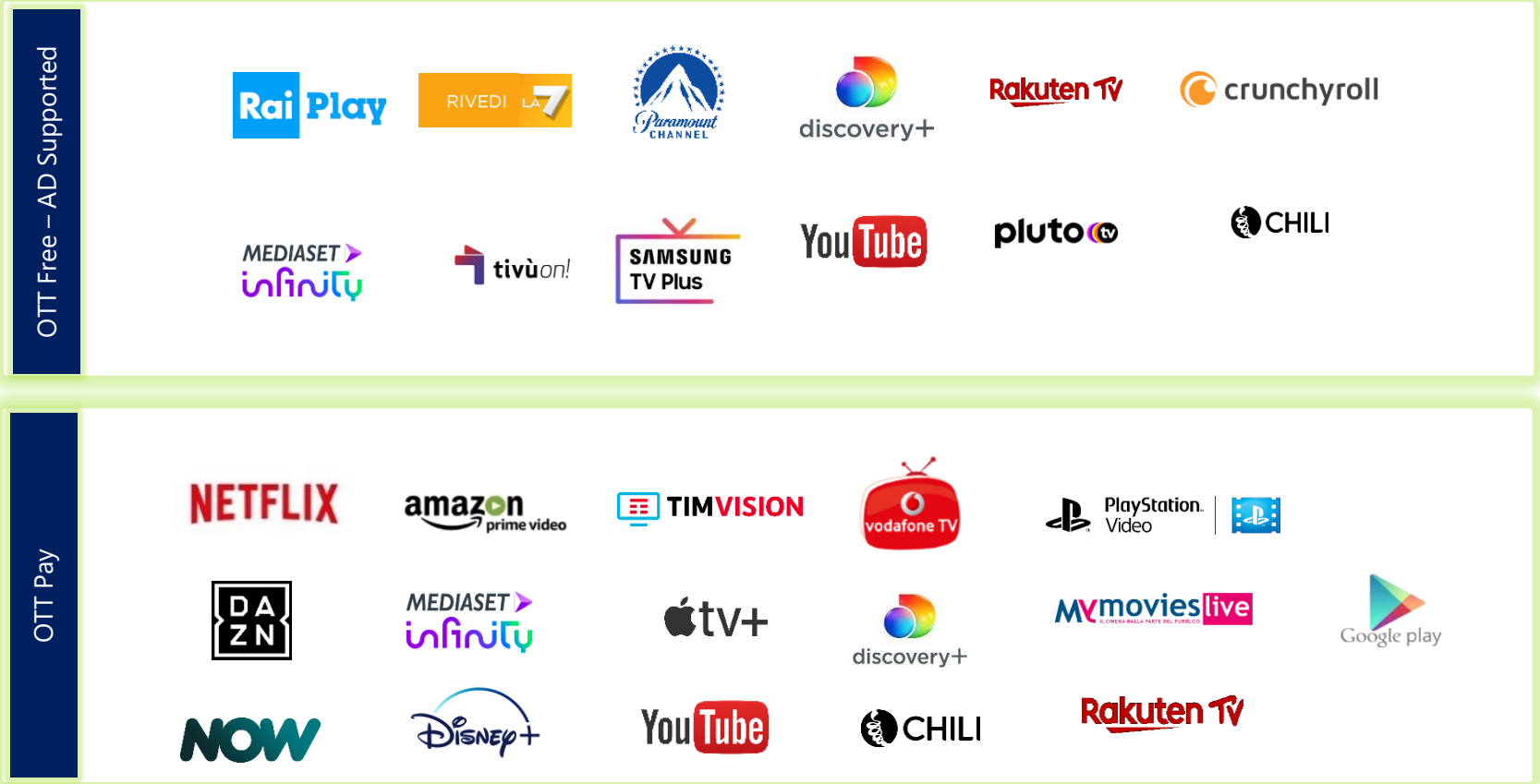
Stable in 2021 following a good performance till 2019.

LINEAR

Stable in 2021 following a good performance in 2019-2020

Source: Audiweb & Auditel Target: Audiweb: pop. 2+, Auditel pop 4+
Elaborazione: Giuseppe Salsano

Italy OTT Services – Pay and Free



Fonte: Giuseppe Salsano

Aggregator's Role

	APPLE TV	CHROMECAST	FIRE TV STICK	LG TV	NOW STICK	SAMSUNG TV	SKY Q	TIM BOX	VODAFONE TV
tv+	✓	✓	✓	✓	✗	✓	✗	✗	✗
CHILI	✗	✓	✓	✓	✗	✓	✗	✓	✓
DAZN	✗	✓	✓	✓	✓	✓	✗	✓	✓
discovery+	✓	✓	✓	✗	✗	✓	✗	✓	✗
Disney+	✗	✓	✓	✓	✓	✓	✓	✓	✗
MEDIASET infinity	✗	✓	✓	✓	✗	✓	✓	✓	✓
NETFLIX	✓	✓	✓	✓	✓	✓	✓	✓	✓
NOW	✗	✓	✓	✓	✓	✓	✗	✓	✓
prime video	✓	✓	✓	✓	✓	✓	✓	✓	✓
Rai Play	✓	✓	✓	✓	✗	✓	✓	✓	✓
Spotify	✓	✓	✓	✓	✓	✓	✓	✗	✓
TV TIMVISION	✓	✓	✓	✓	✗	✓	✗	✓	✗
YouTube	✓	✓	✓	✓	✓	✓	✓	✓	✓

Fonte: Giuseppe Salsano

HDFI TALKS ABOUT INNOVATION

Learnings

Digital Streaming landscape still in evolution

Many UX/UI aiming to be INTUITIVE, SIMPLE and CONSISTENT

Linear TV has the OPPORTUNITY to adopt new features to compete in the «attention market»

ENGINEERING

OTT Impact on Linear UX

MOBILITY	TARGETING	RECOMENDATION	INTERACTIVITY	ACCESSIBILITY
EVERYWHERE	ADVERTISING	PROMOTION	INCREASED INTERACTION	CATCH-UP
ON THE GO	PROMOTION	UPSELLING	NEW FORMAT	RE-START
EASE OF SHARING	MARKETING	DIRECT PROMO	GAMIFICATION	SPEECH TO TEXT
CONTINUOUS WHATCHING	LOCALIZATION	LOYALTY	ENGAGEMENT	AUDIO DESCRIPTION
...	...	...	...	...

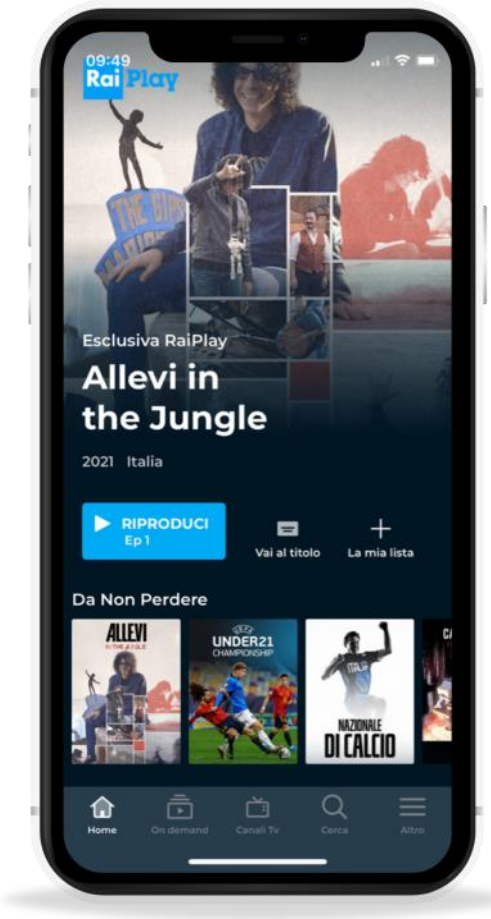
NEW OPPORTUNITIES

Engineering on RaiPlay

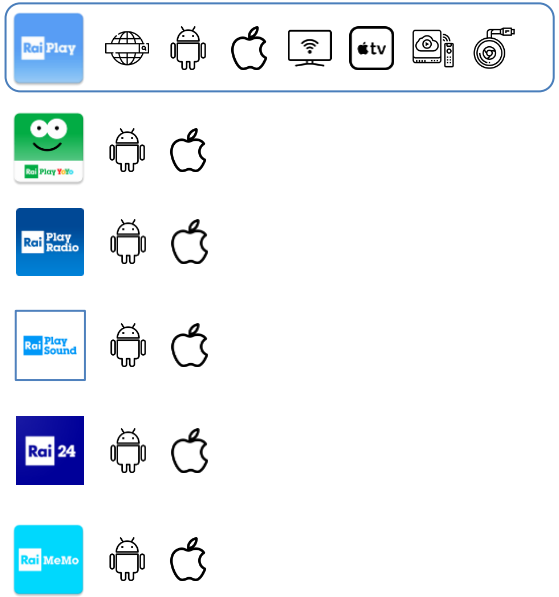
In September 2020 **Engineering** takes over the RAI front ends: web, mobile app and smart TV applications.

The Eng team has the task of **managing the entire application maintenance** and **evolving the individual front ends**, with particular attention to RaiPlay, which supports and extends the traditional linear TV.

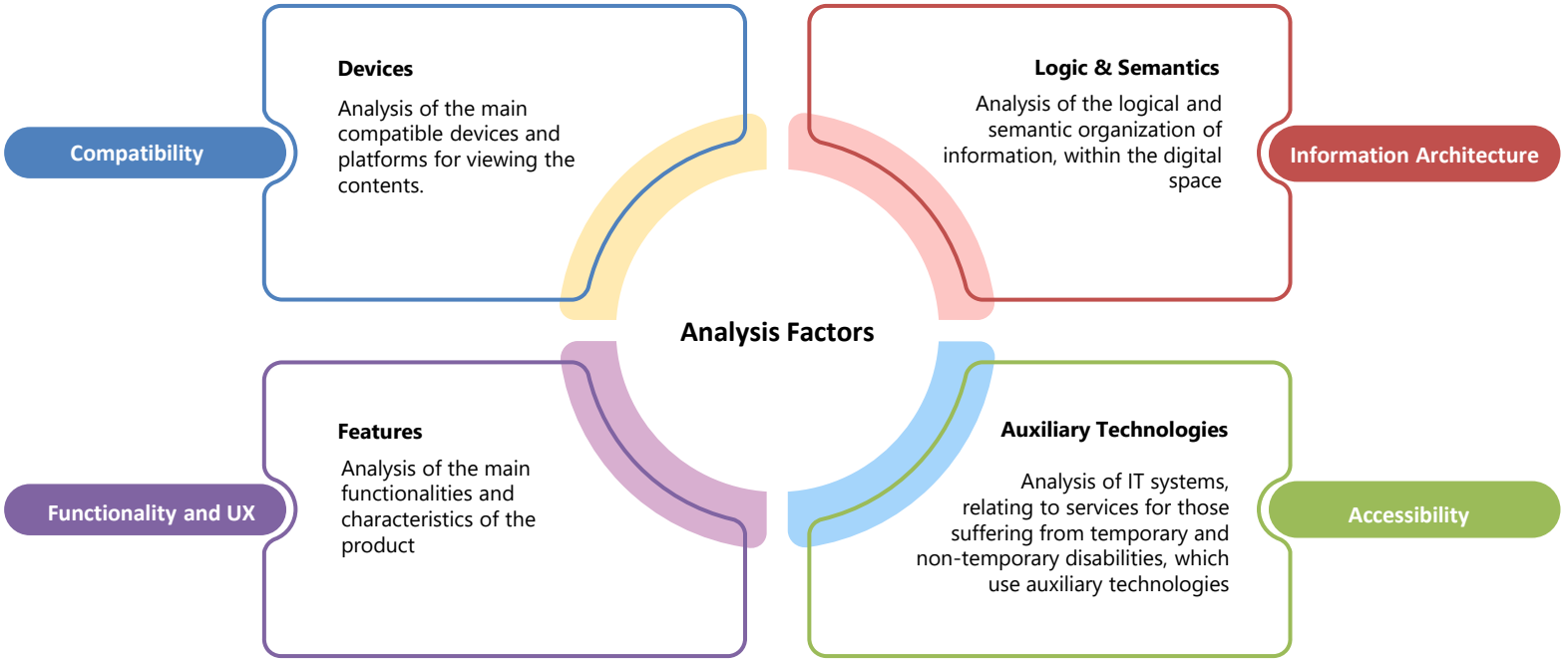
The team also supports the customer's UX / UI design and editorial teams to ensure products with high usability as well as state-of-the-art technology.



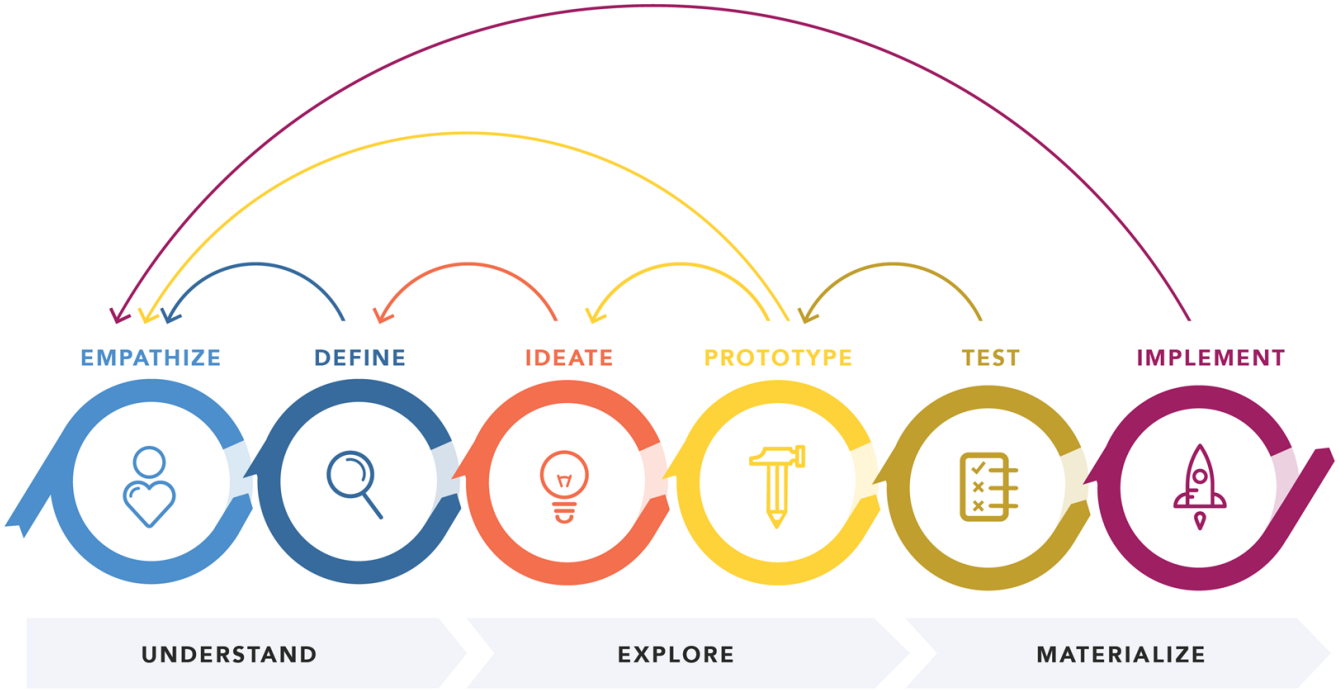
Engineering on RaiPlay



UX/UI Design / Analysis Phase



UX/UI / Co-design



UX/UI Design / Design

Nielsen's 10 Heuristics, contain the general principles of usability, deriving from the application of factor analysis techniques on 249 usability problems.

The first 8 Heuristics are also applicable to the Mobile and APP context.

For a **complete analysis** also related to the web context, the further two Heuristics can also be considered.

- VISIBILITY OF SYSTEM STATUS
- MATCH BETWEEN SYSTEM AND THE REAL WORLD
- USER CONTROL AND FREEDOM
- CONSISTENCY AND STANDARDS
- ERROR PREVENTION
- RECOGNITION RATHER THAN RECALL
- FLEXIBILITY AND EFFICIENCY OF USE
- AESTHETIC AND MINIMALIST DESIGN
- HELP USERS RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS
- HELP AND DOCUMENTATION

UX/UI Design / Accessibility

Accessibility to services is an aspect to be taken into consideration in all phases of the project

Blind or visually impaired, deaf or motor impaired users must be able to make the most of a digital service, especially if it is public or of public utility.

Current devices allow to interact with services and content easily, but UX and UI design that aims to make a service truly accessible is crucial.

MAIN GOAL

The EASYTV project aims at defeating marginalization of people from the information society, by improving access to mainstream content for people with visual or hearing impairment. The heart of EASYTV is an improved personalization of content and interaction towards a hyper-personalized experience to all on a cost-efficient, flexible, and easy to use solution.

PROJECT NAME

Easing the access of Europeans with disabilities to converging media and content

PROJECT DURATION

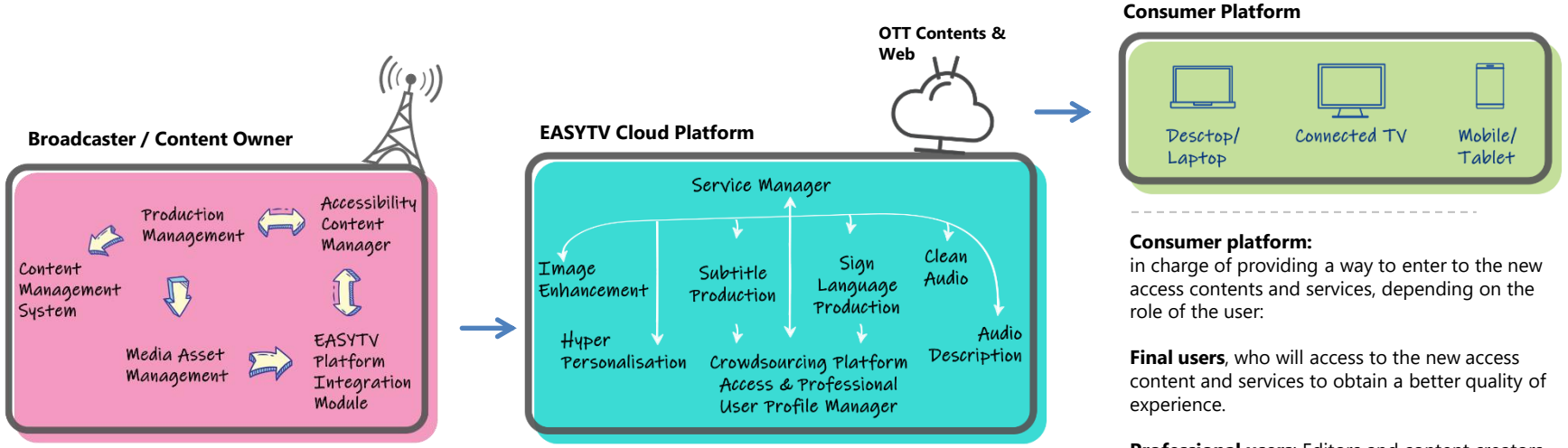
3 years, and has been co-funded by EC, after a detailed evaluation by external experts

CONSORTIUM

the project has been realized by 9 European partners, including Academics, Research Centres and final users; Engineering has coordinated the industrial and technical activity

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761999.

EasyTV / General Architecture



Broadcaster/content owner:
in charge of providing content and to deliver it to the user

EasyTV platform:
in charge of providing the services to obtain additional access services and contents

Consumer platform:
in charge of providing a way to enter to the new access contents and services, depending on the role of the user:

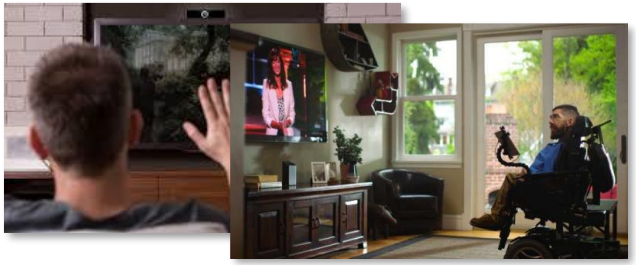
Final users, who will access to the new access content and services to obtain a better quality of experience.

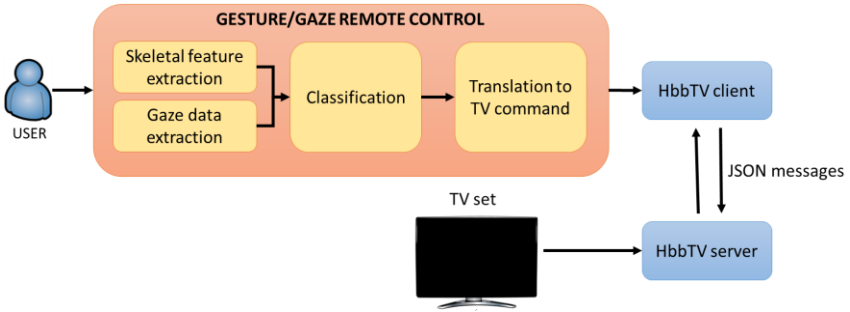
Professional users: Editors and content creators, who will provide new access content by making use of the crowdsourcing platform. Broadcaster workers, who will make use of the EasyTV services to obtain new access service related to a normal one (e.g. character recognition, sound recognition, text identification, etc.)

Use case / Universal and accessible remote control with gesture/gaze recognition

- **Gesture-based remote control** for more intuitive and natural interaction with TV set or in the future with other smart home devices.
  - Supports two modes of cursor control: hand movements and hand gestures
  - Customization based on users providing their own commands without being constrained by the rigid design of the remote control

- **Gaze-based remote control** to enable accessible interaction with the TV set.
  - People with physical or mobility disabilities (e.g., spinal cord injuries) can gaze at a button to send a corresponding command to the TV.





Conclusions

Co-Design

Accessibility

New Opportunities

New opportunity/ customer centricity

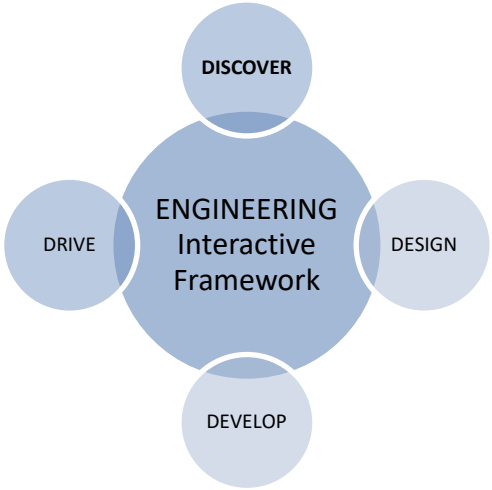
METHOD – STRATEGY - CREATIVITY

Engineering Interactive is the Digital Experience Unit of Engineering Group.

The competence center is focused **on Customer Experience Design** approach in order to turn innovative scenarios into robust strategy and solutions.

Service design, digital communication, learning services and social media strategy represent interconnected and synergic aspects of a fluid line of offering.

The **Usability & Accessibility Lab** is the internal audit structure that certify our user centred design outputs, verifying their simplicity, effectiveness and the engagement of the end users in the different contexts of use



Thank you for your attention.

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