



# Personalized Digital Television Targeting Programs To Individual Viewers

**Gulden Uchyigit, Matthew Y. Ma**



## **Personalized Digital Television Targeting Programs To Individual Viewers:**

**Personalized Digital Television** Liliana Ardissono, Alfred Kobsa, Mark T. Maybury, 2006-04-11 TV viewers today are exposed to overwhelming amounts of information and challenged by the plethora of interactive functionality provided by current set top boxes To ensure broad adoption of this technology by consumers future Digital Television will have to take usability issues thoroughly into account In particular serious attention must be paid to facilitate the selection of content on an individual basis and to provide easy to use interfaces that satisfy viewers interaction requirements This volume collects selected research reports on the development of personalized services for Interactive TV Drawing upon contributions from academia and industry in the US Europe and Asia this book represents a comprehensive picture of leading edge research in personalized television

*Personalized Digital Television* Liliana Ardissono, Alfred Kobsa, Mark T. Maybury, 2004-03-31 TV viewers today are exposed to overwhelming amounts of information and challenged by the plethora of interactive functionality provided by current set top boxes To ensure broad adoption of this technology by consumers future Digital Television will have to take usability issues thoroughly into account In particular serious attention must be paid to facilitate the selection of content on an individual basis and to provide easy to use interfaces that satisfy viewers interaction requirements This volume collects selected research reports on the development of personalized services for Interactive TV Drawing upon contributions from academia and industry in the US Europe and Asia this book represents a comprehensive picture of leading edge research in personalized television

*Interactive TV: A Shared Experience* Pablo Cesar, Konstantinos Chorianopoulos, Jens F. Jensen, 2007-06-26 This book constitutes the refereed proceedings of the 5th European Conference on Interactive Television EuroITV 2007 held in Amsterdam The Netherlands May 2007 The volume covers a wide range of areas such as media studies audiovisual design multimedia HCI and management The papers are organized in topical sections on social TV systems user studies the future of TV social TV evaluation personalization and mobile TV

Personalization Techniques and Recommender Systems Gulden Uchyigit, Matthew Y. Ma, 2008 The phenomenal growth of the Internet has resulted in huge amounts of online information a situation that is overwhelming to the end users To overcome this problem personalization technologies have been extensively employed The book is the first of its kind representing research efforts in the diversity of personalization and recommendation techniques These include user modeling content collaborative hybrid and knowledge based recommender systems It presents theoretic research in the context of various applications from mobile information access marketing and sales and web services to library and personalized TV recommendation systems This volume will serve as a basis to researchers who wish to learn more in the field of recommender systems and also to those intending to deploy advanced personalization techniques in their systems

**Changing Television Environments** Manfred Tscheligi, Marianna Obrist, Arthur Lugmayr, 2008-07-05 This book constitutes the refereed proceedings of the 6th European Conference on Interactive Television EuroITV 2008 held in Salzburg Austria in July 2008 The 42 revised full papers were

carefully reviewed and selected from 156 submissions The contributions cover significant aspects of the interactive television domain including submissions on user studies technical challenges related to new developments as well as new kind of formats The papers are organized in topical sections on interactive TV interactive authoring personalisation and recommender systems mobile TV social TV new TV environments iTV architectures and systems user interfaces and interaction design user studies and accessibility *IBM Systems Journal* International Business Machines Corporation,2005

The British National Bibliography Arthur James Wells,2004 **IUI 03** W. Lewis Johnson,Elisabeth André,John Domingue,2003 Telos ,2005 **American Book Publishing Record** ,2003 *Encyclopedia of Multimedia Technology and Networking* Margherita Pagani,2008-08-15 This publication offers a research compendium of human knowledge related to the emerging multimedia digital metamarket Provided by publisher The Ten-Day MBA 5th Ed. Steven A. Silbiger,2024-07-02 An updated and revised edition of the essential and enduring bestseller incorporating the latest theories and topics taught at America s top business schools In this new fully revised and completely updated edition of the internationally popular guide author Steven Silbiger distills the lessons of the best business school courses taught at America s most prestigious and influential universities including Harvard Stanford the University of Pennsylvania the University of Chicago Northwestern and the University of Virginia to help anyone in any field become more skilled forward thinking and successful in business Along with the lasting concepts that have made this book a bestseller including marketing finance and strategy this fifth edition features sections on Crypto currency Artificial intelligence The gig economy Remote work Agile methodologies Environmental social and governance ESG As well as updated examples and material reflecting corporate culture and economic change Accompanied by illustrations throughout and with research straight from the notes of real students attending top MBA programs today Silbiger distills these complex topics into accessible lessons giving you the tools you need to get ahead in business and in life **Brigham Young University Law Review** ,2007 **Information Infrastructure Sourcebook** ,1995 Broadband Optical Access Networks and Fiber-to-the-Home Chinlon Lin,2006-07-28 Timely and much needed Broadband Optical Access Networks and Fiber to the Home provides a thorough overview of the topic by experts from a variety of institutions The book provides an up to date comprehensive overview of the topic of FTTH and Broadband Optical Access technologies network applications services and deployment trends *Marketer's Guide to Media* ,1999 Adweek ,2010 **Marketing** ,2000 **Mediaweek** ,2010 Brandweek ,2010-07

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