



joiz - Redefining Television



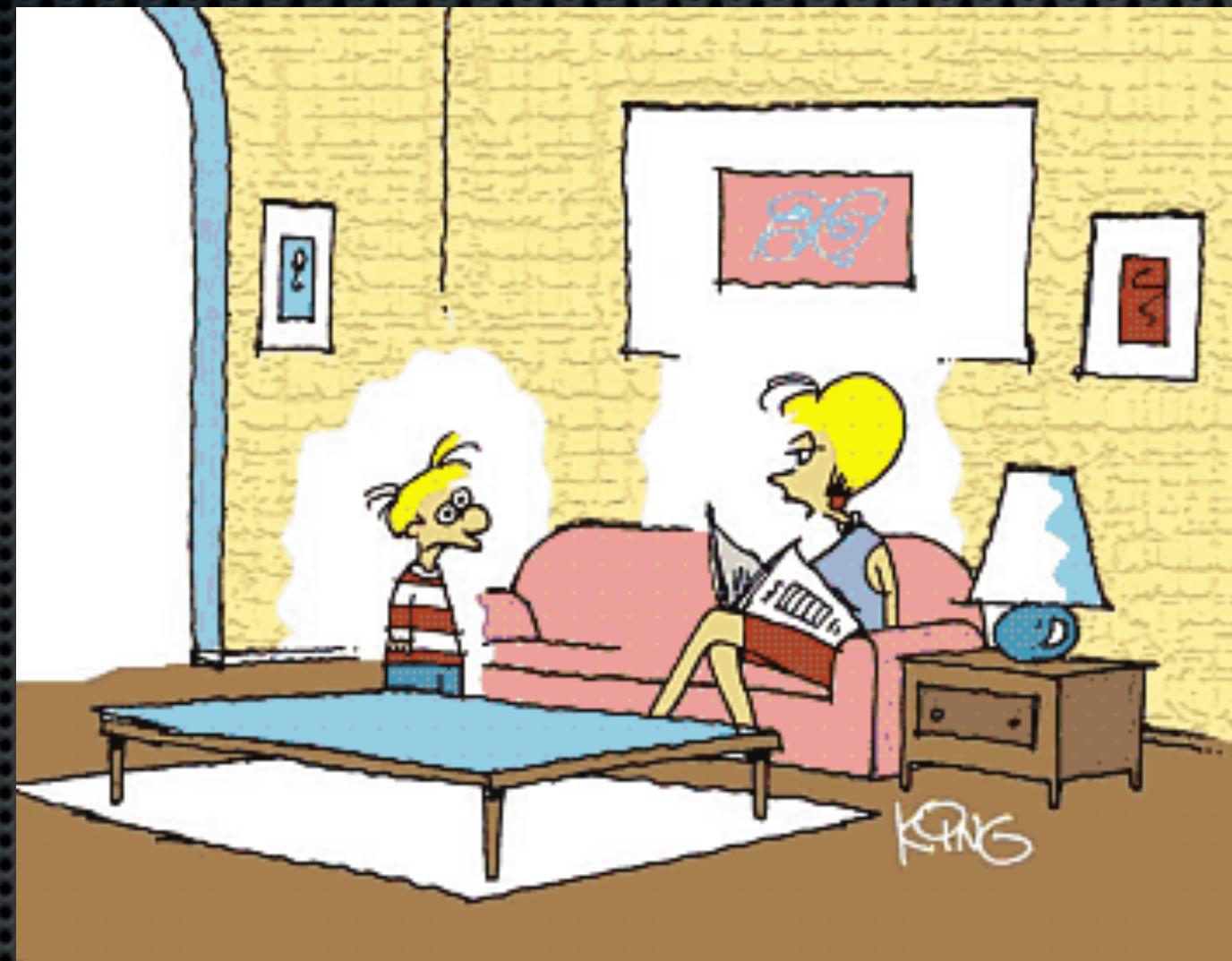
- joiz - what is it?
- Concept
- Content
- Implementation
 - Overview / Peter
 - Backend / Lukas
- „lessons learnt“
- What comes next ...

joiz?

The combination of „joy“ and „choice“

- TV integrating and embracing social networks, web and mobile
- 24/7 tv-broadcast in high definition (1080i)
- 4 hours of content production every day
- on-air and on-line since 28-march 2011
- joiz wants to be the „media home“ for young adults age 14-28
- no advertising for alcohol and ring tones and no call-in games
- joiz is „swiss“

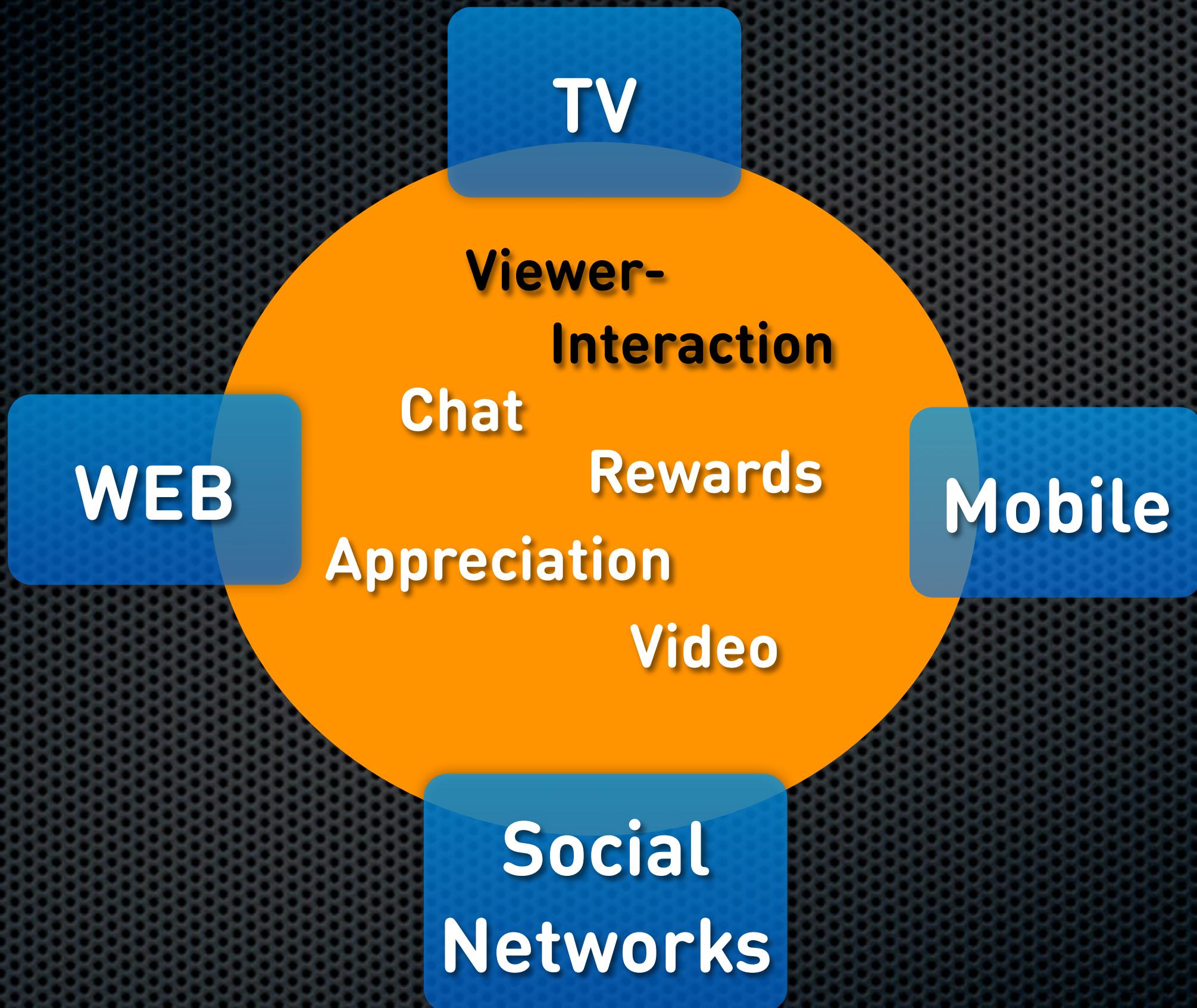
Concept



„No you weren't downloaded. You were born“

What Young Adults want...

- Interaction **Video Call (Skype), Video Messages, Chat**
- Communication **Chat, Social Networks, Comments**
- Information **Real Time Information, Second Screen**
- Participation **Voting, Chat**
- Appreciation **Badges, Toplists, Activity Streams**
- ... some or nothing **TV-Program**
of the above



Content

Music

Platform for Swiss
Artists & Bands

Lifestyle

Fashion
Cooking
Nightlife

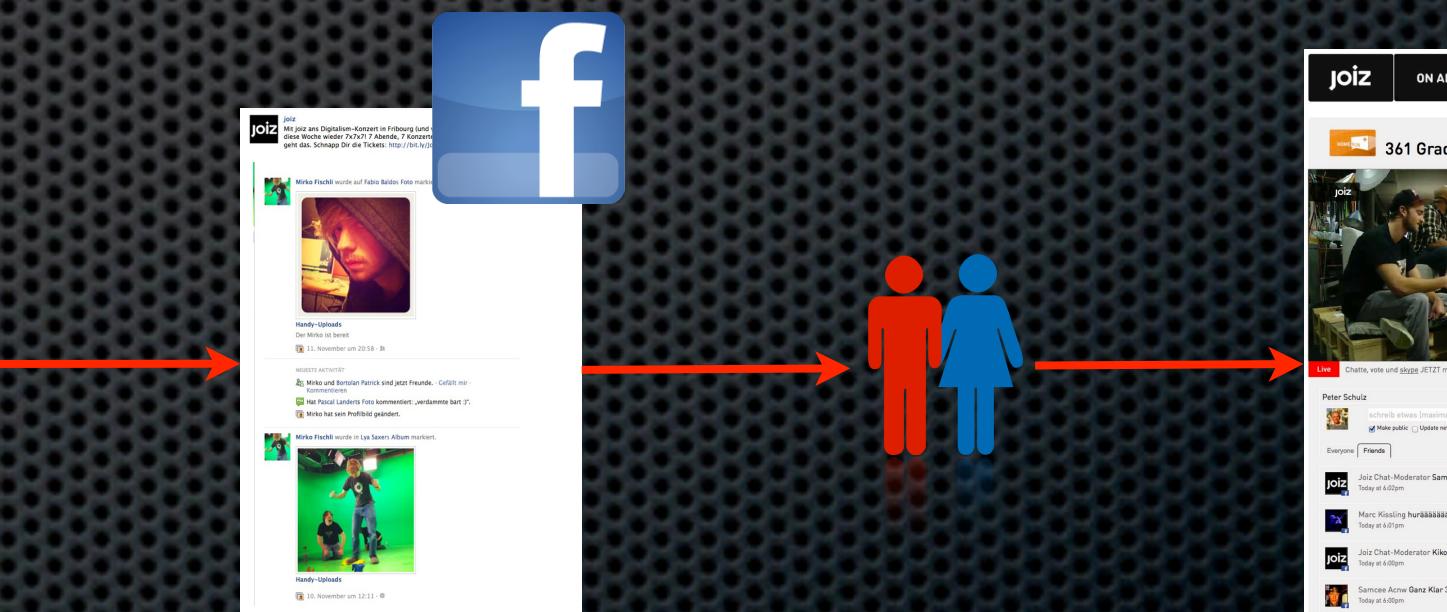
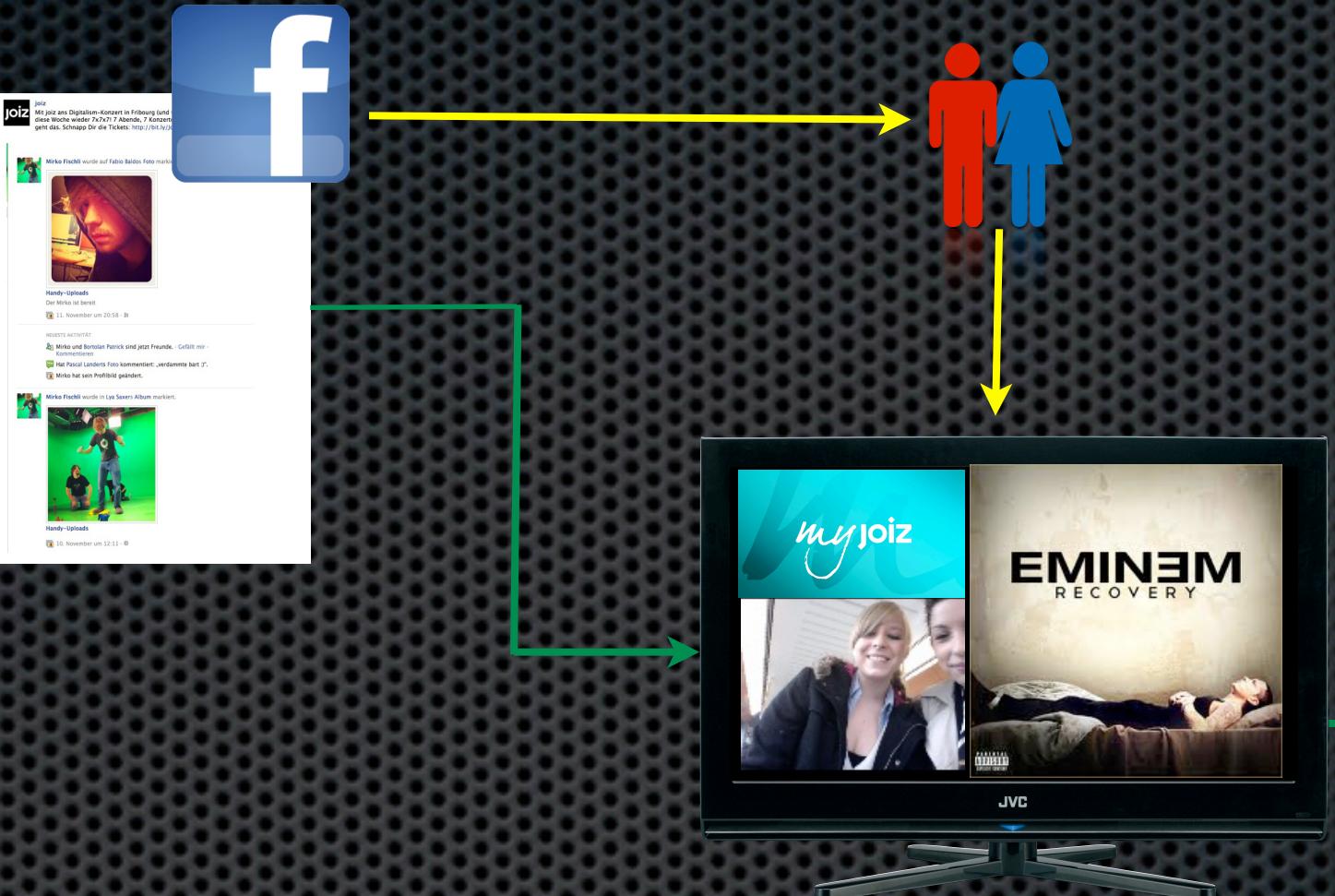
Social Topics

Health
Love & Sexuality
Society
Politics
Trends



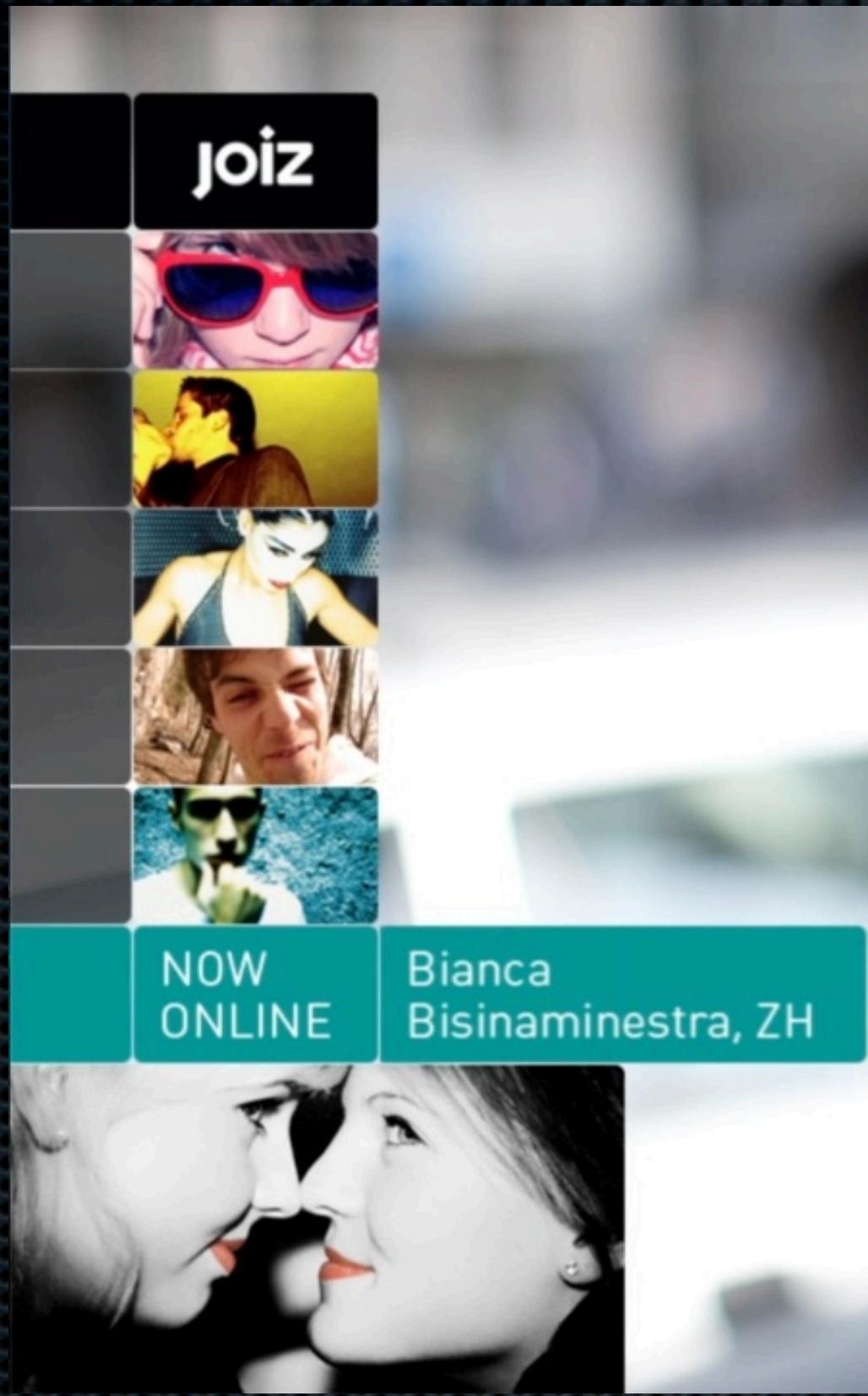


Screening



Visualisation of Audience Interactivity

joiz



Visualisation of Audience Interactivity

joiz



Implementation

Integrated Solution

Asset
Management

Website
Management
&
Registration

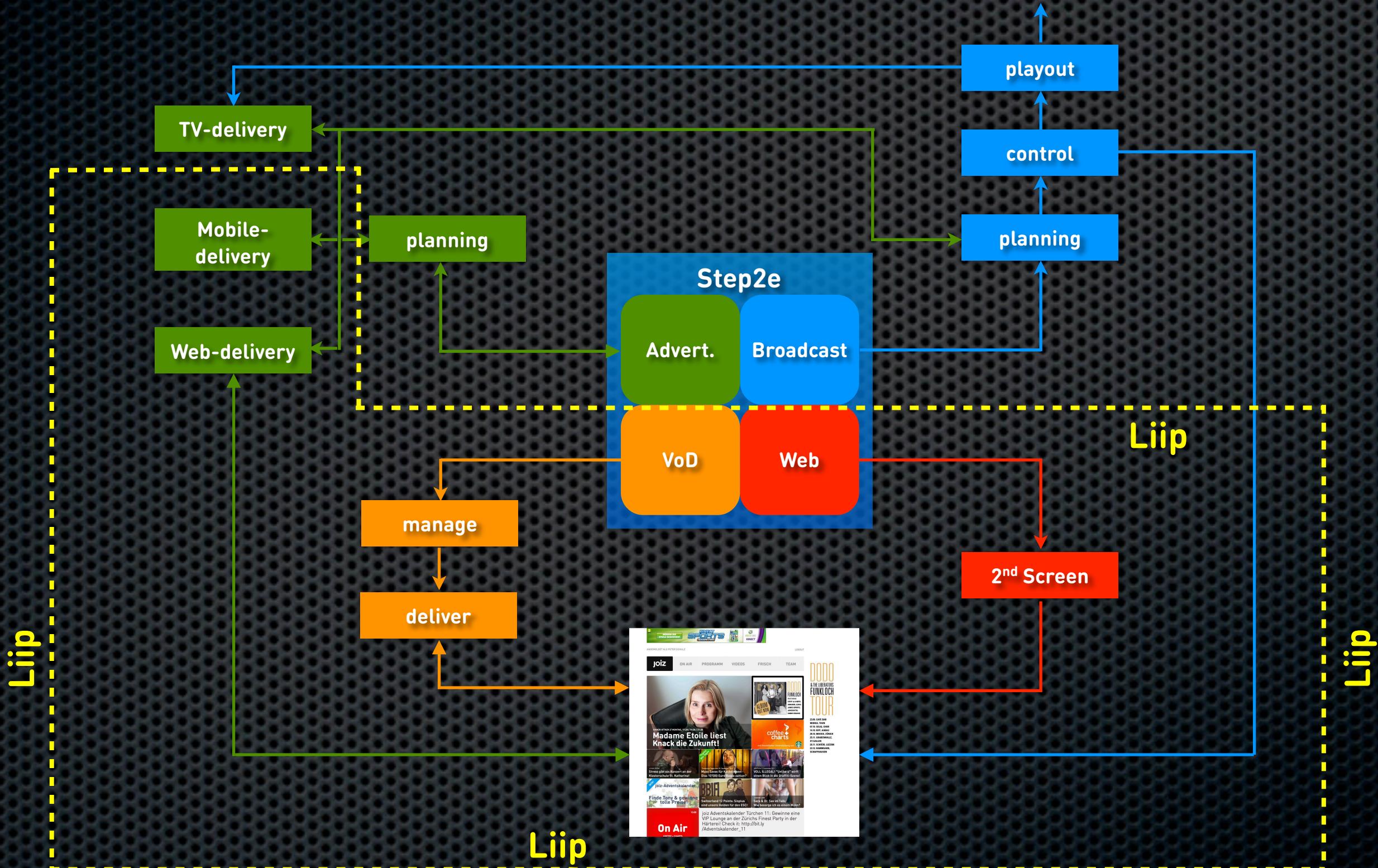
Broadcast Chain
On-Air Graphics

Program
Planning
&
Control

VoD
Management
&
Distribution

Advertising

Technical Implementation



Lukas Smith / Liip

Symfony2

- *VC Framework (* ORM agnostic)
- Loosely coupled components
- Dependency Injection
- Embraces HTTP
 - from Request to Response
 - native Edge Side Include support

Node.js & Socket.io

- Real time push updates via websockets
- Handles lots of connections without affecting the rest of the site
- Socket.io handles most of the browser differences
- Updates can be send to all browsers via the TV studio or a fallback trigger "script"

Wowza

- Video recording in the browser
- Video recorder implemented in Flash
- Using EC2 images for easy scaling
- Videos are processed and moved to the studio asynchronously for review
- Play back via Brightcove

other important pieces

- Varnish (disabled for now)
- HTTP Cache with ESI support
- PostgreSQL
- 9.0 supports hot backup
- YUI + lessphp + assetic

Deployment

- Install from generated Debian packages
 - Interactive for server specific settings
- Separate Symfony2 into multiple Kernels
 - main, admin, api, dbmigrations, static
- Dbmigrations get deployed first
 - Work hard to never break BC

Lessons learned / Liip

- Importers are always the most painful task
- Facebook is the mostest painful task
- *MQ for imports would have been cool, but would have been overkill
- Still some learning to do about ESI
- Customers willing to take risks if you share the load, the benefits are awesome

Lessons learned / joiz

- not all „digital natives“ are good with computers
- It takes a lot of work to train our staff in the creation of content for tv and web
- it takes time for viewers to understand and make use of new features
- Integrating Facebook Chat is easy but not practical
- Twitter is not used among the 14 to 28 years old
- to make the concept work it requires a comprehensive strategy
- ... it's worth the effort and a lot of fun

What comes next?

what comes next ...

- Widget based Website (displaying personalized content)
- „Connecting“/Dating (based on music profil, behavior ...)
- Integration of content into the offering of TV manufacturers(Samsung, LG, etc.) and cable network providers (personal tv, video galleries, ...) via Apps
- „tagging, commenting und sharing“ of scenes
- Additional information on mobile devices using virtual reality und geo-location
- fokus auf mobile devices (tablet PCs, PDA's, mobile phones)
- Visualisierung der (Zuschauer-)Aktivität im TV-Programm



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