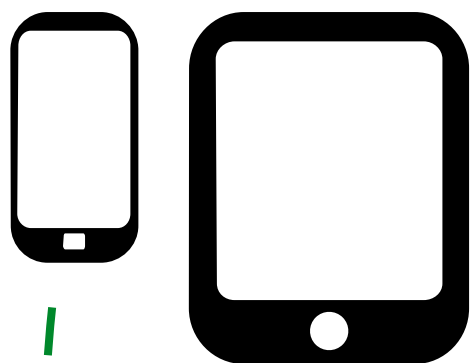


TV environment

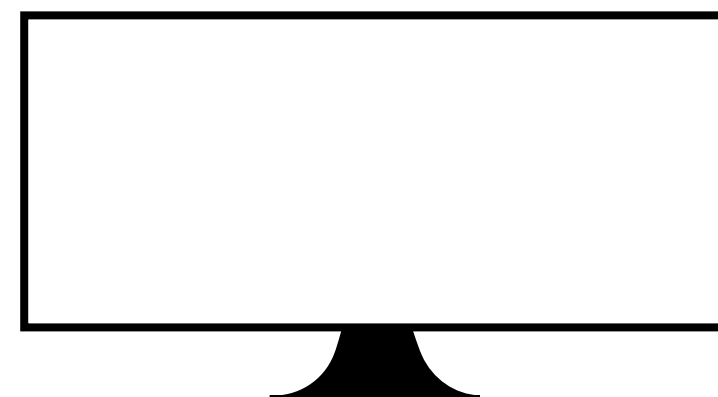
Secondary screen devices



Context synchronization



iTV device



Audience data

Personalization

Return channel

Personalization

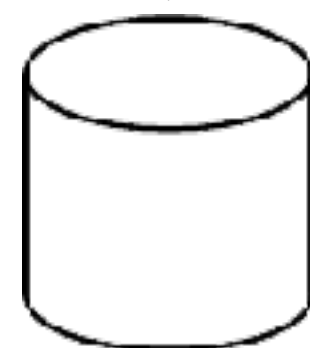
Internet

Application hosting infrastructure

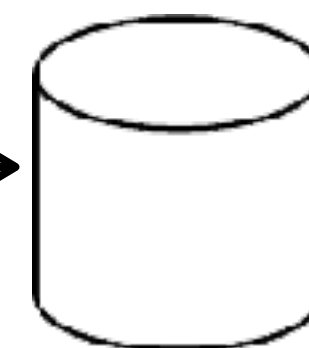
Data Writer

User Auth.

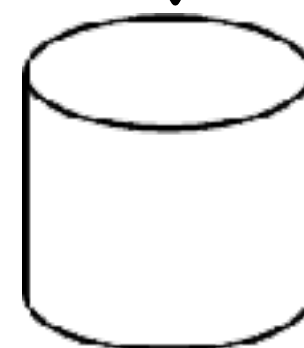
STB Auth.



Interactions data



Context information

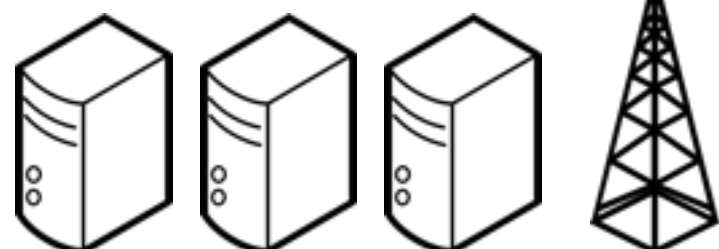


Users/STBs

Audience data

Personalization

Audience data



CP infrastructure