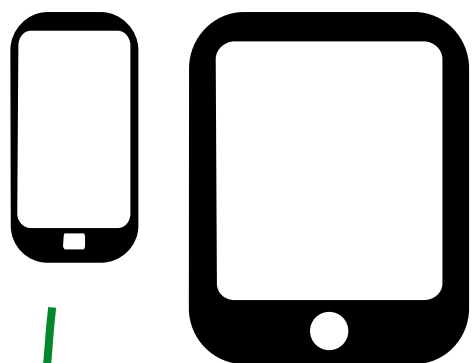


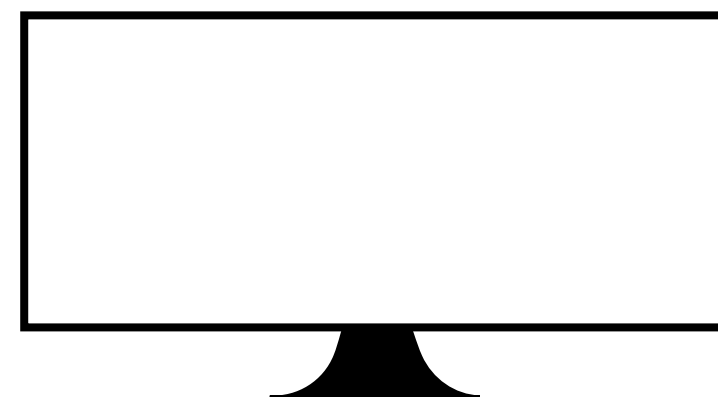
TV environment

Secondary screen devices



Context synchronization
←-----→

TV/STB



Audience data
Personalization

Return channel

Personalization

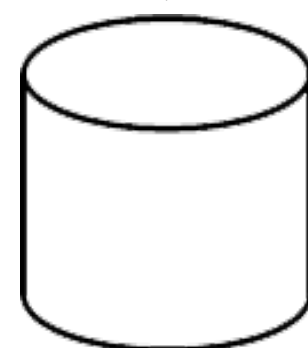
Internet

Application hosting infrastructure

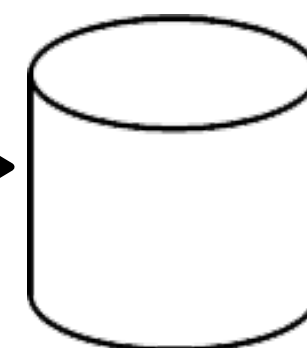
Data
Writer

User
Auth.

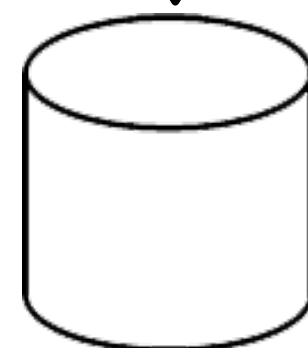
STB
Auth.



Interactions
data



Context
information



Users/
STBs

Audience
data

Audience
data

Personalization

CP infrastructure

