citizens iTV

Citizens iTV

Regione del Veneto

"Personalizing Contents and Services for the citizen"

Barcelona
June 7th, 2007

Antonio Picerni

UNIONE EUROPEA

REGIONE DEL VENETO

VENETO netgoal 2006

citizens iTV

The Context “Regione del Veneto”

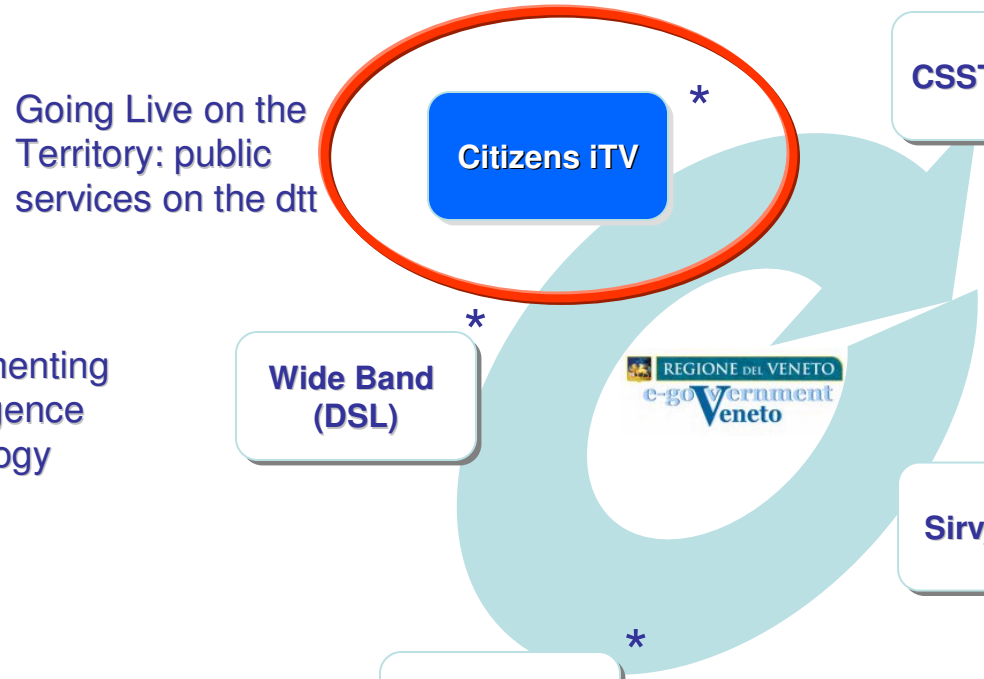
- Population: 4.699.950
- Cities/Municipalities: 581
- Counties: 8, Belluno, Padova, Rovigo, Treviso, **Venezia**, Verona, Vicenza.
- Physical and Economic characteristics: located into a strategic commercial area towards the north and east european routes, the Veneto was for years the heart of the italian North-East and the most, economically speaking, dynamic italian region

UNIONE EUROPEA

REGIONE DEL VENETO

VENETO netgoal 2006

Regional projects



* **Includendo"Programme":**

Belluno - All digital Territory

The Citizens iTV project: lines of development

Multi-channel

To explore **diverse channels** (DTT and the Internet) into production mode for delivering real **services** to the citizens

Digital divide

Bridging the gap: beyond the **digital divide**, including … the ones excluded from the eGovernment Internet revolution

A DTT Model

Understanding and experimenting a **model**: **organization**, **technology** and **economics**

Citizens iTV objectives

citizens iTV

research

Defining the model for interactive television on the DTT (locally)

experimenting

Experimenting DTT services related to the e-govt segment (t-government)

technology

Centre for Managing Interactive Services on the DTT channel (CS DTT) extending the existing “Centro Sviluppo Servizi Territoriale” of “Regione del Veneto”

promotion

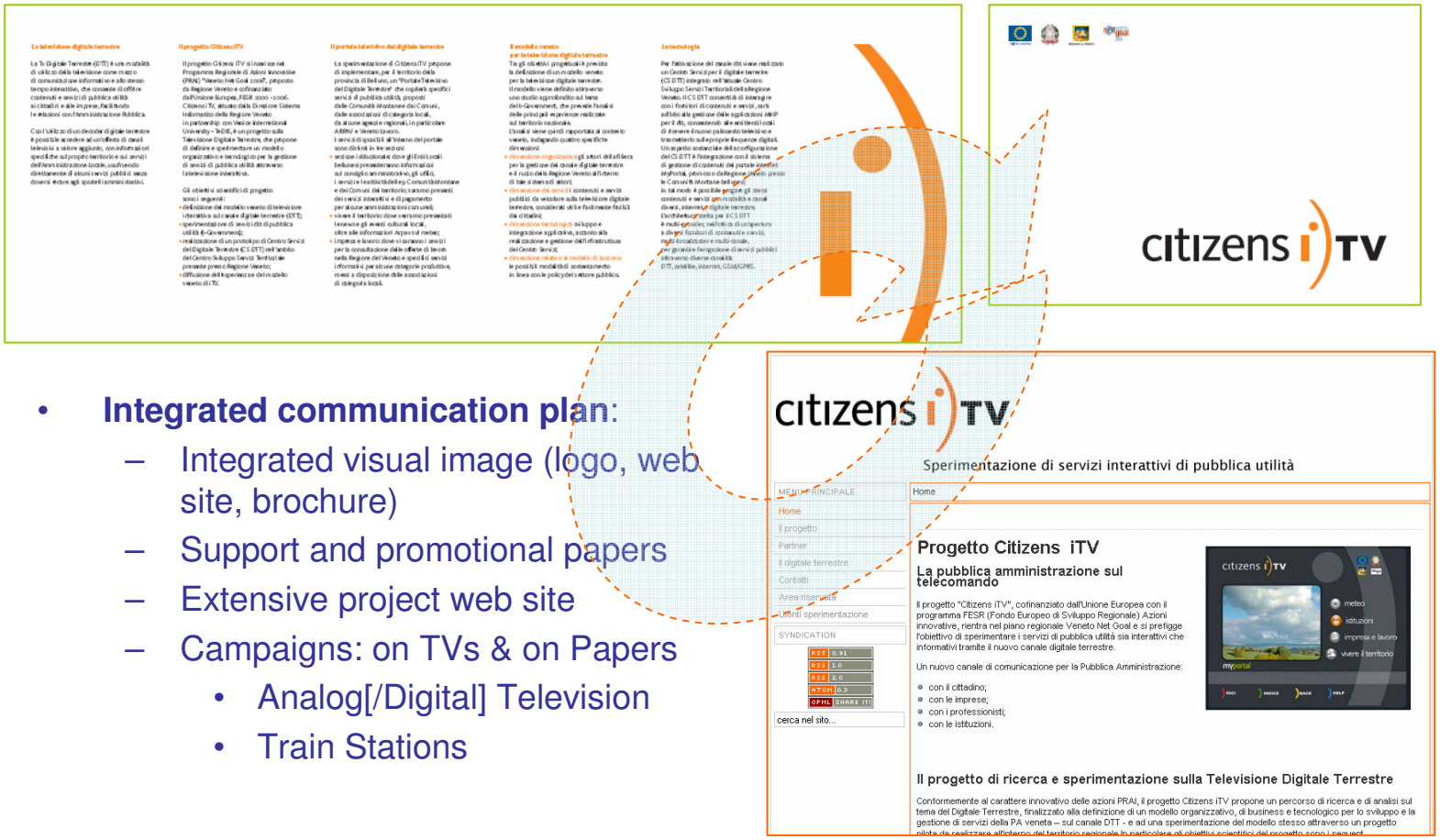
Let people know and promote the model at the proper institutional level

UNIONE EUROPEA

REGIONE DEL VENETO

VENETO netgoal 2006

Comunication and promotion



- **Integrated communication plan**:
  - Integrated visual image (logo, web site, brochure)
  - Support and promotional papers
  - Extensive project web site
  - Campaigns: on TVs & on Papers
    - Analog[/Digital] Television
    - Train Stations

UNIONE EUROPEA

REGIONE DEL VENETO

VENETO net goal 2006

citizens iTV

The experimentation

UNIONE EUROPEA

REGIONE DEL VENETO

VENETO net goal 2006

Pilot services

- The trial phase includes the deployment of a “DTT portal” populated with the following 3 sections:

Institutional

• Dedicated to the **9 “Comunità Montane”** and **69 Municipalities** and **“Prefettura di Belluno”**
• **Interactive services:** with and without associated payments

Living the territory

• **Information**, **news** on outcoming **events**, **fairs/shows** and meeting points
• **Ville Venete**
• **Meteo**

Enterprise & work

• Section dedicated to the citizens who are actively **seeking a work in Regione del Veneto**
• Informational section dedicated to the **associations of entepreneurs and enterprises**

UNIONE EUROPEA
REGIONE DEL VENETO

The Institutional section.

- Many mountain communities are already up & running well: **Alpago**, **Agordina**, **Longaronese**, **Val Boite**, **Cadore** and Comune di **Feltre**; accounting a total 43 local govt. institutions

Internet-Portal to DTT-portal:

- **Full institutional contents**
- **Full news on selected communities and municipalities**
- **Latest 2 news** for the rest of municipalities and communities

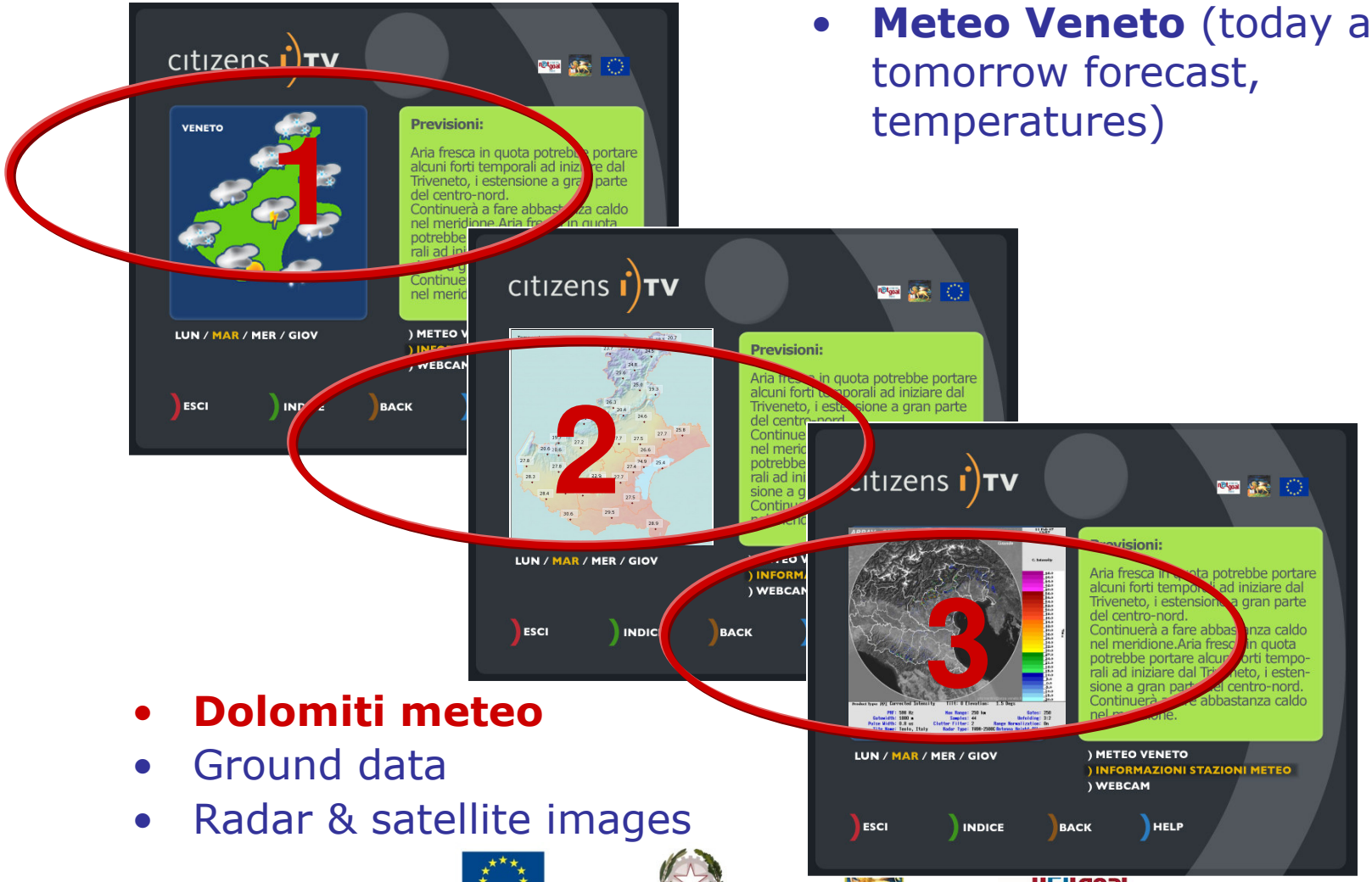
UNIONE EUROPEA

REGIONE DEL VENETO

netgoal 2006

citizens iTV

Meteo (informational service)



- **Meteo Veneto** (today and tomorrow forecast, temperatures)

- **Dolomiti meteo**
- Ground data
- Radar & satellite images

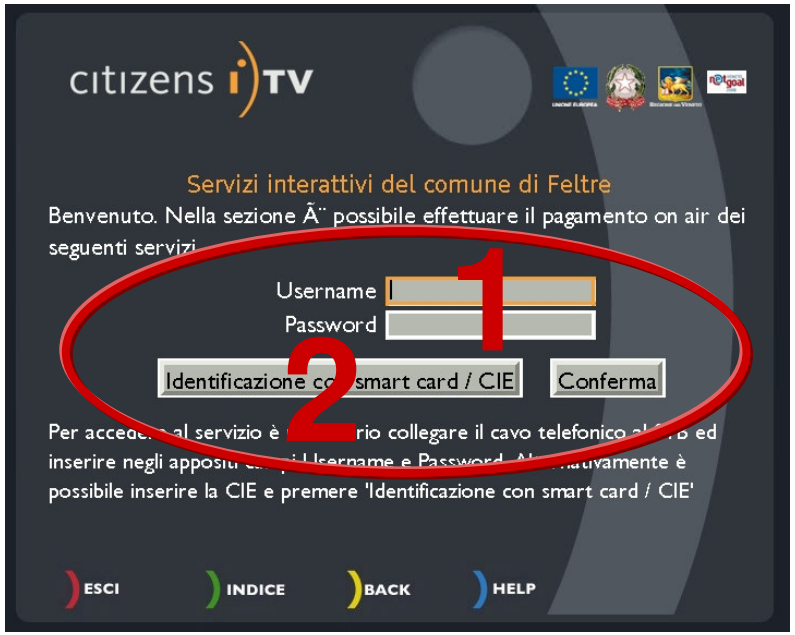
UNIONE EUROPEA

REGIONE DEL VENETO

goal 2006

citizens iTV

Interactive transactional services: transportation and food (at school)



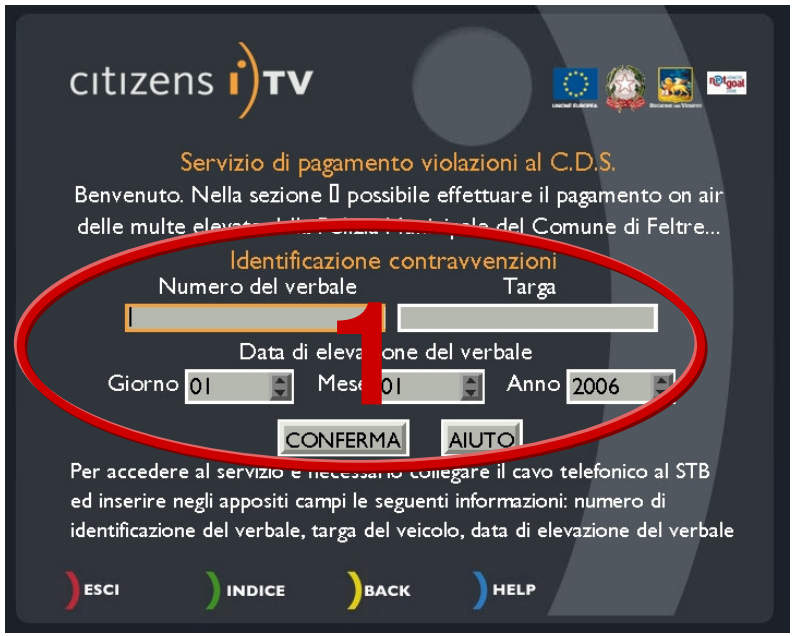
UNIONE EUROPEA

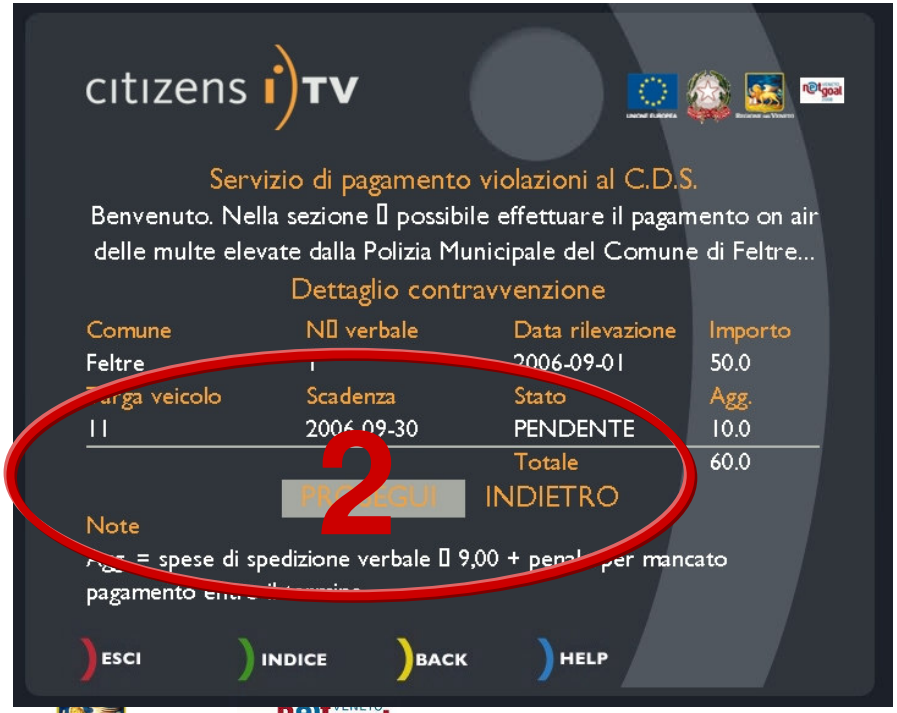
REGIONE DEL VENETO

net goal 2006

citizens iTV

Interactive transactional services: paying fines





UNIONE EUROPEA

REGIONE DEL VENETO

net goal 2006

What Citizens iTV is all about

Identification, Content, Interactivity &Payments:

- Integrating a payment gateway onto the DTT
- Integrating existing Internet applications and services
- Using smart cards in an easy way
- DTT Service Management Centre

UNIONE EUROPEA

REGIONE DEL VENETO

What Citizens iTV is all about

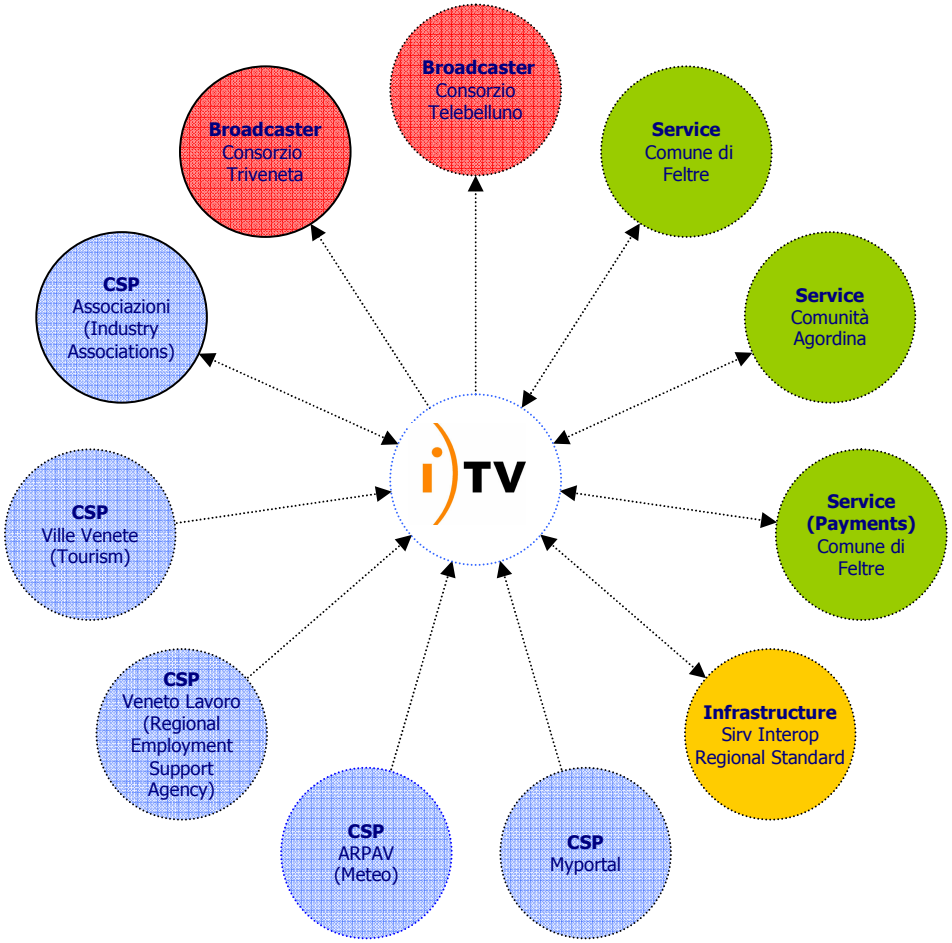
Identification, Content, Interactivity &Payments:

- Integrating Citizens iTV own and existing contents
- Diverse Information Sources
- Integrating an existent web portal with the Digital Television channel: a coherent approach, Open CMS based

UNIONE EUROPEA

REGIONE DEL VENETO

Many information sources, many actors



The CITIZENS iTV integration landscape:

- 2 Broadcasters (*Multi-broadcaster system*)
- 3 Service types
- 5 Content Service Providers
- 1 Regional Interoperability Standard
- 9 Mountain communities
- 69 Cities/Municipalities
- 2 Regional Agencies
- 2 Portals
- 1 Acquirer
- 1 Bank
- …

citizens iTV

A Web to DTT portal approach

- DVB-T Information portal did not come scratch but was rather, the project aimed at providing a new and integrated distribution channal for the info existing in other applications and systems.

- Although this is the most common scenario as long as multi-channeling is concerned (dvb-t and Internet), this had a major impact on designing the overall system from the very beginning. The whole system was thought as an information cruncher machine.

- Finding a coherent system to upload, edit, amend, preview and downloading was a major concern: we decided to extend OpenCMS with new features, enabling a simple integration path to the existing Internet CMS architecture (including editors' education ;-)).

- These new options implemented:
  - a DVB-T content preview (similar to the existing Internet one)
  - Information page design, update, download operations onto the OpenCMS DTT container
  - Ability to change Internet and DVB-T pages separately
  - A single page may exist into the OpenCMS Internet container, OpenCMS DVB-T container or both

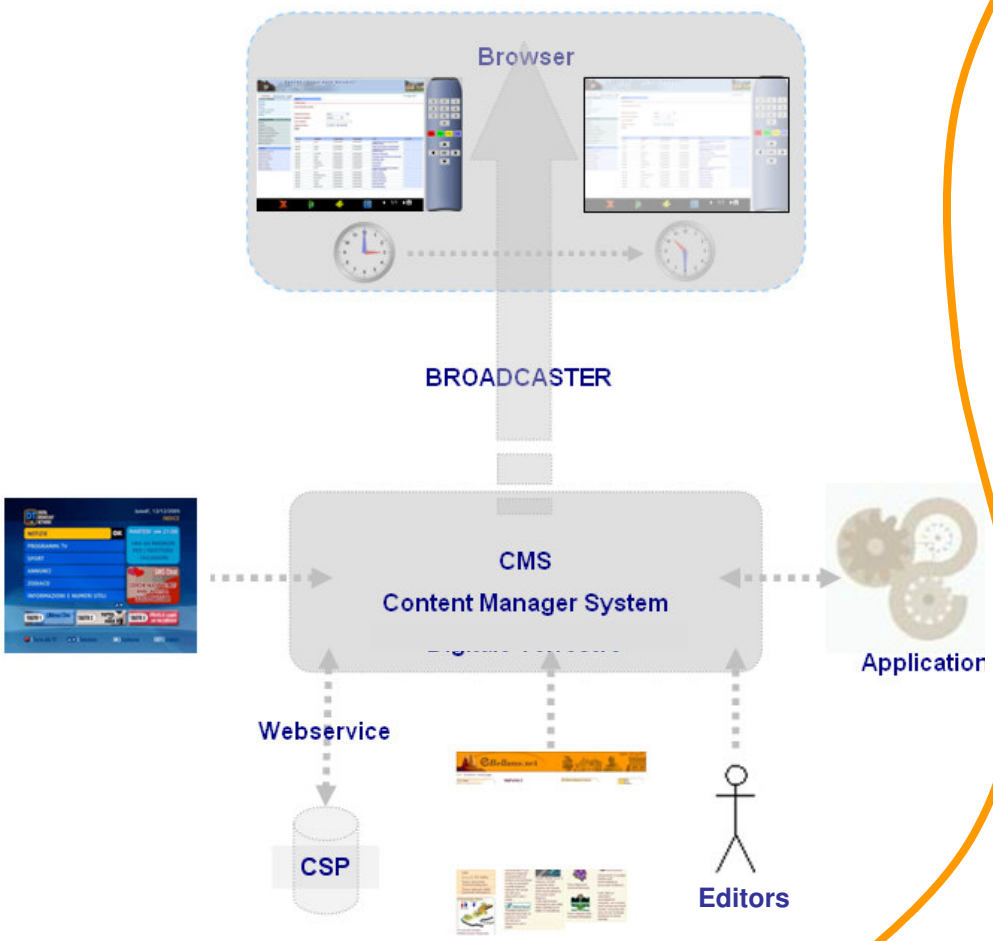
UNIONE EUROPEA

REGIONE DEL VENETO

VENETO netgoal 2006

Our D-CMS comes alive

Entities



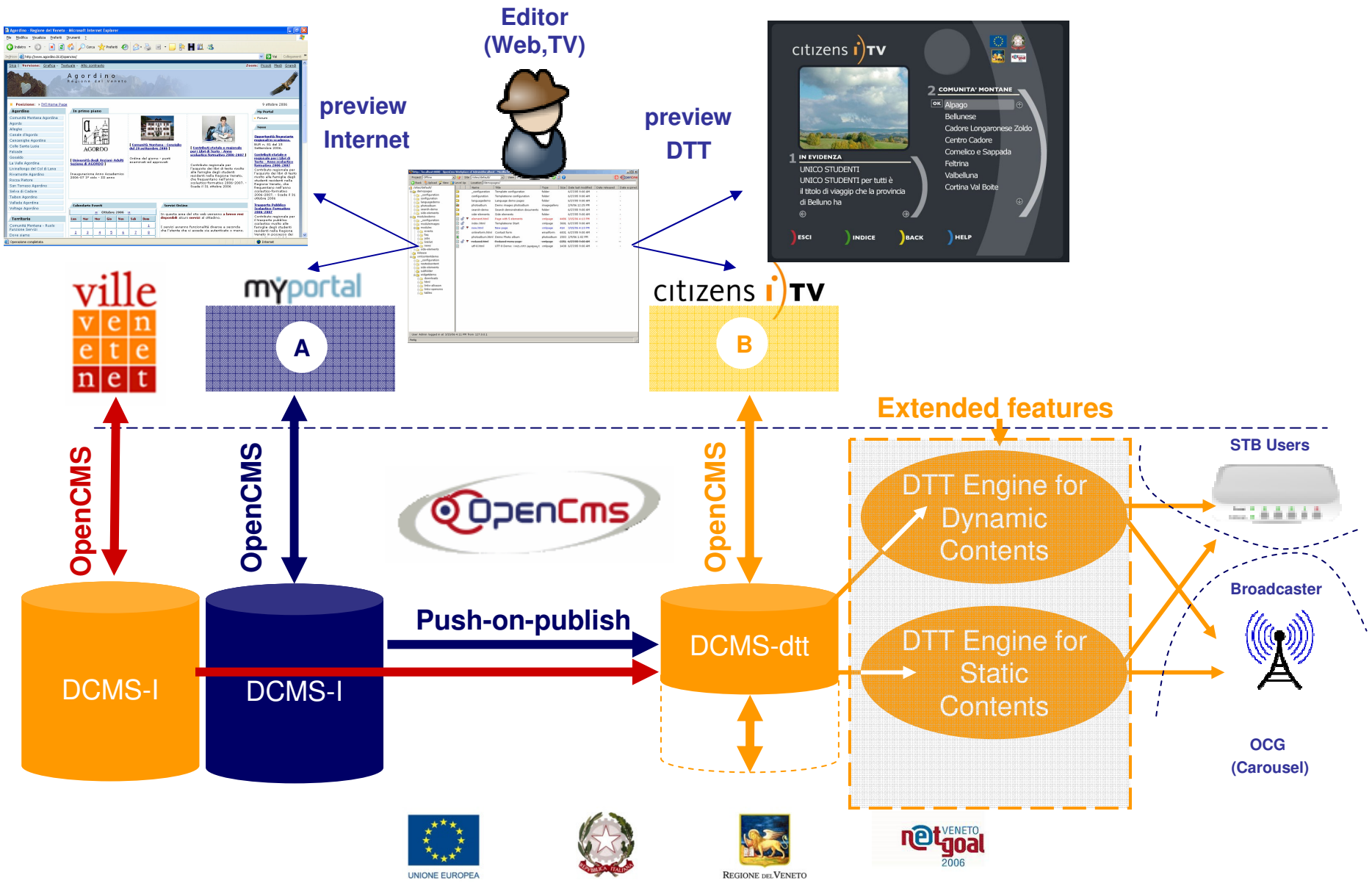
Flow

UNIONE EUROPEA

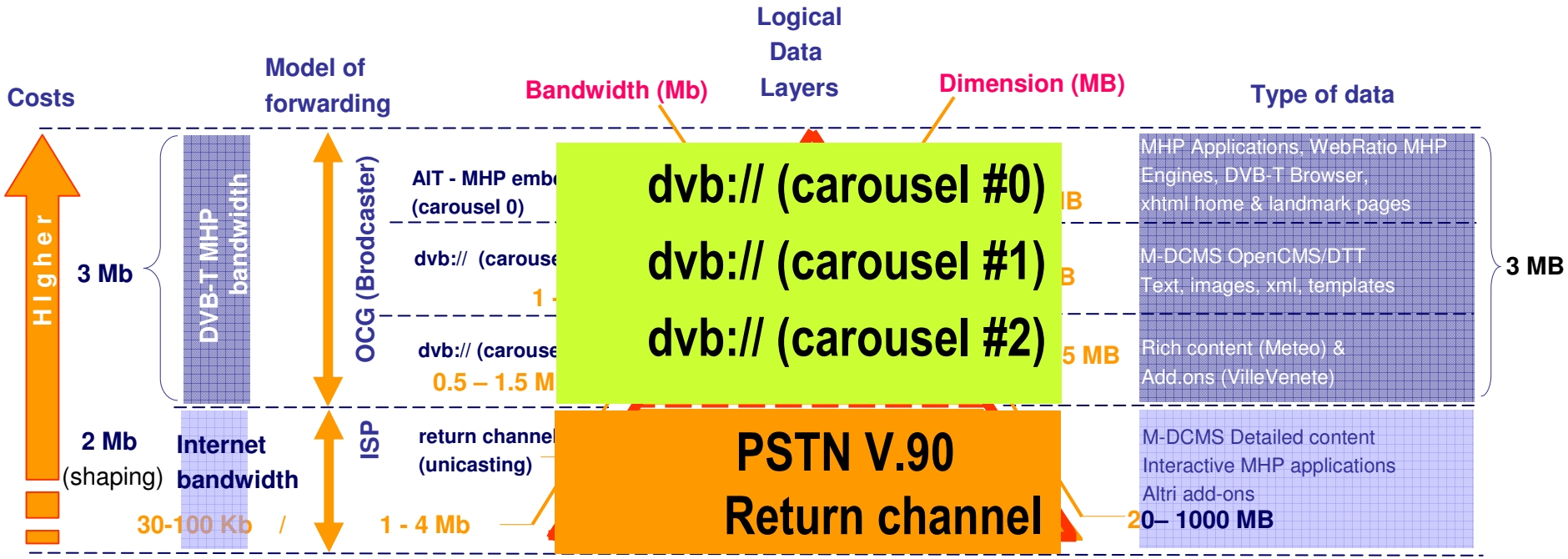
REGIONE DEL VENETO

VENETO net goal 2006

A Web to DTT portal approach



How we used the bandwidth

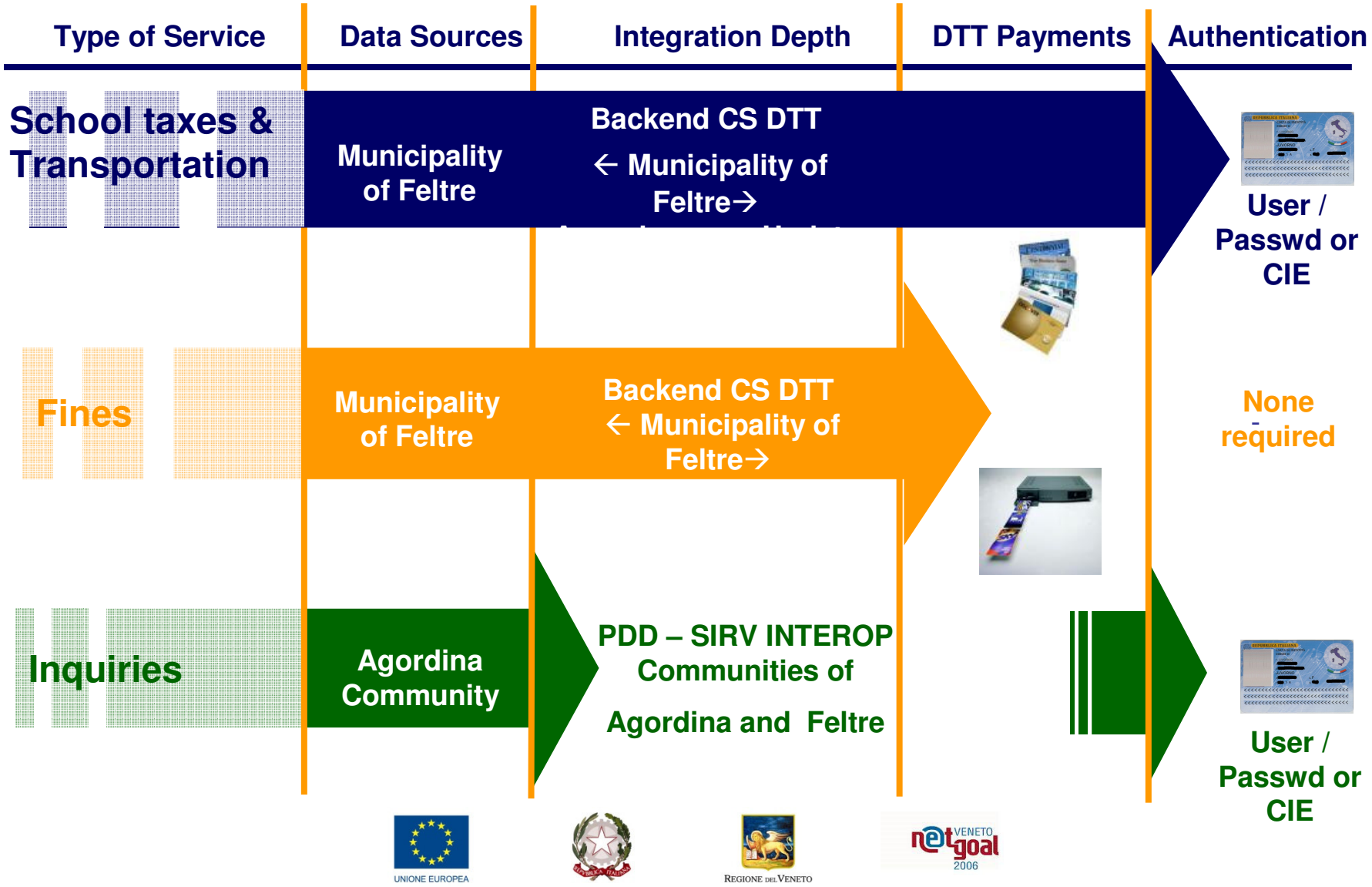


- Pyramidal contents organization policies:
  - data management costs
  - channel costs and access time (user perceived performance)

- Last STB series would not sustain loading more than 3-4 MB of data (compression required on Citizen iTV 7 MB project)
- You need mediating the usage of the forward and return channel dynamically with respect to the content and daily access of the channel

citizens iTV

DVB-T Interactivity levels



UNIONE EUROPEA

REGIONE DEL VENETO

VENETO netgoal 2006

citizens iTV

A transactional flow

DECODER

BROADCASTER

4. PAY

1. Modem Connect

Regional Service Centre

RAS

IDT GW

3. Service Interaction

DTT Application

Data Base

6. Update

Bank

5. Tell OK

2. Identify

LDAP MYPORTAL

0. Asynch Update

Content Service Provider

BACKEND CSP

PDD CSP

7. Asynch Update

PDD RVE

UNIONE EUROPEA

REGIONE DEL VENETO

VENETO netgoal 2006