

# TATU - We share your television taste!

New TV consumption experience across connected devices



## Contact information

**Address:** ETSI de Telecomunicación – UPM, Avenida Complutense, 30, Ciudad Universitaria, 28040, Madrid

**Phone number:** 910671900

**Website:** [etsit.upm.es](http://etsit.upm.es)

**Email:** [jm.menendez@upm.es](mailto:jm.menendez@upm.es)

## Technological Offers type

Technological solutions

## Research and innovation areas

- Digital Technologies, Artificial Intelligence, Cybersecurity, 5G, Robotics

## ODS



**Available from:** 2020

## Where?

Information and Telecommunications Processing R&I Centre

Keywords: | [contents](#) | TV

### Brief description of the technology solution and the added value it provides

TATU (TV App To U), is the television that suits you. TATU will enrich television consumption, providing users with services of interest related to their favorite content. Through second screen models in their connected devices it will provide access to custom programming guide, chat rooms and social networks.

***“Two screens are better than one.”***

### Description of the technological base

Television App To U (TATU) is a new concept for watching television contents that allows users access to multiple services focused on their favorite tv-programs through a second screen application from any connected devices.

TATU requires prior installation of the application for iOS or Android platform, and Web access for other connected devices. Through this app users are provided with enriched information about TV programs of their interest. At the same time, the social part of TATU connects users with similar interests in real time allowing them to interact with each other, providing a new TV-watching experience.

***“TATU provides access to enriched information about television contents of interest to the user and allows social interaction from any connected device”***

### Market demands

#### Sector 1

- Social networking is one of the most used communication platforms today. Facebook, Twitter and Google+, among others, allow the exchanged of millions of messages daily between friends, family, etc. becoming part of our daily routine, even when we watch TV.
- The high market penetration of mobile devices has introduced a new paradigm in the way we watch television allowing to share viewer's opinions about their favorite shows.
- Social TV applications market is estimated to grow at a rate of 12% from 2012 to 2017. The use of these applications is characterized by offering enriched television content via mobile devices enabling social and direct communication between viewers, which is also known as second display models.

#### Sector 2

- The integration of powerful searching and recommendation engines allows viewers to embark on a new experience of consumption with increasingly adapted contents to the end user, resulting in higher satisfaction, and also allowing access to correlated content with those the user have considered of his or her linking.

***“TATU could improve the television industry integration with social networks, allowing enriched multimedia content and powerful content recommendation”***

### Competitive advantages

- It covers the entire program schedule.
- It provides the user with additional content that enhances his or her experience watching TV.
- Connecting users to the relevant related content from social networks.
- Interaction between users in chat rooms.
- Access to personalized content, based on user preferences and their close circle's suggestions.
- Generates activity reports around contents and creates a very focused “market place” that can be exploited directly.

### Development stage

- Concept
- Research
- **Lab prototype**
- Industrial prototype
- Production

### Contact

#### Contacto TATU

Nuria Sánchez, Iago Fdez-Cedrón  
e: {nsa,iff}@gatv.ssr.upm.es

w: <http://www.gatv.ssr.upm.es>

**Contacto UPM**

Área de Innovación, Comercialización y Creación de Empresas  
Centro de Apoyo a la Innovación Tecnológica - UPM  
e: [innovacion.tecnologica@upm.es](mailto:innovacion.tecnologica@upm.es)