

Entertainment Portal Experience Driven by Metadata, Correlation, and Predictive Systems

- Maximize 'least actions' to receive desired entertainment experience
 - Accurate, extensive, and 'smart' digital asset attributes must exist
 - Correlations, such as parent and child asset relationships, must be defined
 - Desired, digital assets are elevated to the user experience using
 - Accurate and diverse data sources describing (i.e. metadata) digital assets
 - User behavior within the portal and beyond, e.g. browser history, and social networks
 - AI expert system(s) leveraging media knowledge experts, and rule induction
- Socializing media assets helps to cultivate data sources
 - Empower the digital asset curators to contribute, and facilitate the discussion
 - Expand the discussion intelligently connecting consumers with digital assets

Entertainment Portals should 'fan the flames' of Digital Asset Conversations

- Entertainment digital assets inspire a group of fans, which have shared experiences relating to the digital assets
- Social networking may be facilitated by the portal's content curators
 - Social shared spaces, such as a Facebook page, or a Goggle Plus Page related to the Entertainment portal, may be created to facilitate interactions
- Entertainment portal, internal socializing of digital assets may be added, limited to fan favorite clips. Pointers to external social pages per asset, should be advertised, and leveraged

Entertainment Portal Review Guidelines

- Entertainment portals are evaluated based on their iOS application
- Initial analysis of entertainment portals are not aligned to a media brand, network, or a bundled, distribution provider
 - e.g. Watch ABC; FOX NOW; FiOS Mobile
- Criteria derived from existing platforms, and feature requests
- There is no biased analysis for any particular portal
- Please contact me with any corrections, or criteria to include

ID	System Capabilities	Amazon Instant	HBO GO	Netflix
1	An image, such as a movie poster, must clearly represent the digital asset. The image is clickable, allowing users to 'drill down', and provide 'most commonly used' asset information and actions.			
2	Horizontal scrolling carousels displaying a finite collection of media assets, which maybe grouped by any category, such as 'currently watching'			
3	Infinite expanse page(s) displays content tiles. The digital assets are spread out in all scrolling directions. Consumer navigates any direction without reaching the end.			
4	Vertical navigation of 'static' horizontal lists of digital assets, paging up or down.			
5	The initial digital asset page contains a brief, high level synopsis of the asset. Instances of irrelevant data, or 'bad data' characters should not be displayed.			
6	The parent digital asset page may contain a collection of child asset objects, such as in a television series, i.e. a list of the episodes, represented by the title and a short synopsis of the episode			
7	Child asset objects, such as episodes from a series, may be listed with the title, synopsis, image specific to the child asset, and one or more short clips.			

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8	Asset clips created by the consumer, defined by in-time and an out-time, should have an internet accessible short link for sharing, and be able to stream from the content provider using their stand alone player. Embed code may be supplied to the consumer so clips can be included on fan web sites. If DRM permitted.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Ability to export clips from a digital asset, and leveraged externally, such as a fan web site. Duration of the clip may be limited, if required in digital asset rights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Favorite fan teasers, sub clips for a TV episode or movie, can be created and submitted by the consumer, to the content curators for approval and posting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	Partner with 3 rd party, digital media asset catalogue of metadata including ratings, Cast and Crew information, filmography, company credits, technical specs, movie quotes, etc. and include in initial parent, or subsequent, child digital asset pages.	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
12	Drill down on cast beauty shots to see other film roles, and if available, show THOSE digital asset media pages containing associated objects, such as actions to play movie, rent or own.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	In addition to streaming content, e.g. flat fee, content provider may charge a 'purchase' fee per additional media asset, not included in the streaming package	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	Connect consumers to content: top N fan favorite episodes of N series shows; promote on internal social page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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15	As child assets to Parent media, other correlations beyond clips may exist, such as a screenplay, outtakes, interviews with the cast, and directors cut with voice over, and music videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	A child object to the parent digital asset may include a N (e.g. 10 min) preview of a pay movie. At the end of the allotted time, consumer may wish to purchase movie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	Standards across all streaming partners: API / service; search external to the app, and return availability results (e.g. available to stream; to own) from the service.	Not Known		
18	Digital Asset Identification Tiles may be group on a horizontally scrolling carousel by recommendations, consumer watch list, recently added, “because you watched”, to allow the consumer to find what may appeal to them.	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
19	All titles listed in text, alphabetical order, can be scrolled vertically. E.g. If you don't remember a title name, or remember part of the title, this method can help.	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
20	Search feature with autofill, intelligent selections, e.g. based on previous title viewed, and/or played, and dynamic updates to search results list	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

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21	Browse digital assets by extensive categories list, such as genres, segregate the list by movies and TV.			
22	Define a 'Watch list' of movies and television you would like to watch or continue to watch in the future.			
23	Based on a pay and stream business model, have a collection list of the consumer's purchased items.			
24	For each custom list, or collection of movies and/or TV season/episodes empower the users to create their own collections, user named, sorted and filter mechanisms			
25	The home, or jump page, which displays just after the app is started, must contain an actionable way, such as a double tap on the Media Asset Image tile, to 'play from start' or 'Resume'			
26	Define user's choice list(s), with no limit to the number of user created collections			
27	Parental controls must be available to turn off or on using a user pin. If on, they will leverage the digital asset metadata rating, TV or Movie, and block accordingly			

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28	Based on streaming content provider digital assets, when browsing, media assets may be segregated by movies and TV. In addition, assets can be delineated by Content provider criteria, e.g. 'Editor's Picks', or 'Featured' assets the content creative teams define			
29	Collections are user definable, and may be created with any criteria that the content provider exposes to the consumer. The collections may be displayed by horizontal scrolling carousels or vertical scrolling pages of image tiled rows.			
30	The consumer selects their user profile when the application starts, and the UI and/or the content displayed may vary between profiles			
31	The consumer, while viewing the digital asset, should have the ability to export any media frame as an image. Images may be shared on social networks, appended with consumer comments. Digital asset rights management rule should comply.			