

Conceiving **ShapeShifting TV**

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ShapeShifting TV

- programmes that change at viewing time according to the preferences and choices of their viewers
- programmes that **reconfigure** and **interact**
- programmes that **Shape-Shift**

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aims

- to introduce the concept of ShapeShifting TV
- to glance over the representation language NSL and the associated Authoring Environment

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current iTV

- implemented with essentially linear productions
- satellite services provided (e.g. web and mobile phone services)
- the programmes themselves are not interactive themselves
- experiments with simple forms of interactive programmes
 - decision point between two parallel streams

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ShapeShifting TV

- made with **pre-recorded** material
- the programmes are **themselves** interactive
- interaction happens **at viewing time**
- the programmes are **automatically edited**
- metaphor: oral storytelling
 - in ShapeShifting TV, the storyteller is the software
- productions are **authored**

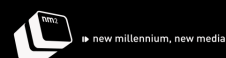
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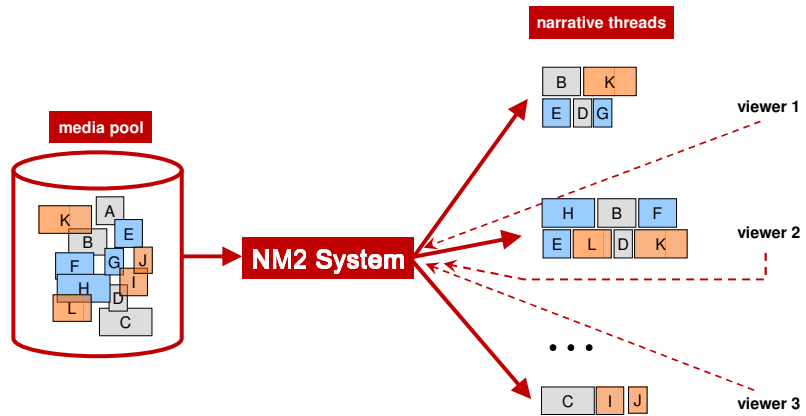
ShapeShifting TV challenges

- entertainment and informative value
 - programmes should be **cogent, attractive, entertaining** and the **aesthetic quality** should be maintained
- scalability
 - many people will have to access the interactive programmes
- latency
 - programmes must respond *sufficiently* quickly (in good enough time)
- authoring

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ShapeShifting TV – principle



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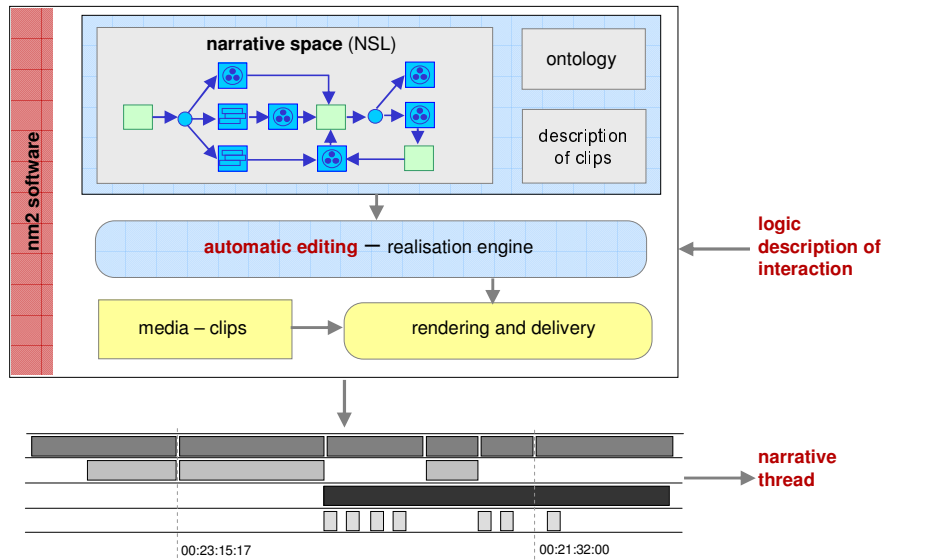
two asynchronous processes

- authoring
- delivery

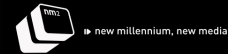
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architecture from point of view of reasoning



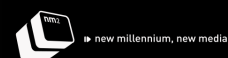
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Narrative Structure Language

- the language in which narrative spaces are represented
- logical description of interactions is included
- inference engine

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nm2 productions



Gods in the Sky Choice



Accidental Lovers



Gormenghast Explore



Interactive Village



A Golden Age

My News & Sports My Way



Cambridge City Symphony



RuneCast



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Accidental Lovers



Accidental Lovers

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- ♥ I'm glad to be here. I'm always on the channel, so this is really a pleasure!
- ♥ Well then, let's dive into the questions.

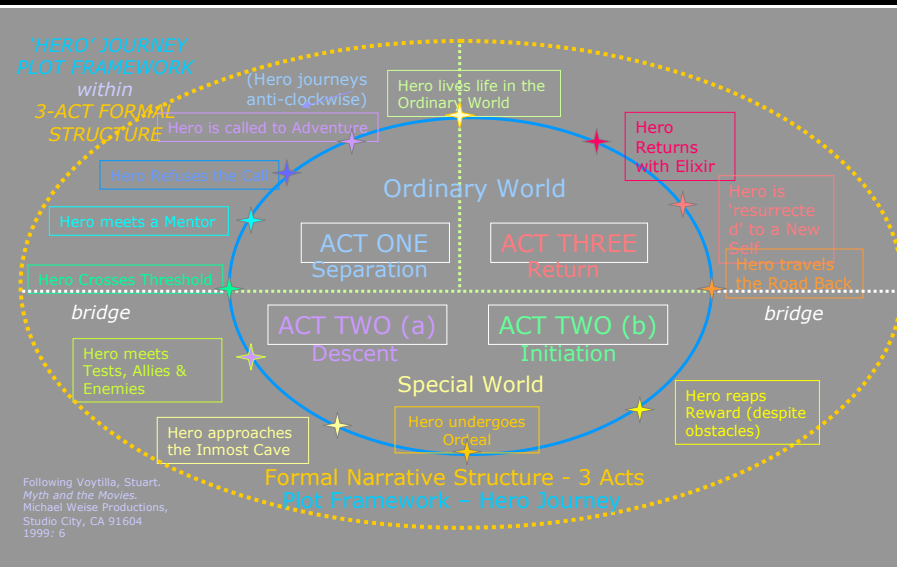
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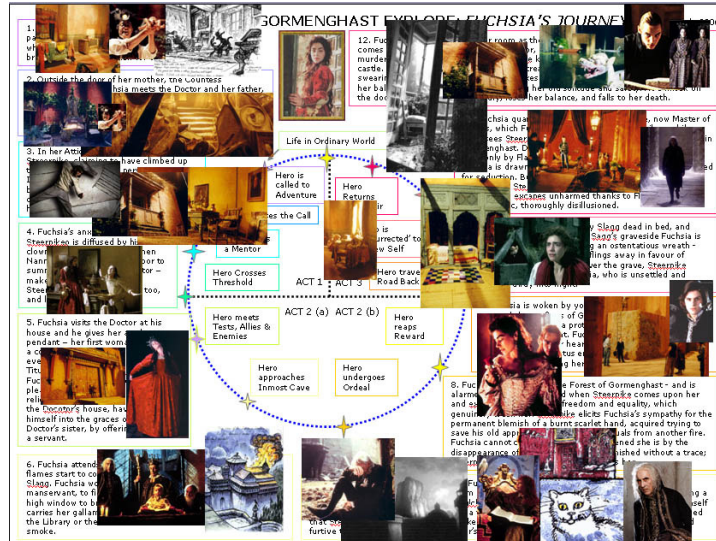
narrative structures

- plot grammar
- shot grammar
- screen grammar

narrative structures



Gormenghast Explore – hero journey



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NSL and Authoring

- live demo with the tools

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