



# HP Labs India Makes The Online Video Experience Truly Personal

Personalized video application creates a TV like experience for online video consumption

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BENGALURU, India, June 21, 2011 – HP Labs India today announced the public beta release of its “Personalized Video” application. The application helps users personalize their online video experience through user generated channels. Users can create channels on topics of their choice and the application will deliver multiple videos by matching the keywords and video metadata.

The beta application is currently available for free download at <http://www.personalized-video.com/>

Online video has matured over the years and the proliferation of portals such as YouTube® has enabled users to view and create video content online. Emerging economies such as India are not far behind when it comes to online video consumption. According to a recent comScore report<sup>1</sup>, 71 percent of Indian Internet users have streamed online videos despite having a broadband penetration of less than 1 percent.

Researchers at HP Labs believe that video will dominate the Internet experience in non-English speaking countries such as India by virtue of its ability to transcend challenges posed by text based content creation in local languages.

“At HP Labs we believe that video will dominate the Internet in India primarily due to the ease with which content in local languages can be accessed,” said Sudhir Dixit, Director of HP Labs India. “We are piloting the personalized video application to understand user preferences and also receive feedback for future enhancements. A key focus at HP Labs India is to innovate for the next 1 billion HP customers and we believe innovating for them requires a more collaborative approach.”

According to Krishnan Ramanathan, Senior Research Scientist, HP Labs India, “The number of videos available online runs in the order of billions and this can be overwhelming for the average user. We have designed the application to deliver a truly personalized experience through user defined channels that deliver highly relevant videos based on user supplied topics. These channels will only deliver videos that are relevant to the topic supplied and we are able deliver this through innovative algorithms developed at HP Labs. “

The Personalized Video application delivers a high level of content personalization to its users through innovative algorithms and smart use of local computing power.

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With this application, users can:

- **Personalize and create channels:** Users can create channels of their choice by providing topics/keywords. The application will also learn the user's preferences via an in-application rating mechanism and adapt to the user's preferences.
- **Enjoy continuous viewing experience:** Users can view a continuous stream of videos without having to start each video individually. This reduces decision points for the user and decreases the thought and effort involved in selecting the next video.
- **Annotate videos:** An annotation option allows users to mark certain positions in the timeline of a video for reference and future viewing.
- **Find web pages related to videos being watched:** At the click of a button, the application will search and find web pages with keywords matching that of the video being watched.
- **Share videos with friends:** Users can share videos they like with friends on Facebook<sup>®</sup> and Twitter<sup>®</sup>.

The application also allows for the creation of a special channel that can be used by third parties to push video content to a user based on viewing habits and location. For example, movie studios can push trailers of upcoming movies in a particular location or businesses can push product videos to users based on their viewing habits. Finally, the application has a "suggestions" channel where videos are recommended based on the user click-throughs in the user defined channels.

More information on the Personalized Video application is available at <http://www.personalized-video.com/>

## About HP

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(1) "Rise of Online Video in India" [report](#), comScore, Inc. March 2011

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