

Contents

Mobile TV: Customizing Content and Experience	1
Aaron Marcus, Anxo Cereijo-Roibas, and Riccardo Sala	
Part I What It All Means: Six Perspectives on Mobile TV	
Mobile TV's Time to Shine Has Arrived	5
Fred Kitson	
Saddlebags, Paperbacks and Mobile Media	11
Carola Zwick	
The Path Tells a Story	15
Frank Nack	
Introduction to Social TV	21
Gunnar Harboe	
The Sociability of Mobile TV	25
David Geerts	
Interactive TV Narrativity	29
Marian F. Ursu	
Part II User Experience and Design of Mobile TV in Everyday Life	
Culture, Interface Design, and Design Methods for Mobile Devices	37
Kun-pyo Lee	
Mobile Video in Everyday Social Interactions	67
Erika Reponen, Jaakko Lehikoinen, and Jussi Impiö	

Does Mobile Television Enhance a New Television Experience?	81
Bram Lievens, Eva Vanhengel, Jo Pierson, and An Jacobs	
Part III Innovation Through Conceptual and Participatory Design for Mobile Multimedia Systems	
An Ambient Intelligence Framework for the Provision of Geographically Distributed Multimedia Content to Mobility Impaired Users	99
Dionysios D Kehagias, Dimitris Giakoumis, Dimitrios Tzovaras, Evangelos Bekiaris, and Marion Wiethoff	
Creativity in Interactive TV: Personalize, Share, and Invent Interfaces	121
Radu-Daniel Vatavu	
Part IV Understanding the Context: Data Gathering, Requirements and Evaluation Methodologies	
Content for Mobile Television: Issues Regarding a New Mass Medium Within Today's ICT Environment	143
Dimitri Schuurman, Lieven De Marez, and Tom Evens	
Different Attitudes Concerning the Usage of Live Mobile TV and Mobile Video.....	165
Koji Miyauchi, Taro Sugahara, and Hiromi Oda	
User Experience Evaluation in the Mobile Context.....	195
Marianna Obrist, Alexander Meschtscherjakov, and Manfred Tscheligi	
Part V Context and Sociability in Mobile Interactive Multimedia Systems	
Social Properties of Mobile Video	207
April Slayden Mitchell, Kenton O'Hara, and Alex Vorbau	
m-YouTube Mobile UI: Video Selection Based on Social Influence	235
Aaron Marcus and Angel Perez	
Scenarios of Use for Sociable Mobile TV	243
Konstantinos Chorianopoulos	
"What Are You Viewing?" Exploring the Pervasive Social TV Experience.....	255
Raimund Schatz, Lynne Baillie, Peter Fröhlich, Sebastian Egger, and Thomas Grechenig	

Part VI Advanced Interaction Modalities with Mobile Digital Content

m-LoCoS UI: A Universal Visible Language for Global Mobile Communication	293
Aaron Marcus	
The Future of Mobile TV: When Mobile TV Meets the Internet and Social Networking	305
Marie-José Montpetit, Natalie Klym, and Emmanuel Blain	
From One to Many Boxes: Mobile Devices as Primary and Secondary Screens	327
Pablo Cesar, Hendrik Knoche, and Dick C.A. Bulterman	
Watch-and-Comment as an Approach to Collaboratively Annotate Points of Interest in Video and Interactive-TV Programs	349
Maria da Graça C. Pimentel, Renan G. Cattelan, Erick L. Melo, Giliard B. Freitas, and Cesar A. Teixeira	
Conclusion (The Mobile Future)	369
Index	373