

Re-inventing TV for the interactive age

ReTV is a new EU project providing novel solutions for broadcasters and their content partners to publish on multiple media channels with the effort of one:

Broadcasters suffer from a growing divide between their viewers and their content: *they need to evolve into multi-channel content publishers, managing their traditional broadcast on a multitude of channels and platforms (e.g. SmartTV and mobile apps, online video platforms and social media, online archives).*

TV content does not reach the right online audiences quick enough: *it is published often too slow, and in formats not adequate for the intended audience, and as a result quality content is continuously being underappreciated*

ReTV addresses this divide between content and users by building the **Trans-Vector Platform (TVP)** to provide deep insights into the TV audiences and their interactions with video content and guide broadcasters into repurposing their content across platforms based on those learnings in a virtuous cycle.

*“I am excited to embark on this exciting exploration together with a highly diverse and motivated team of researchers, broadcasters, software and content providers”, said Lora Aroyo, project coordinator for ReTV. “I believe that TVP will result in a valuable **in-depth understanding of video content**, which will allow us to more accurately **match video content with viewers** (for higher viewer satisfaction). Being able to **measure and predict content engagement** across all vectors will empower broadcasters to **efficiently reuse, repurpose and republish content** and ultimately reach the true potential for reach and engagement that these vectors provide, i.e. maintain loyal and engaged audience, generate more value from their content and stay competitive in the digital media-landscape.”*

The ReTV Research and Innovation Action is funded within the EU Horizon 2020 Programme, carried out from 01 Jan 2018 to 31 Dec 2020. Business partners [webLyzard](#) (AT) and Genistat (GE) will design, implement and exploit the ReTV software and services. The technical partners [Vrije Universiteit Amsterdam](#) (NL) , [MODUL Technology](#) and the [Centre for Research and Technology Hellas](#) (GR) will provide functional components, together with the know-how for their integration. The use case partners include [Rundfunk Berlin-Brandenburg](#) (DE), a German public broadcaster with a significant audience, and the [Netherlands Institute for Sound and Vision](#) (NL), a comprehensive audiovisual digital archive.

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