





EBAA -24X7 is a speculative television news channel set in the plausible future that recognises various parameters to provide news content to the viewers.

It takes into consideration the size of the audience, the demographics and social setting. It prioritises the emotional state and emotional preferences in case of a single viewer and gives a balanced mix of news, which leaves the viewer feeling emotionally balanced.

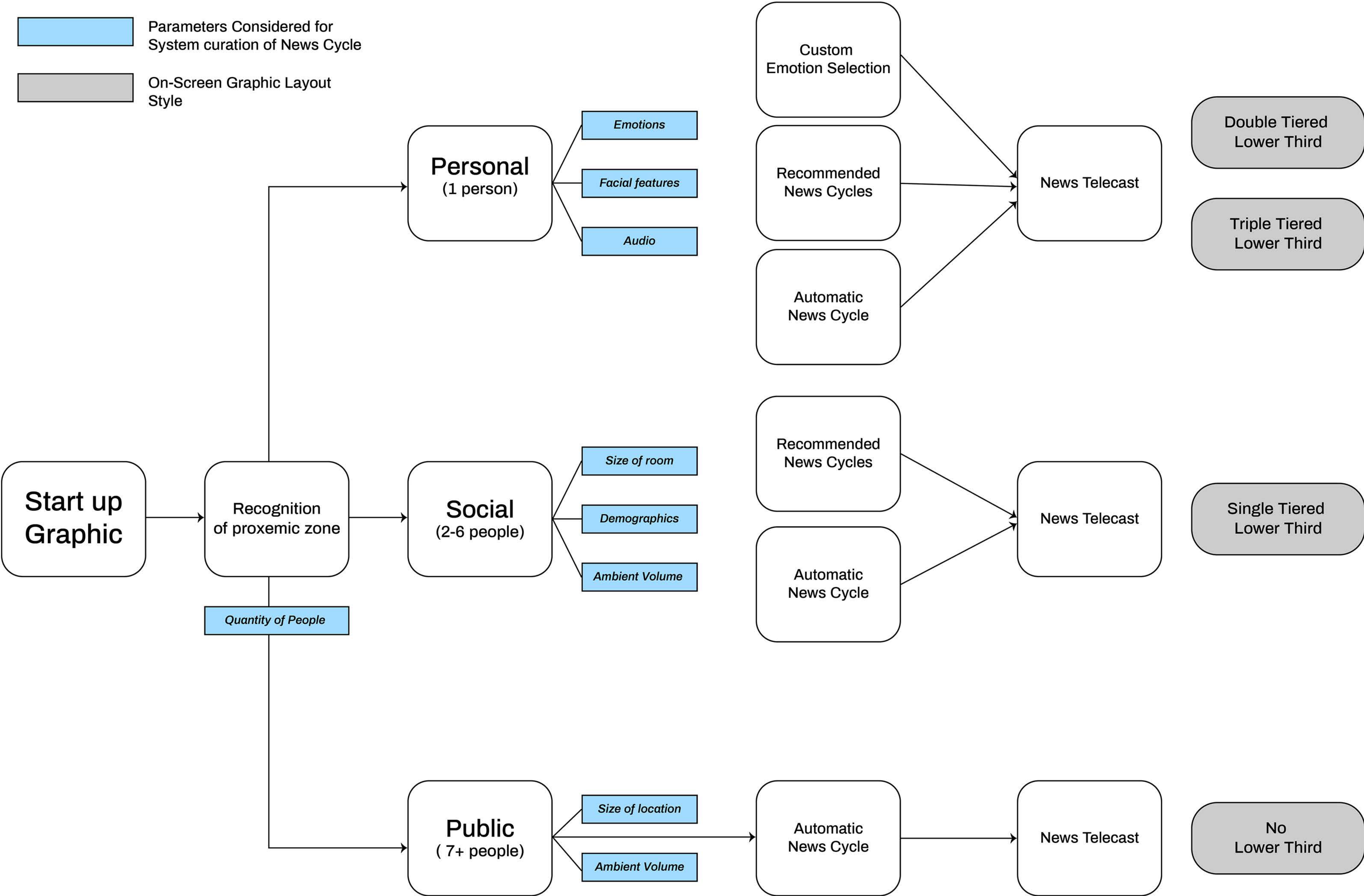
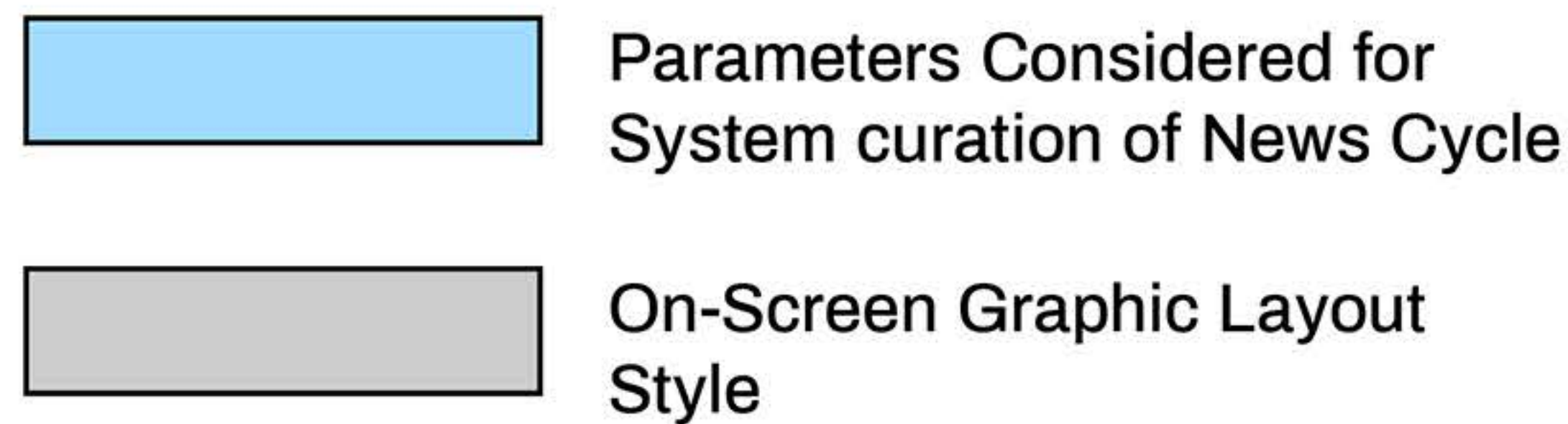
The news channel has adaptable screen graphics that adapt according to various parameters like:

- the number of viewers watching the channel
- the size of the room/ space where the television is mounted
- ambient volume levels

The aim of this adaptation is to improve legibility of the on-screen text, reduce distractions and provide an informative and enjoyable viewing experience.



# User Flow





Start up Screen



Facial recognition camera with microphone



# Proxemic Zone Recognition



Through the use of facial recognition, audio analysis and spatial recognition the EBAA news system recognises three distinct proxemic zones in it's surroundings:

**Personal** : A single viewer is detected

**Social** : Up to 6 viewers are detected in a closed environment

**Public** : More than 6 viewers are detected in an open environment



**PERSONAL  
VIEWING**



**SOCIAL  
VIEWING**



**PUBLIC  
VIEWING**



## Personal Viewing (1 Person)



PROXEMIC ZONE IDENTIFIED



**PERSONAL  
VIEWING**

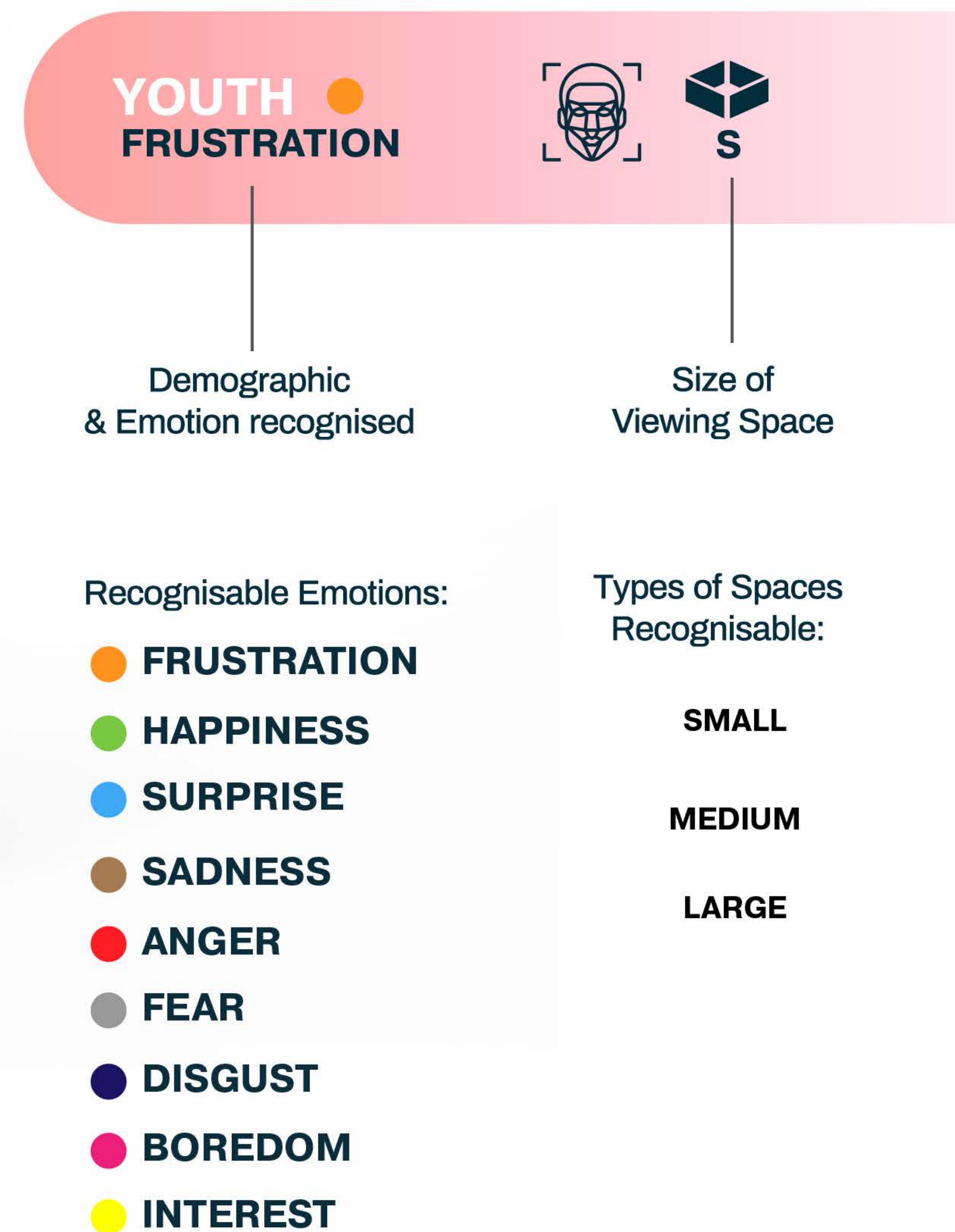
**EBA**





EBAA uses facial recognition and audio analysis to recognise the emotion of the lone viewer. It categorises emotions based on what the viewer is feeling and recommends content or automatically delivers a newsfeed.

The viewer also has a choice to select content based on the emotion he or she wants to feel during the news telecast.



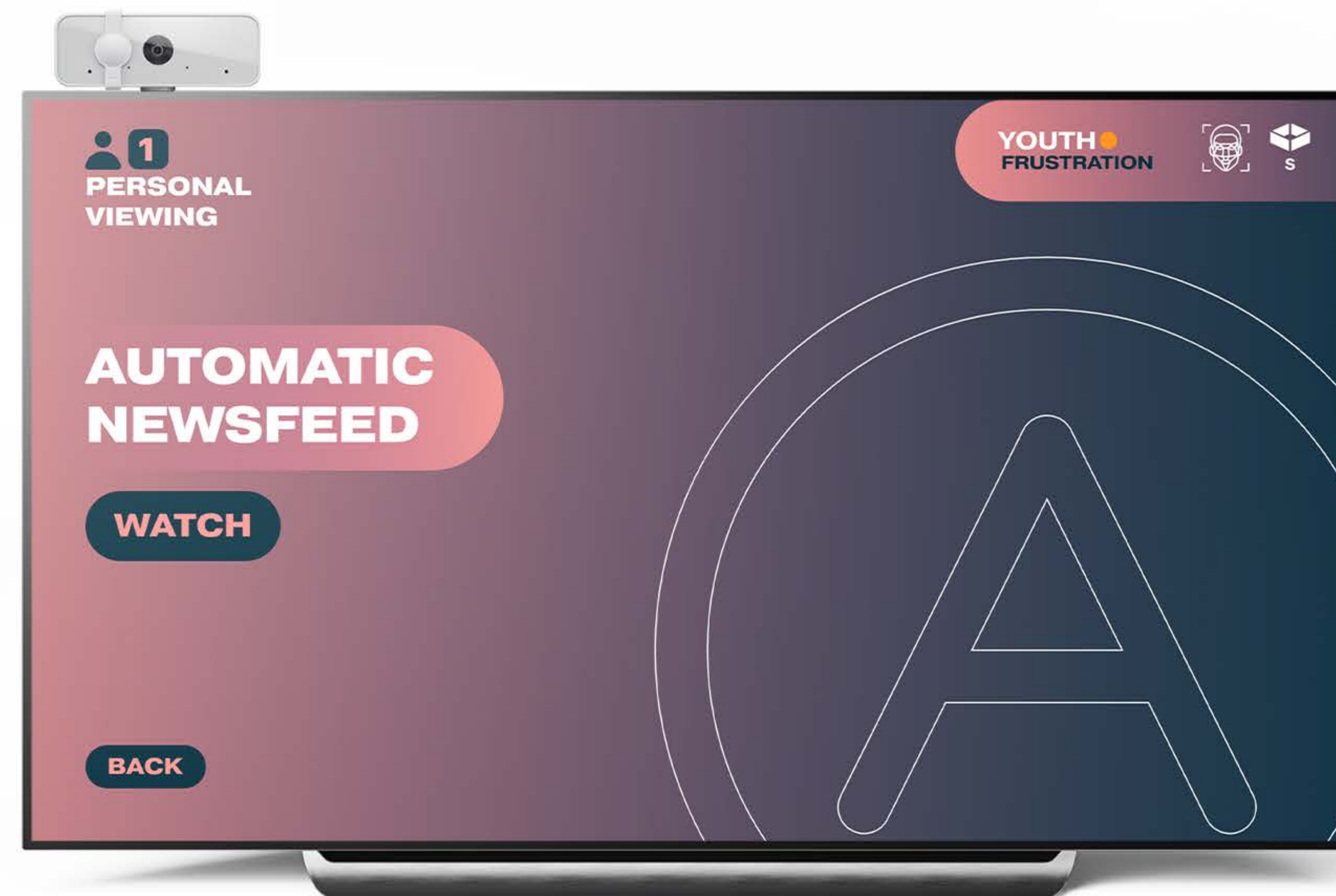




Recommended Newsfeed



Custom Newsfeed



Automatic Newsfeed



# On-Screen Graphic Layout - Personal Viewing



3-Tiered Graphic Interface



2-Tiered Graphic Interface

The graphic layout used for personal viewing is the standard 2 or 3 tiered lower-third interface which is legible for a single viewer and presents information in a hierarchical way



## Social Viewing (2-6 People)



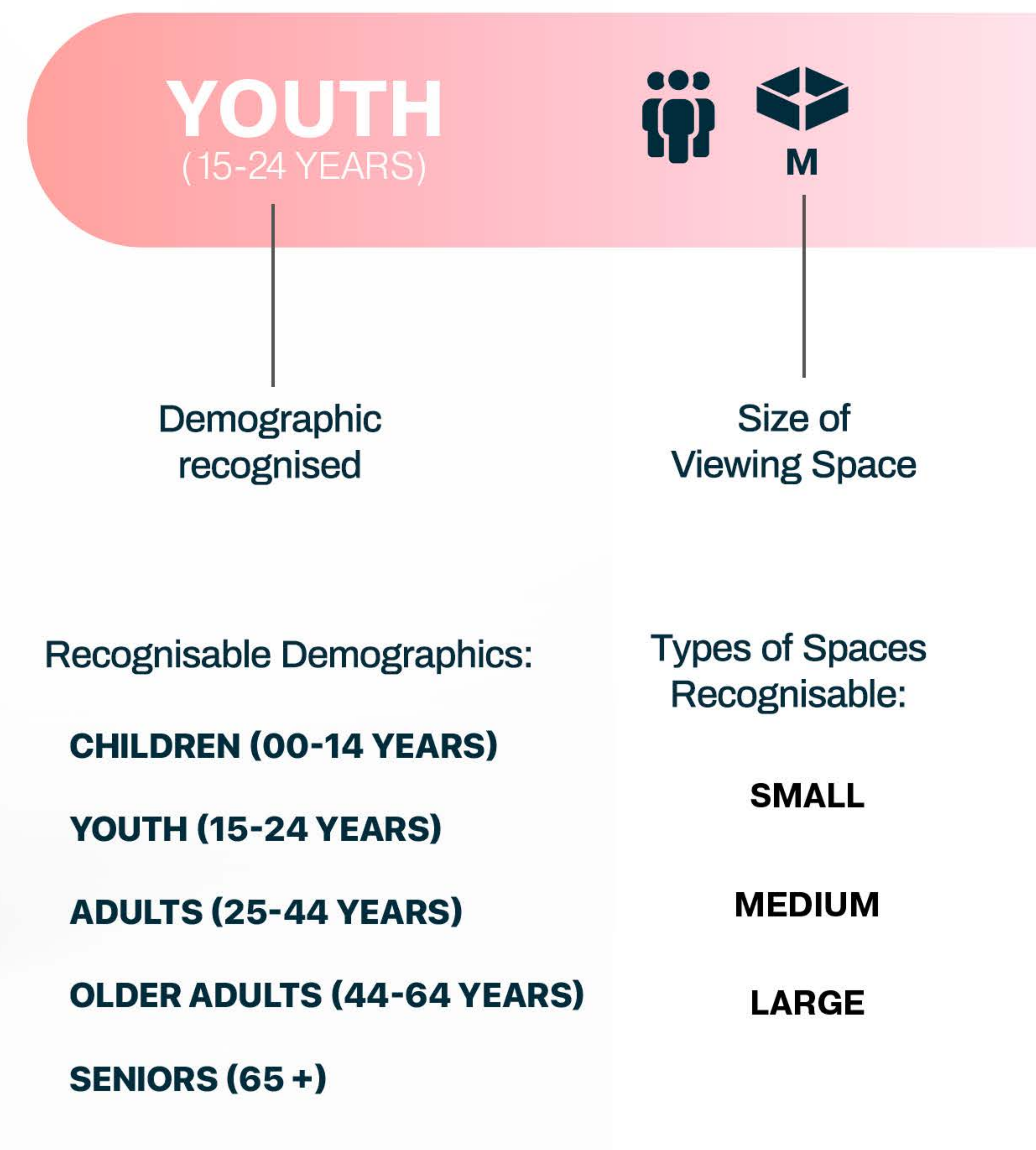
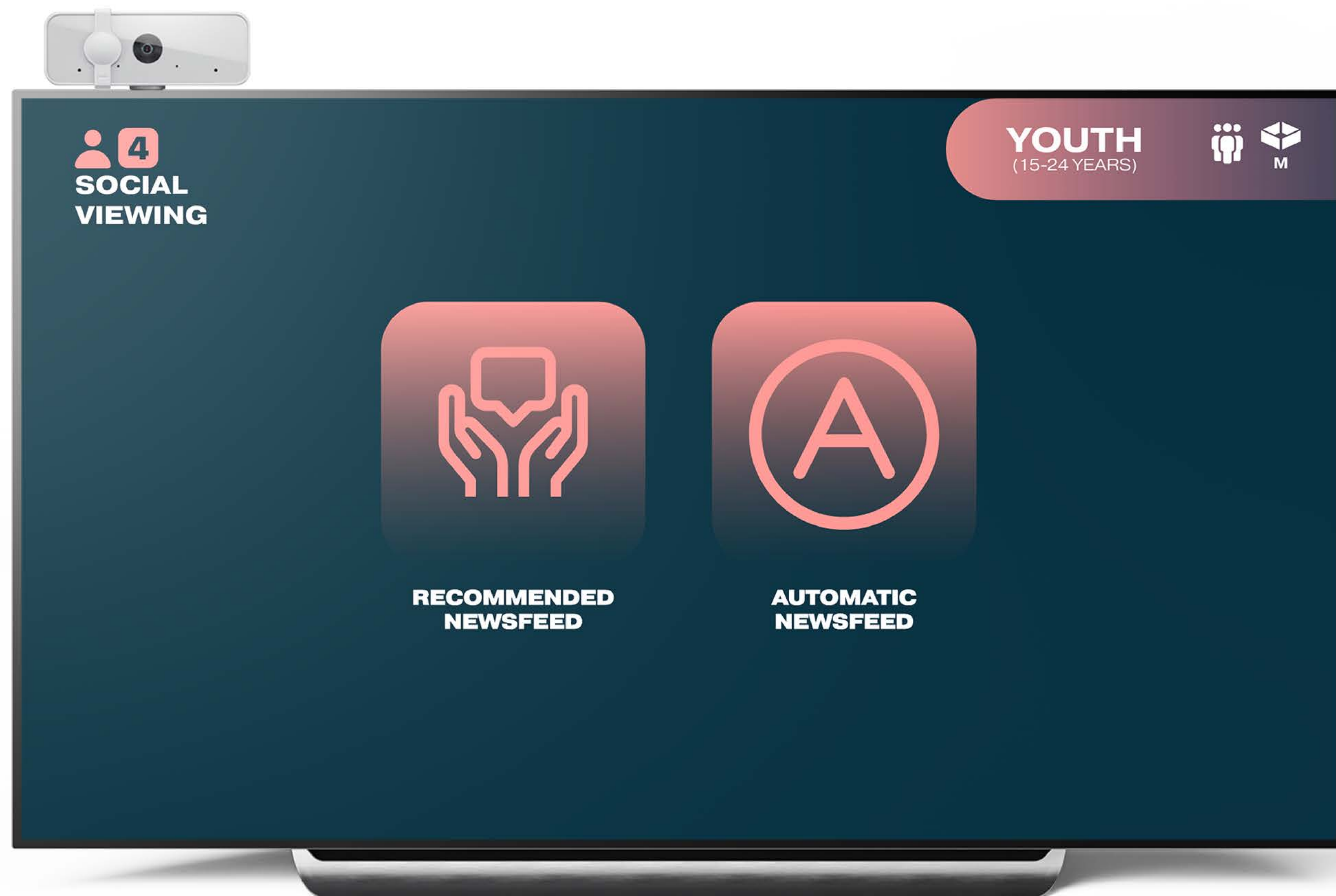
PROXEMIC ZONE IDENTIFIED



**SOCIAL  
VIEWING**

**EBA**A





The system uses spatial recognition and facial recognition to determine the demographic of the viewing group according to age and automatically curates a news feed targeting that demographic.

In addition to that it also offers the choice of selecting from recommendations





Recommended Newsfeed



Automatic Newsfeed



# On-Screen Graphic Layout - Social Viewing



Single tiered Graphic Interface

As the number of people increase in the social viewing mode, the system switches to a single tiered lower third, which improves legibility over a bigger viewing area



## Public Viewing (7+ People)



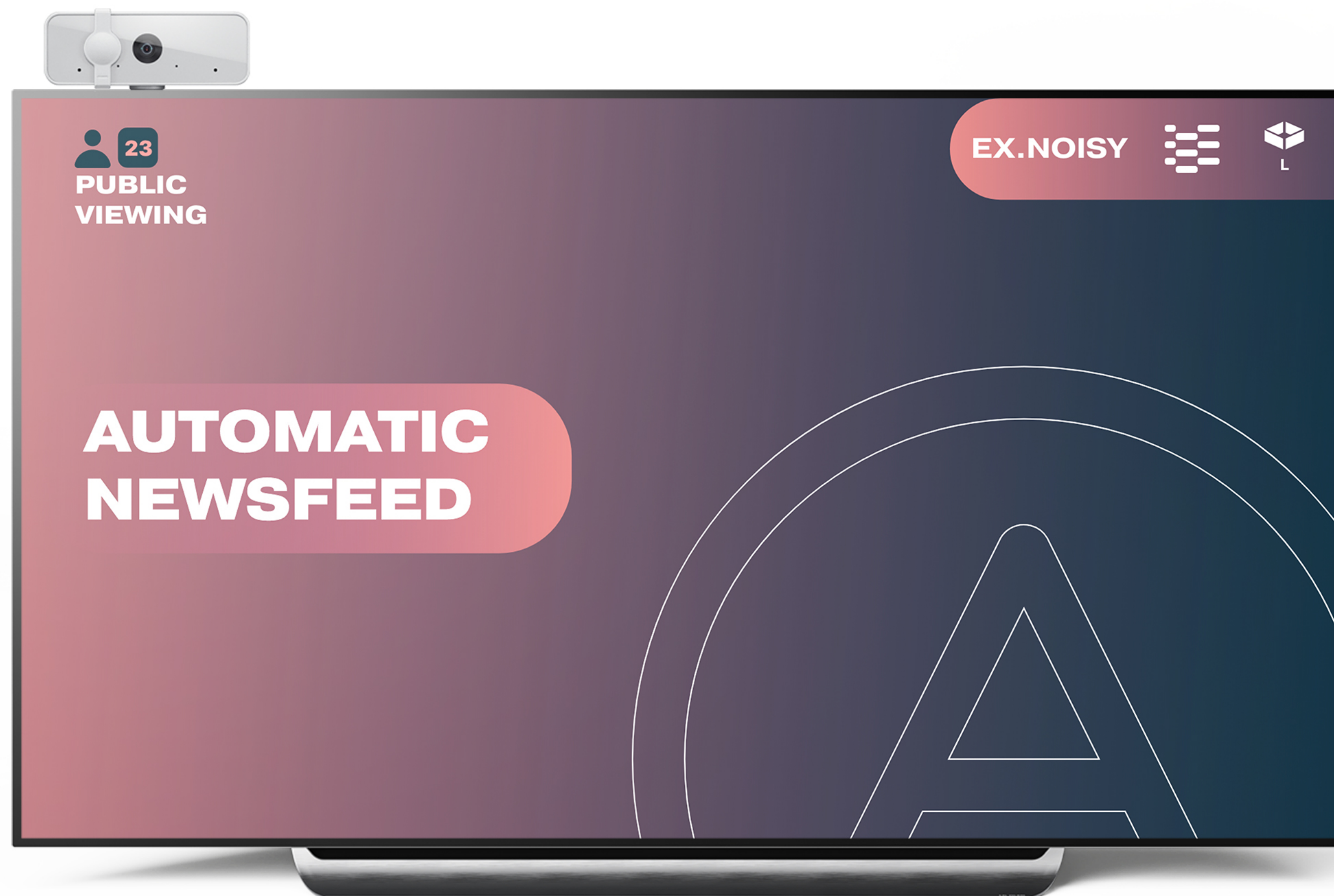
PROXEMIC ZONE IDENTIFIED



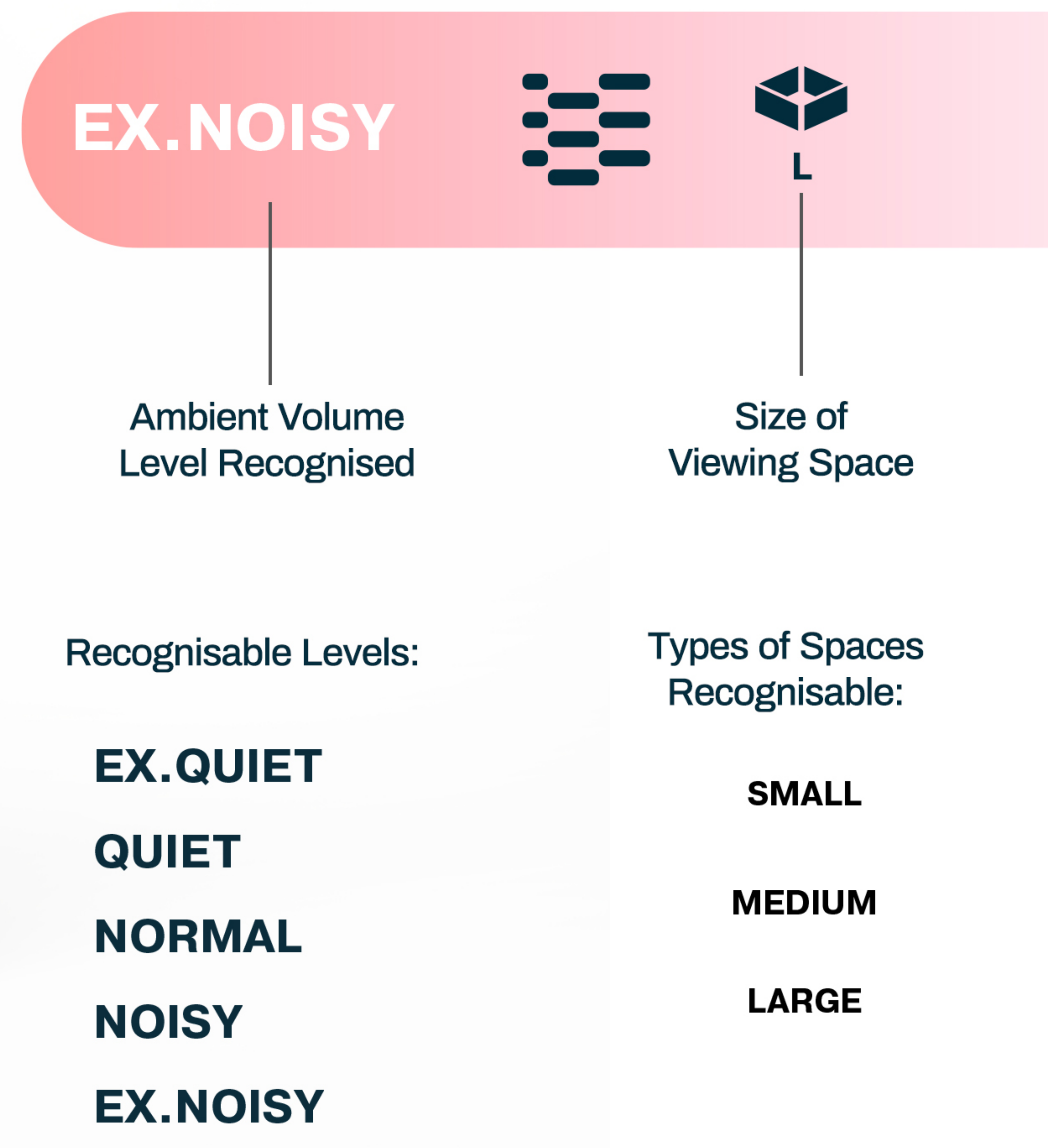
**PUBLIC  
VIEWING**

**EBA**A





When the system identifies a large gathering of people in a public space it does ambient volume analysis to decide if audio in the newsfeed should be eliminated. It automatically serves up a general newsfeed that caters to a public audience.





# On-Screen Graphic Layout - Public Viewing



Single -Tiered Graphic Interface



Text and Visual Graphic Interface

In a public viewing mode the system has two layouts which can be used:

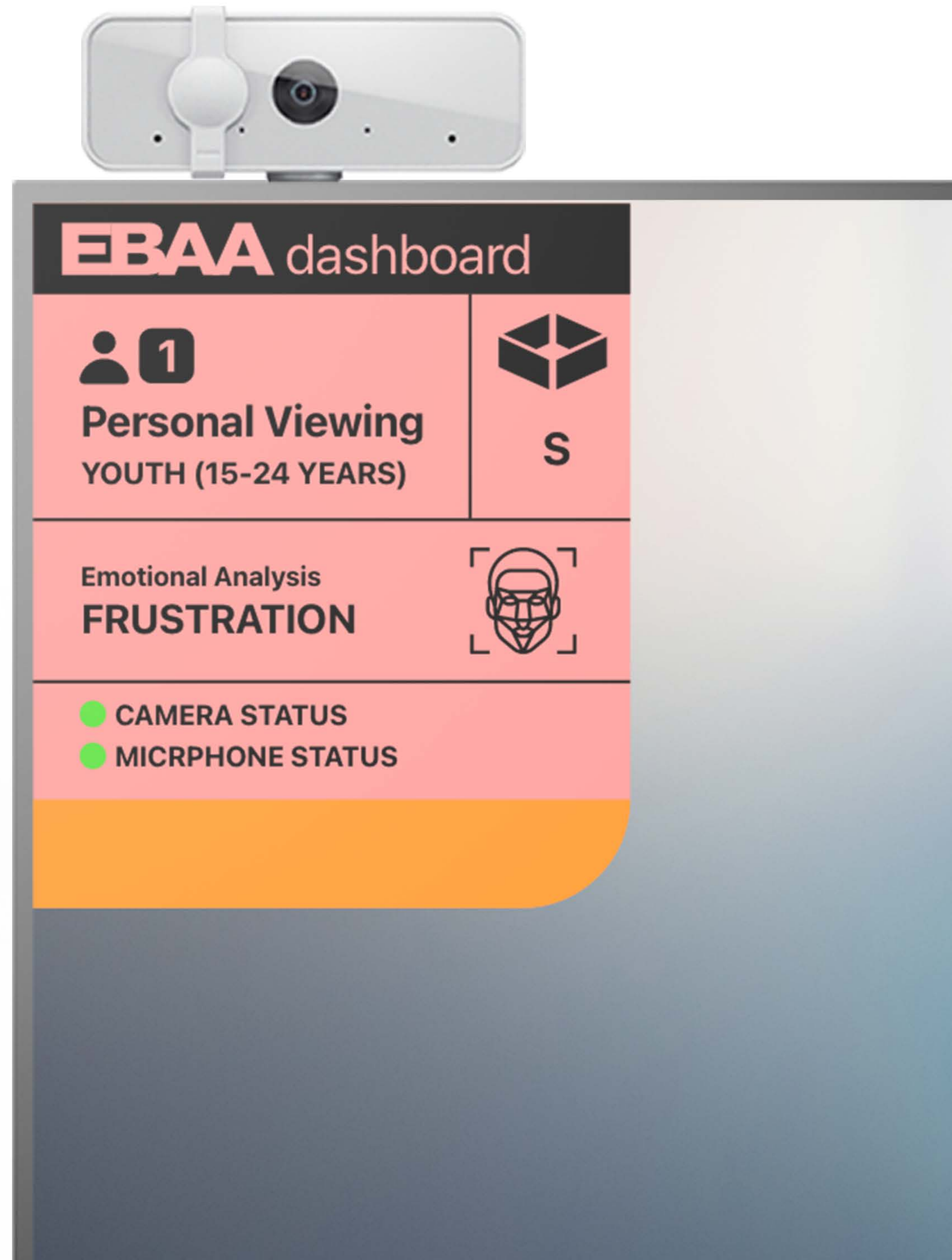
1. A single -tiered layout or
2. Elimination of the lower third and audio if the ambient volume levels are high. It provides information and news visually through the use of infographics, text and moving images to cater to a bigger and busier viewing environment.



# The EBAA Dashboard

The EBAA system has a dashboard on all screen layouts to inform the viewer about the type of viewing that the system has identified. It also provides additional information pertaining to the type of viewing such as emotion recognition for personal viewing, demographic recognition for social and ambient volume levels for public viewing.

The dashboard stays hidden during telecast, appearing as a strip of colour on the top left corner. This strip of colour indicates either the emotion or the demographic depending on the viewing mode. A button on the remote can be used to open and close this dashboard

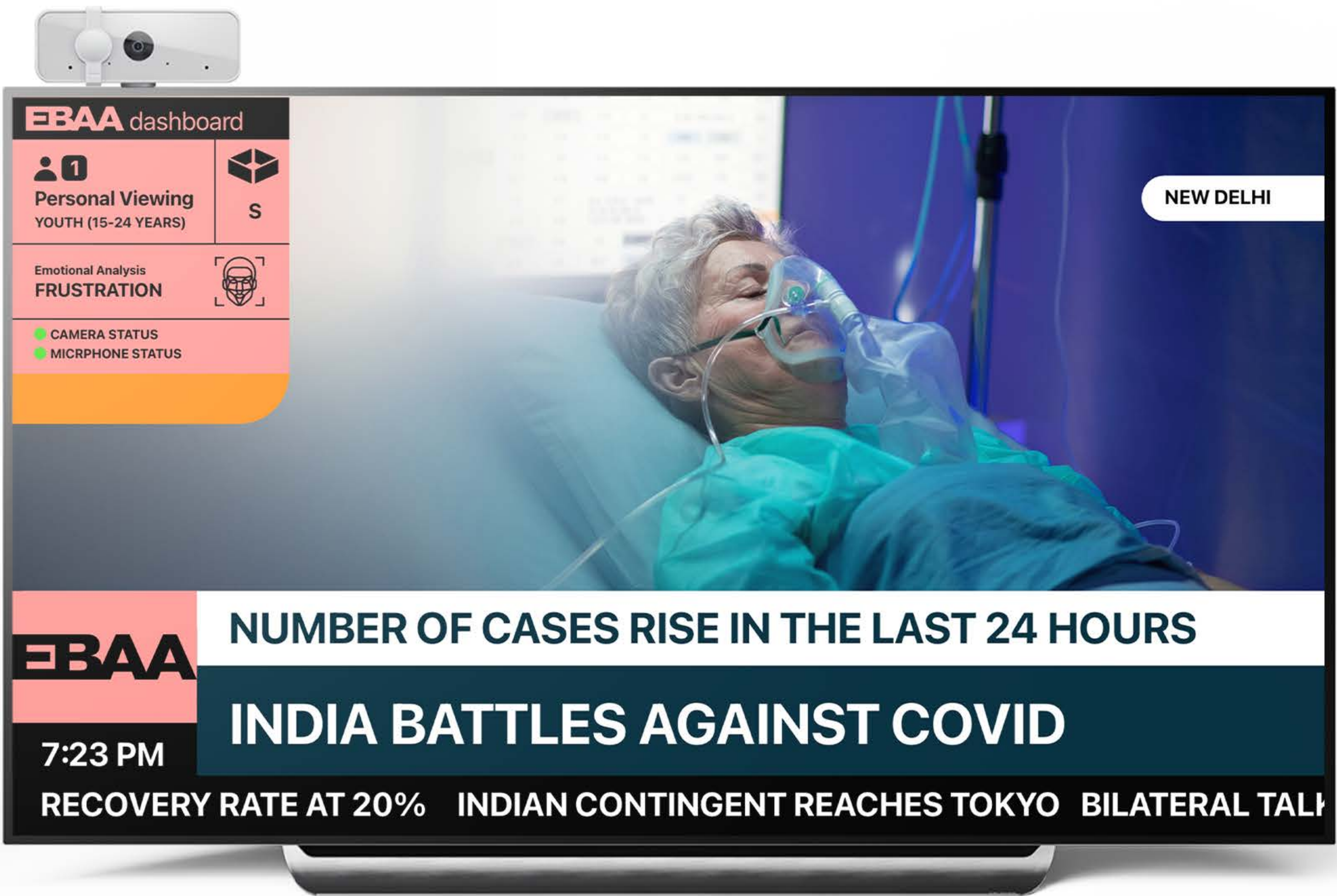




# The EBAA Dashboard - Example



Hidden dashboard - strip of orange



Open dashboard

## Colour Guide:

Public Viewing - Emotion recognition based colour

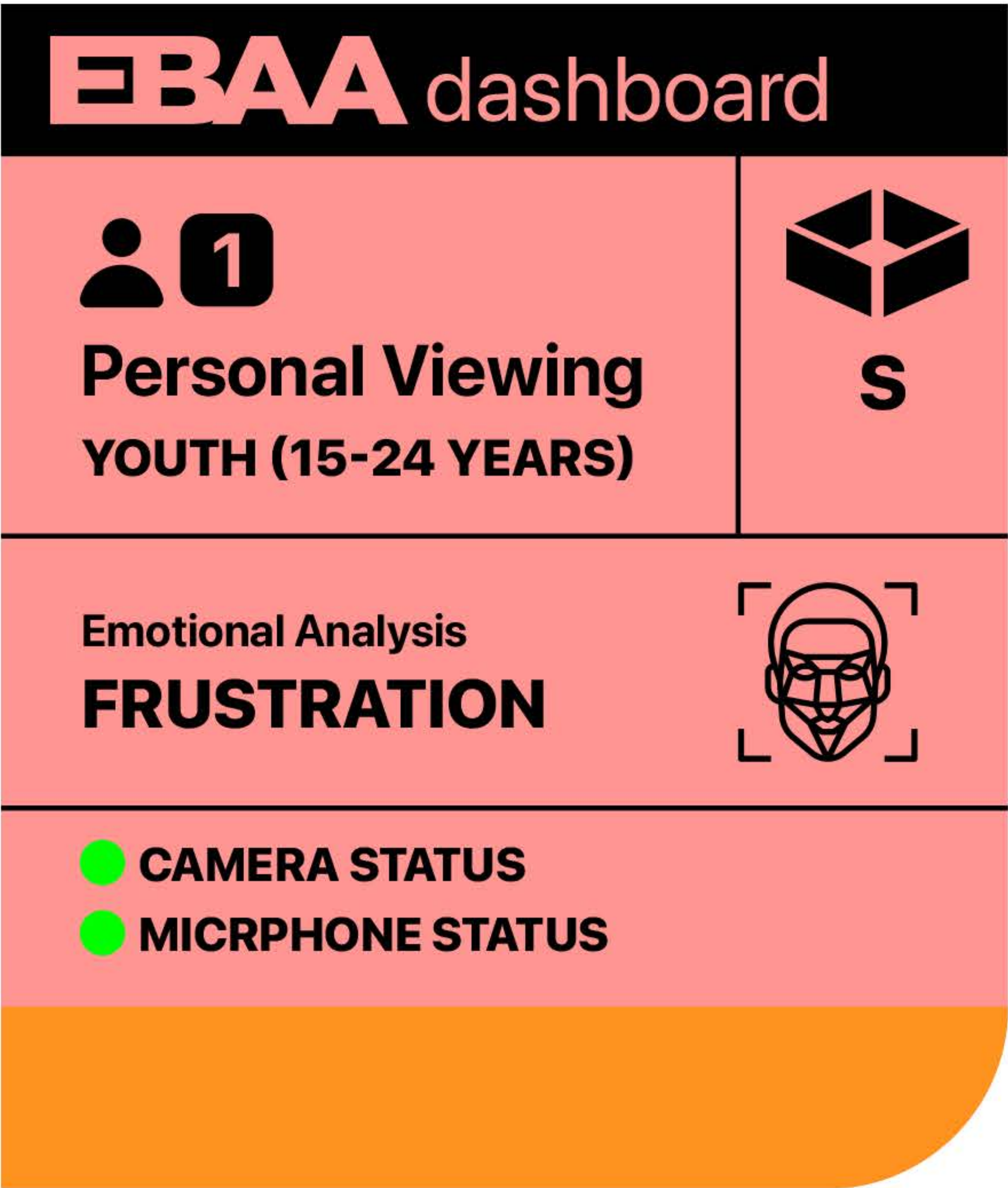
- |             |         |          |
|-------------|---------|----------|
| FRUSTRATION | ANGER   | INTEREST |
| HAPPINESS   | FEAR    |          |
| SURPRISE    | DISGUST |          |
| SADNESS     | BOREDOM |          |

Social Viewing - Demographic recognition based colour

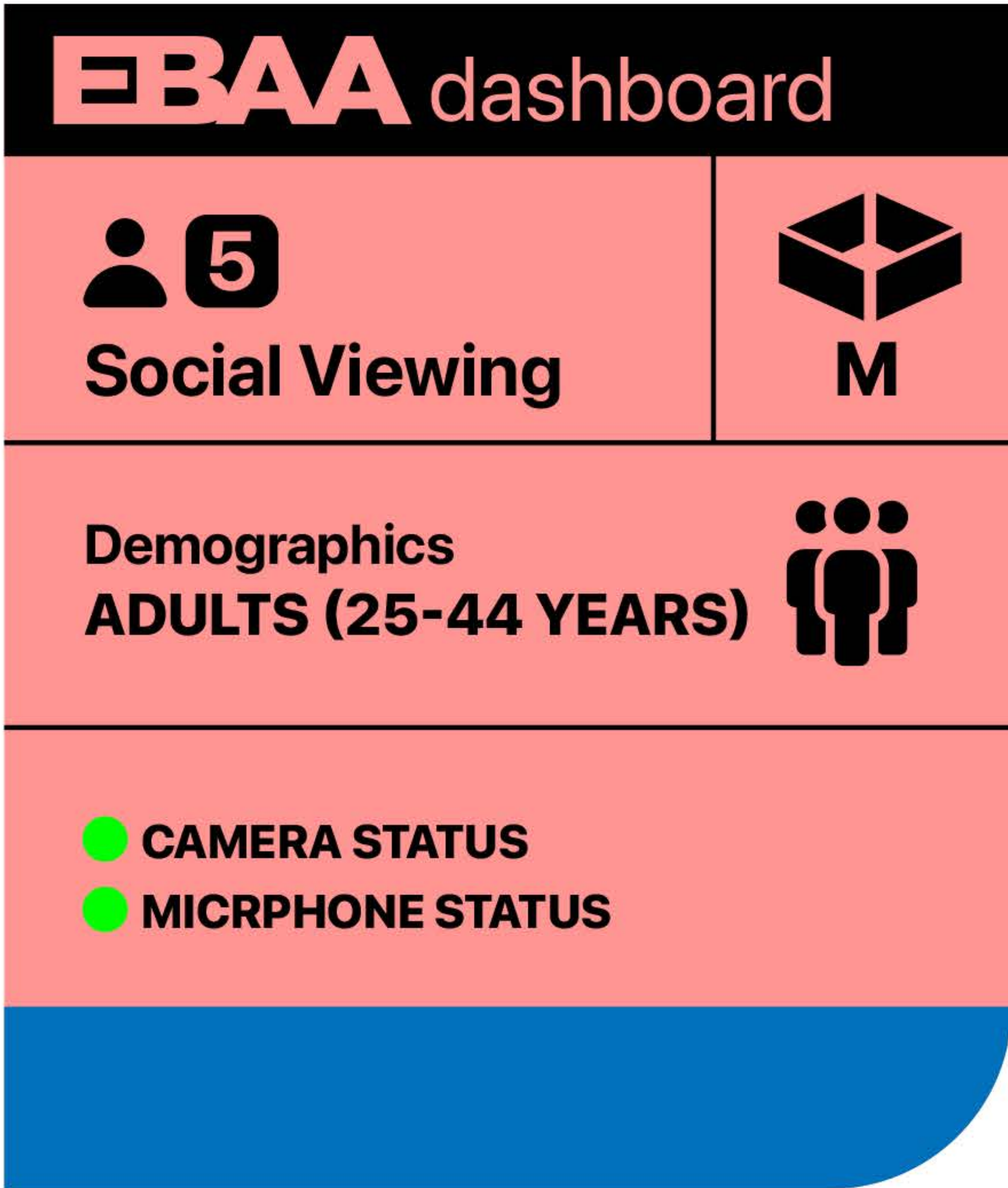
- |                        |                            |
|------------------------|----------------------------|
| CHILDREN (00-14 YEARS) | OLDER ADULTS (44-64 YEARS) |
| YOUTH (15-24 YEARS)    | SENIORS (65 +)             |
| ADULTS (25-44 YEARS)   |                            |



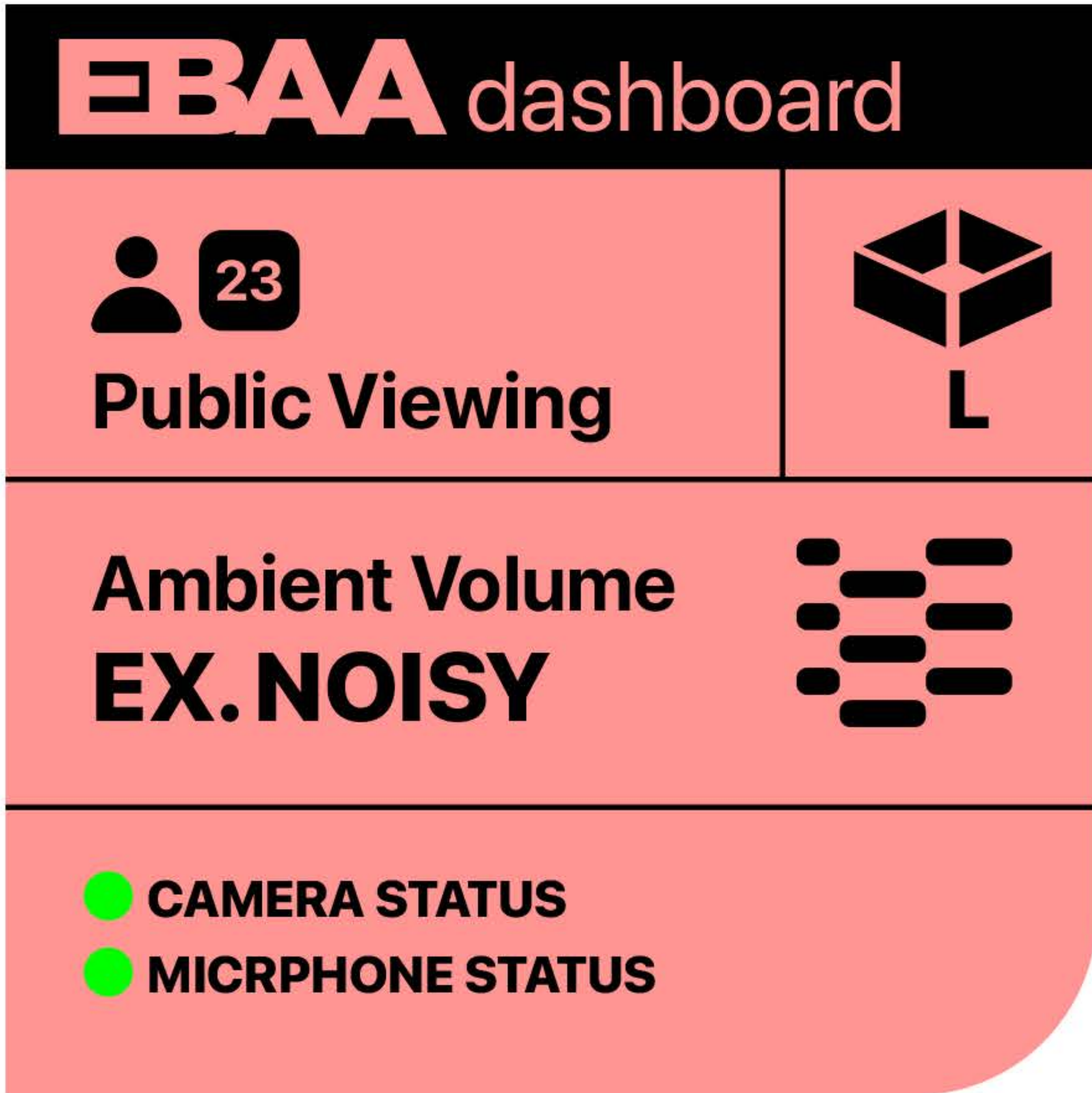
# The EBAA Dashboard - Types



Personal Viewing



Social Viewing



Public Viewing



# User Story

In the plausible future, facial and audio recognition technology have developed and can now constantly monitor emotional reactions to television content. Based on thousands of similar reactions, the EBAA system is highly skilled at assigning each news piece to a particular emotion.

As a viewer watches a news cycle his emotions are constantly monitored and fed into the system. The system then automatically curates and selects the next news story to keep emotions in check and provide a balanced newsfeed, which is neither dominated by one emotional response nor a haphazard collection of various stories

As time progresses the system would learn the patterns of news to which the viewer would have emotional reactions and offer more personalised and viewer-specific newsfeed.

**The following comic shows the user story of the EBAA speculative news channel:**



# User Story



After a long day of work Rohan sits down to watch the news



The news channel uses it's camera for spatial recognition



The channel knows that he is the only viewer



The channel correctly identifies his emotion and the size of his room





He is offered three choices by the system - Recommended, Custom and Automatic newsfeed



Recommended feed gives him options to watch based on what he is feeling



Automatic feed gives him system curated content depending on his emotion



Custom content lets him view content based on what he wants to feel





He can now watch news based on his emotional capabilities and needs



He can also open the the dashboard to see information pertaining to his emotions and more



# Identity



**PRAGMATICA EXTENDED**

Logotype / Titles

**SF Pro**  
Body

**EBAA EBAA EBAA EBAA**

#ff9692

#042d3e

#0f6185

#ffffff



# Bibliography

## Icons Used : Courtesy of Noun Project

automatic by Adriansyah from the Noun Project

emotion by Sumit Saengthong from the Noun Project

advice by Ayub Irawan from the Noun Project

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## Images:

<https://www.health.europa.eu/wp-content/uploads/2020/06/iStock-Halfpoint.jpg>

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