



## **Personalized Digital Television: Targeting Programs to Individual Viewers (Human-Computer Interaction Series)**

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TV viewers today are exposed to overwhelming amounts of information, and challenged by the plethora of interactive functionality provided by current set-top boxes. To ensure broad adoption of this technology by consumers, future Digital Television will have to take usability issues thoroughly into account. In particular, serious attention must be paid to facilitate the selection of content on an individual basis, and to provide easy-to-use interfaces that satisfy viewers' interaction requirements.

This volume collects selected research reports on the development of personalized services for Interactive TV. Drawing upon contributions from academia and industry in the US, Europe and Asia, this book represents a comprehensive picture of leading edge research in personalized television.

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