

E-CLIC TV platform

Social network for communication and video distribution

Prototype



Summary

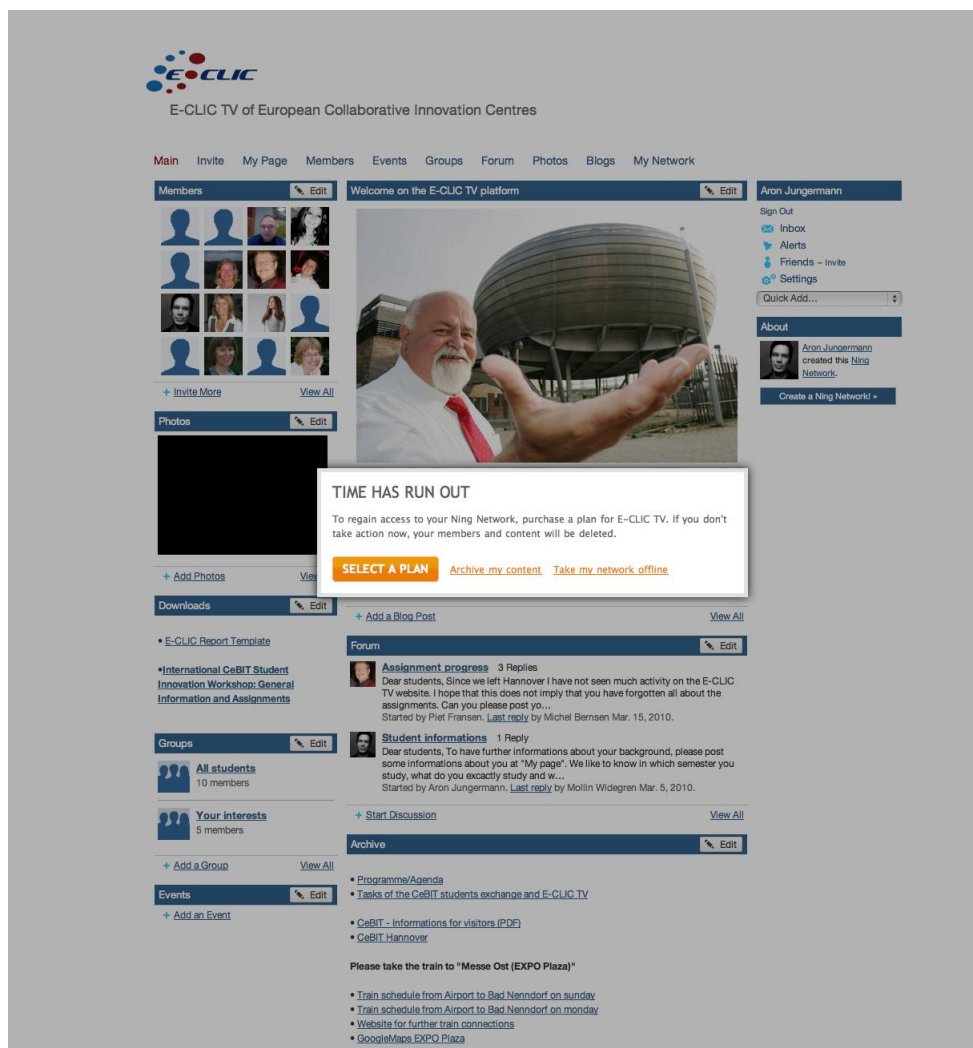
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1 Executive Summary

The social network platform „E-CLIC TV“ was a prototype for communication and distribution regarding the CeBIT student exchange. It was part of the concept of a transnational experts and business webTV with focus on broadband technology.

Using the platform technology of NING, the E-CLIC TV platform becomes an individual social network for E-CLIC and the special event of the E-CLIC student exchange on CeBIT Trade Fair Conference in Hannover.

The establishment of the platform under <http://e-clic-tv.ning.com>, offered a virtual space, where students can easily connect to each other and discuss their findings.



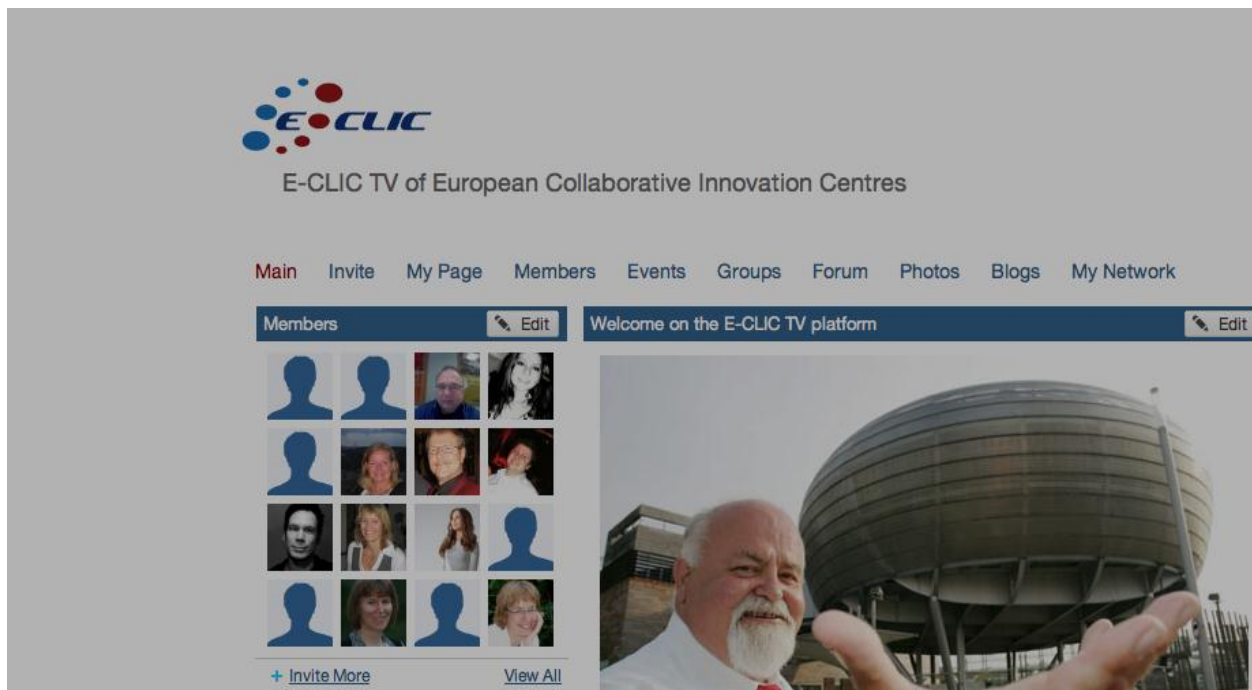
The screenshot displays the Ning network interface for E-CLIC TV. At the top, the E-CLIC logo and the text "E-CLIC TV of European Collaborative Innovation Centres" are visible. A navigation menu includes links for Main, Invite, My Page, Members, Events, Groups, Forum, Photos, Blogs, and My Network. The main content area features a large photo of a man with a white beard and a red tie, with a large globe in the background. A prominent white pop-up box in the center reads "TIME HAS RUN OUT" and provides instructions on how to regain access to the Ning Network by purchasing a plan. Below this, there are sections for "Members" (with a grid of profile pictures), "Photos" (with a "Add Photos" button), "Downloads" (listing an "E-CLIC Report Template"), "Groups" (listing "All students" with 10 members and "Your interests" with 5 members), and "Events" (with an "Add an Event" button). A "Forum" section is also present, showing a post titled "Assignment progress" with 3 replies and a "Student informations" post with 1 reply. At the bottom, there is an "Archive" section with links to "Programme/Agenda", "Tasks of the CeBIT students exchange and E-CLIC TV", "CeBIT - Informations for visitors (PDF)", and "CeBIT Hannover". A notice at the bottom of the forum section reads "Please take the train to 'Messe Ost (EXPO Plaza)'" and includes links for train schedules and further information.

2 Problem Statement

How people get together today in a virtual environment? The phenomenon of Facebook is a fixed part of the web 2.0 and the broadband driven technologies of today. To stay in contact or share content, realtime communication and distribution are important features of a social network.

To go one step further with the opportunities of the platform technology, the platform "E-CLIC TV" created as a prototype for an individual social network in form and function. Like companies, the E-CLIC project has its own corporate design, which gives the project partners a feeling of togetherness.

A basic requirement for the communication and distribution of content is a stringent corporate design. Proprietary applications and software solutions can not adapt design guidelines, or just in a small part. So an implementation as a project or business application is not possible.



Main objective was a prototype of an individual online community for this specific topic. It was part of the concept of a transnational experts and business webTV with focus on broadband technology.

After an investigation of useful solution, the platform was realized with NING (www.ning.com). An online service to create, customize, and share a social network. This platform technology was for free at the time of setup.

Important features:

Invitation of users and setup of user profiles

Setup of user groups

Chat and discussion forum

Upload of documents, photos and video content

The platform was operated until autumn 2010. The revised financial policy made by NING, the platform now charge. Therefore, the platform was not operated on.

3 Alternatives

Proprietary platforms like Facebook also give the opportunity to communicate and share content. With the agreement of rights and design guidelines of Facebook, the content is distributed in a fixed framework and design. Only a few settings can be made by the administrator. An individual look and feel of the social network is not possible.

4 Implementation

The prototype takes up the question with which companies will always be confronted in dealing with the area of social network. If the existing applications of the external presentation of the company's needs? Individual adjustments can be made to the design and content requirements?

The individualisation trend is one of the main reasons behind the success of the social networking phenomenon. With the ability to create their own, very individual network, this trend towards a potential communication and distribution tool for business.