MPAT – MULTI-PLATFORM APPLICATION TOOLKIT: BUILD SMALL HBBTV APPS QUICKLY WITH A WORDPRESS BASED TOOLKIT

Duration: December 2015 – December 2017

MPAT, the Multi-Platform Application Toolkit, enables content creators, specifically broadcasters and producers of TV programmes, to build HbbTV applications with little or no need for technical knowledge of the technology.

Applications can be created quickly with HbbTV-specific WordPress templates, allowing content creators to use a tool, with which they are often already familiar, to build TV-ready sites and pages without needing to know about the technology behind it, while using code modules, which have already been tested on a wide range of televisions and set-top boxes on the market.

MPAT can be installed by broadcasters on their local servers if required, but it is also available as a cloud service instance for immediate use and full scalability, covering the full range from small tests to multi-million viewership.

The MPAT editor provides a WordPress instance with MPAT-specific extensions.
An Asset Converter allows the integration of an existing CMS at a broadcaster's site.

MPAT supports three different navigation models for TV applications
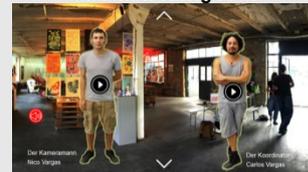
Classical Navigation

The classical navigation model matches the most common model currently used for navigation on HbbTV portal pages.

Event-based Navigation

Event-based navigation allows the presentation of HbbTV content to be driven by the broadcast programme.

Slideflow Navigation

The Slideflow navigation model allows the content creator to design full-screen application pages, and specify the order in which they are presented.

Applications created with MPAT

Band Camp Berlin **Brandenburg Aktuell** **Täter-Opfer-Polizei** **Ad-insertion** **News**
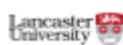
MPAT key points

- Fast and easy creation of HbbTV applications
- Works with WordPress as a CMS
- Best suited for small applications (1-10 screen pages)
- Template based editing allows separation of content, look and functionality
- Abstracts from specific end-device (HbbTV 1.0, 1.5, 2.0,...)

- Three navigation models
- Can be used with other CMSs in the broadcaster's environment
- Plug-ins tested against smart TV devices available on the market
- Reference applications used in broadcast
- Available as Software as a Service (hosted) or for local installation

Fraunhofer FOKUS — Project coordinator

MEDIASET IRT leadin FINCONS GROUP Lancaster University rbb

http://mpat.eu