

Sat-n-Surf

Applications: Community Information Services



*"The Sat-n-Surf project is the pre-commercial follow-up project to Sat@Once."
Vu Tien Khang, Programme Manager at SES ASTRA*



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CRP Henri Tudor (Luxembourg)
Technisat GmbH (Germany)

PROFILE:

Sat-n-Surf is a project, dedicated to the improvement and commercial exploitation of SES-ASTRA's/Sat@Once service.

Sat@Once is a community service to distribute free-of-charge the most popular Internet contents to anybody equipped with a Windows PC, with DVB-S receiver card and a dish pointed to ASTRA satellite. It uses the 'Casablanca' software that can be downloaded for free. Casablanca selects, from the content available free on the Internet, what interests the maximum number of users and broadcasts these pages via satellite 24/7. These pages land on the reserved hard disk space on the user's PC. Votes aggregated from individual users will decide on the actual content being broadcast. An intelligent filtering algorithm will additionally profile the user's personal fields of interest. Sat@Once also offers podcast support.

The purposes of the Sat-n-Surf project are

- to improve the profiling and filtering of contents to match the impact on each user and improve the effectiveness of advertisements (CRP Henri Tudor)
- to assess the interest of the medium to support webcasting, podcasting and vodcasting needs of a broadcaster such as Deutsche Welle
- to ease the auto-tuning of existing DVB receivers to support multiple independent webcasters using Casablanca (Technisat)

The free software counted more than 190 000 downloads. It transmitted more than 250 different web sites and more than 50 podcasts in four parallel channels from ASTRA 23.5°E. We identified more than 80 000 unique voters. There are certainly more users because Casablanca may be used offline as a satellite multicast without any Internet connection.

The Pilot Test was carried out extensively for 2 months with 80 identified and independent volunteers, both on 19.2°E and 23.5°E. All pilot users found significant filtering improvement with the tool developed by CRP-Henri Tudor and LORIA, with almost no impact on robustness, speed and memory size.

The technology will be proposed to public broadcasters to carry their podcasts to a large population at a very low unit cost. Promising contacts are being made with satellite operators in Far-East Asia.