**Optimal Social TV Services Provides User Customization**

**Motivation**
- Along with the development of Internet, IPTV offers much of benefit for users such as Live television, Time-shifted, Video on Demand (VOD).
- However, services offered by broadcasting companies except VOD don’t utilize users’ personal characteristics.
- In the project propose a Social TV platform using customized cloud technology. While watching the on-air broadcasting, users are able to perform real-time sharing via social menu.

**System Design**

- The system consists of four main components: Mobile device, Server and Set Top Box, TV
- Mobile Device: Running on Android OS and Communicating with other users in the social network via user interface, it also gets channel information from log-in process to server.
- Server PC: It consists of three components which are MySQL, Apache TomCat, Spring framework  
- Set Top Box: It bases on Qook TV, and receives control from Mobile device.

**User-Customized Social Platform**

- Figure demonstrates the function of creating your own personalized TV listings.
- Through the STB, you can share your programming table to the friends in your social circle.
- And if you would like to reserve a program to watch on specific time, a pop-up message will be displayed to remind you.
- Management function that helps user organized their shows and social schedule by time table.

**Cloud Services and User Characteristic**

- The Social TV platform has been designed in based on cloud environment. In order to support user-customized service.
- The system supports user login with Twitter/Facebook account
- User log in to social network based on their characteristic system will make their records and compare with the current database, then it gives a recommendation channel to user.