SESSION 1.2: NETWORKED MEDIA ROADMAP

CONNECTED TV

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FIA Poznan – 25/26 October 2011
NEM Initiative

- **Domain:** Networked and Electronic Media
- **Principle:** Industry-led initiative + all stakeholders
- **Target:** Community forms one voice

**Recent roadmap publication:**
- NEM Position Paper on Future Research Directions
- Input document for the European Commission towards upcoming Work Programmes
Connected TV

- Connected TV a.k.a. Smart TV a.k.a. Hybrid TV ...
- Many names – many (proprietary) solutions
- Risk: Fragmented market could kill new segment before it’s really there

Challenge #1:

*Establish (set of) accepted specs/standards for tightly interlinking Web content with TV*

- A candidate to achieve this: **HbbTV**
Connected TV: Concept

Broadcast Corporation

Internet Services

Broadcast Service

Seamlessly tying two worlds together

Online-offering

Portals

HbbTV Technology plattform
Connected TV: Overview HbbTV

Approach:
- Define minimum requirements only
- Specs based on existing standards
- Quickly achieve market viability for all stakeholders

Status:
- HbbTV specs approved by ETSI in Juni 2010
- HbbTV Consortium: >50 official members
- All major CE manufacturers support HbbTV
- Ongoing work towards update of specs
Connected TV: HbbTV in Europe today
Connected TV: Many things to do...

- Challenge #2: *Bring full Web experience to the TV*
- Challenge #3: *Technology convergence: Web-on-TV & TV-on-Web*
- Challenge #4: *TV as “trusted platform” vs. risks of open Internet*
- Challenge #5: *New content/storytelling/applications on Web&TV*
Connected TV: Many things to do...

- Challenge #...:

  I am sure you are aware of more open issues!

  Discussion will follow in a bit.

  Thanks for your attention!

  Handing over to Federico Alvarez...
Connected TV: the personalized TV

Personalization is a key aspect to support
- Adaptation the user needs and profiles
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