Statement of Interest

Dong-Young Lee, Jinpil Kim, and Hyeonjae Lee
{dongyoung.lee, jinpil1991.kim, hj08.lee}@lge.com
LG Electronics

We are very interested and would like to participate in the W3C Web on TV Workshop, because we believe web technology may provide great benefit both to us and our customers, e.g., in the following ways:

- We make various electronic devices including TV, mobile phone, and PC. If the same web technology is used on all the devices, it would enable or facilitate convergence services across the devices.

- Web technology is enormously successful on PC, providing very attractive user experience. Customers may want the same or similar user experience on TV.

- Using standard web technology would reduce software development cost, e.g., by leveraging open source projects.

- Using standard web technology may facilitate content acquisition, in terms of both cost and quantity. For example, existing (free) web contents and services can be utilized on a TV.

However, the following challenges should be considered in designing web standards for a TV, or applying web technology to a TV, although some of them may be alleviated with time and market demands.

- TV is typically for passive and relaxed user experiences. Users may feel bothered if a user experience on a TV requires many or complex interactions.

- Currently, a typical TV has limited resources, e.g., processing power, memory, and storage.

- TV is usually watched from a distance, making small fonts hard to read.

- User input is very limited on a typical TV (only a remote controller).

- There are existing technologies, which may not be completely compatible with outside-of-CE-world standard web technology. For example, CE-HTML has a number of extensions specific to CE devices.

LGE would like to suggest, as a short-term goal, that W3C play an important role of stabilizing a unified web standard for TV as soon as possible, e.g., within a year, to prevent confusion and market fragmentation.