



W3C Web on TV Workshop

Session 3:
Panel on existing Digital TV approaches



September 2nd, 2010

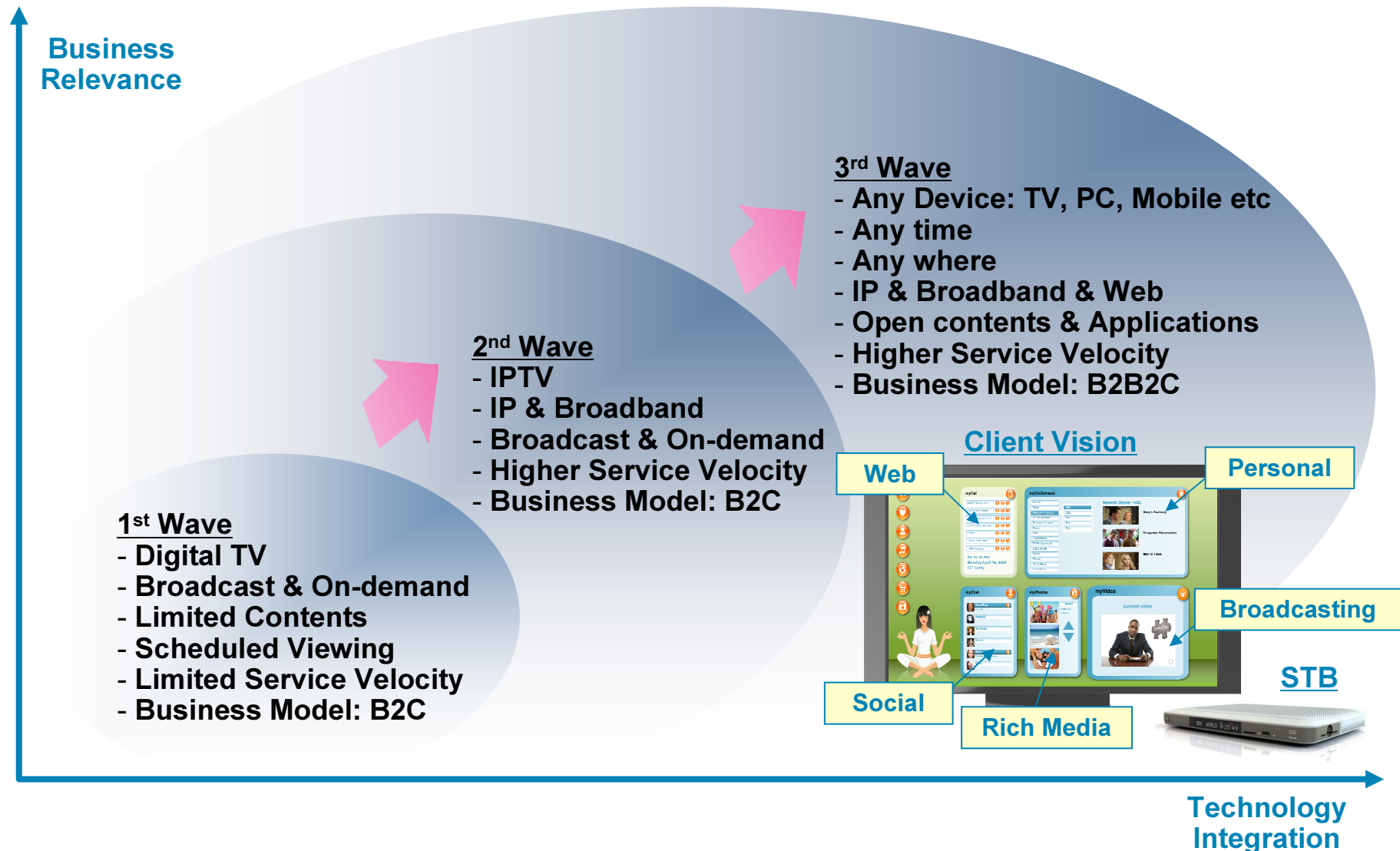
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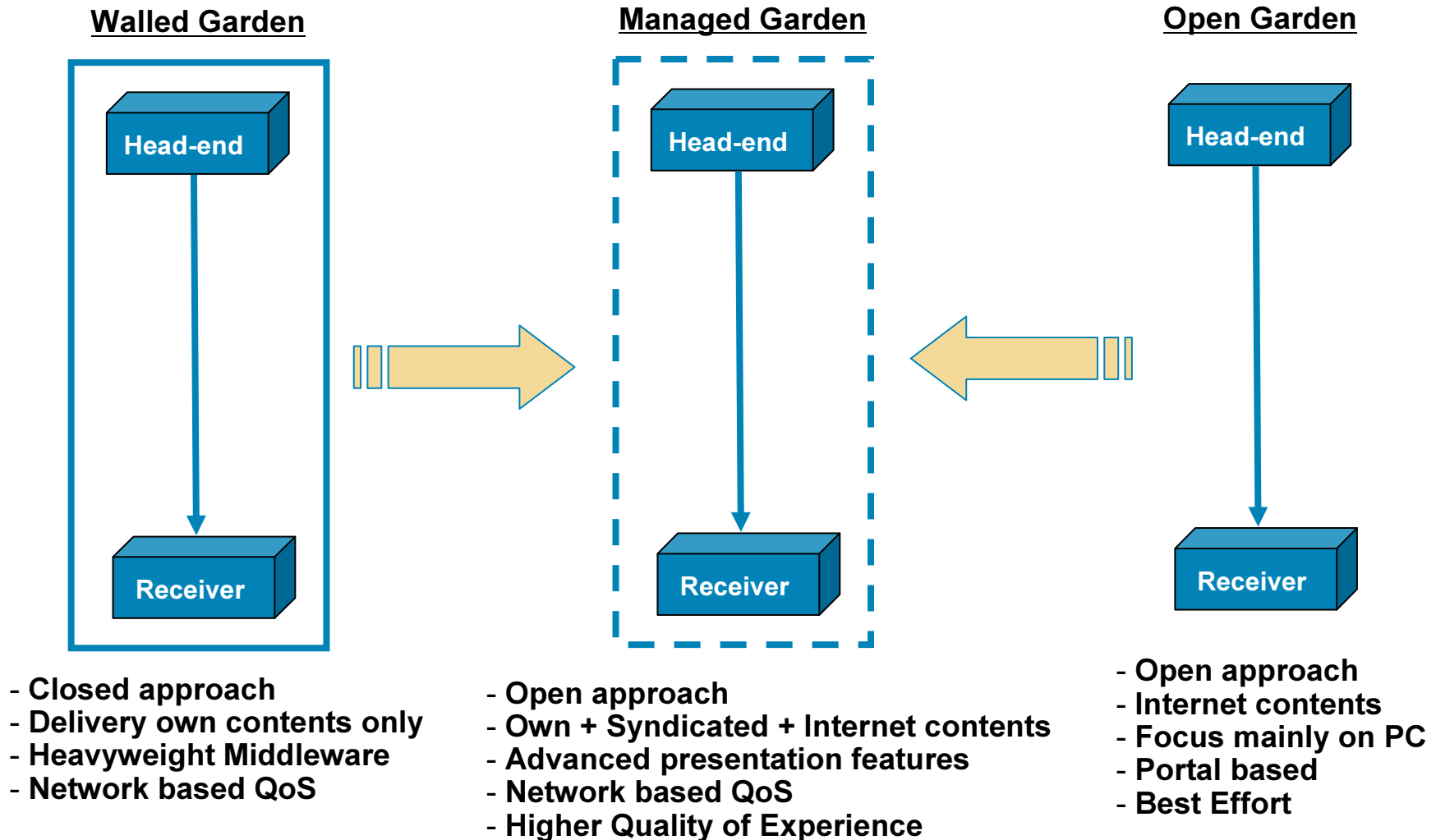
Panel on existing Digital TV approaches

Evolution towards 3rd Wave



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Network Model Transition towards 3rd Wave



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Requirements towards 3rd Wave

- Internet contents & application
- Multi-screens and seamless multi-device experience
- Target advertisement
- Social Networking
- Web Technology integration
- API extension for Application development
- Display control for multiple applications
- and many others.....

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Use Case Image

