

Connected TV and Beyond

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Introduction:

Web has already arrived in the market as the new feature of Television. In addition, Internet access on TV is not new and users who have IP functionality are able to use Web features wherever they are. As of today, W3C has tried to improve Web usability and access for mobile users and Mobile Web Initiative was formed accordingly. Unfortunately, TV is a missing part of Web devices within W3C, although TV potential and market share are already huge on the Web. Browser and widget are already doable to adopt Web application, and several Web features are being expanded on TV. In particular, Google TV is fast coming to the home with new experience through Web. Its motto is TV meets Web, Web meets TV. That makes user easy to browse contents and services on the Web likewise PC devices.

"Increasing popularity of web-enabled consumer electronics products is a game-changer for the digital entertainment industry. Over-the-top video services are increasingly offering compelling alternatives to traditional TV viewing. Web-enabled devices, which are a necessity to access these services, are now proliferating across device categories." - In-Stat, January 2010

Samsung Position:

Samsung is interested in "Web on TV" workshop. Particularly, we are supporting on developing best practices and guidelines for Web on TV as well as easy of connection with other Web-capable devices from Web application. Also, we are interested in ensuring reproducibility of Web on TV services. We are supporting on developing minimum requirement or design guideline for TV manufacturer/Service Provider to guarantee conformance of Web on TV services on different TV platforms. Lastly, as the more devices (such as tablet) are conceived as a possible TV viewing device, we believe Web on TV service should be able to easily rendered on multiple target devices with different resolutions/input mechanisms.