

Second W3C Web and TV Workshop, 8-9 February 2011, Berlin, Germany

Introduction

With next generation HD and SD Web TV services rolling out, increasingly, services are being called on to deliver surround sound to enhance the viewing experience. With DVD and BluRay having set the benchmark for consumer expectation with Dolby audio complementing widescreen and HD pictures, surround sound is considered by many to be essential for new HD services and a valuable addition to premium SD services too.

Web TV is increasingly becoming an important component in the customer's entertainment experience and it becomes capable of delivering all of the premium content which, until now, was available exclusively via traditional broadcast or on discs.

Fortunately, a variety of new tools and techniques are evolving across the industry that can simplify the management of high quality audio through converging broadcast and online delivery infrastructures and ensure an optimal experience for a broad variety of listening environments at home or on the move.

Dolby's vision is to help deliver compelling and high impact audio experiences to the consumer.

Therefore, for Online and WebTV we can:

- enable the creation, delivery and playback of online content with high quality sound.
- enable the HD music and movie experience with high quality, multi-channel sound on a incomparable number of devices.
- ensure compatibility through a wide broadcast and OTT capable receiver ecosystem.
- support and improve mass market music and video experiences and services.

We are interested in attending the 2nd W3C Web and TV workshop because:

- we would like to share ideas with industry partners and learn opinions and points of view.
- we can help to bridge online media service providers and device manufacturers who participate in the online media ecosystem.
- with our high level of expertise in digital audio, we can contribute and educate in order to help leverage content to meet customer expectations.
- we can help partners understand how audio related issues affect customer experience and what impact they have on the quality of that experience. Such as:
 - impact on user experience due to unreliable or interrupted audio transmission.
 - customer expectation regarding connectivity/compatibility with new and legacy home entertainment systems.
 - convergence of traditional broadcast, mobile and new online services and the impact of different audio production paradigms specific to individual use cases.
 - improved accessibility for visually or hearing impaired customers expecting the same features as found with traditional broadcasts.