

LG position paper to 2nd Workshop

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LG is interested in W3C for getting single royalty free easy implementable solution for Smart TV business. We explained the pros and cons and showed general interest last Tokyo workshop. To expedite and actively participate in this activity, we would like to be more specific at this workshop.

Regarding Web TV standards, CE industry has already discussed on various aspects very deeply outside W3C. CEA and ATSC in US, DVB, HbbTV and OIPF in Europe. W3C is rather late comer for the specific topic.

We already launched so called Web TV or Broadband TV or Smart TV, whatever it may be called and it's evolving very fast based on web standard or proprietary solution. Because of this fast evolution attribute, the success of this activity is a matter of time, not the matter of technical expertise to make advanced one. After successful baseline profiling to prevent fragmentation, further technical advancement could be accomplished.

For this purpose, LG has priorities for this activity.

1st : Video application on HTTP adaptive streaming and DRM at HTML5 video tag.

2nd : Interaction TV and other devices by extending javascript API in browser embedding object.

3rd : TV profiling for HTML tag, CSS attributes, javascript API.

4th : Security consideration of web technology that is vulnerable to malicious attack. (TV is the most stable device)

5th : Make a good developer guide for contents providers who are willing to give theirs on TV screen.