HYBRIDCAST ; ADVANCED HYBRID BROADCAST AND BROADBAND SYSTEM

NHK

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View points of Broadcaster for Hybrid services

- Broadcasters have intention to deploy attractive hybrid services through both broadcast channel and the network.

- Open environment to access a variety of data, such as broadcast meta-data, is required to build broadcast related hybrid services.

- A system for the hybrid services should provide such an open environment, which is expected to bring new business opportunity for broadcasters, manufactures and application developers.

- We believe HTML5 can be a core technology in the system above. We will introduce some use cases to extract requirements toward extension of HTML5 functionality.
Overall architecture of the Hybridcast system

- Broadcaster
  - Broadcast
  - Program related metadata etc.
- Service Provider
  - Offering
  - App. Development
  - Web services for Apps.
- Receiver
  - Application execution
  - Receiver functions
  - Sync
  - App. signaling
  - Device linkage
  - Network
1. Multiple-stream synchronization program related application (source: ScienceZero by NHK World)

2. Multi device link
   - Web search assist
   - Social network service

3. Application control

Video Demos
Thank you for your attention.

Please see the statements of interest of Japanese broadcasters, too!