

Web & TV Convergence

The Fourth W3C Web and TV Workshop

12–13 March 2014, Munich, Germany



Aligning Global Standards
and
What's Next for Web and TV

Objectives

With HTML5 well on its way to standardization in 2014, and a new effort on HTML 5.1 recently launched, it is time to have fresh look at the current state of the art in order to identify remaining roadblocks for the use of Web technology in broadcasting and the TV industry, including new developments such as:

- Hybrid TV
- Second- and multiple screen scenarios
- Social television

Since 2010, W3C has been actively involved in the Web and television area, and has worked successfully with the TV community to identify a first set of new requirements for the open Web platform in general and HTML5 in particular resulting from the use of Web technology in the TV field. These requirements have been incorporated into W3C standards and are becoming widely available in browsers and other user agents.

Building on these successes, the goal of this workshop is to plan future work by assembling key players from TV and the Web industry to discuss the important questions of Web and TV convergence, and how standardization can help across the globe.

We invite you to Munich to influence and shape the next generation of TV and broadcasting content. Discussion may lead to chartering of new standardization work, development of best practices, technologies and/or vocabularies.

Workshop topics

Possible topics for the workshop include, but are not limited to the following:

Hybrid TV

- Next-generation broadcasting: HTML5-based hybrid TV
- Migration from CE-HTML to HTML5 in OIPF/HbbTV
- Potential gaps in HTML5 for use in hybrid TV and how to close them

Important Dates

Now!

Non-binding [expression of interest](#)

3 February 2014:

Deadline for Position Papers/Statements of Interest

10 February 2014:

Acceptance notification and registration instructions sent

16 February 2013:

[Program](#) and Position Papers announced

28 February 2014:

Deadline for registration (invitation required, no participation fee)

12 March 2014, 9 AM

Workshop begins

13 March 2014, 5 PM

Workshop ends

Sponsorship

If you're interested in being a sponsor, please contact J. Alan Bird at abird@w3.org or +1 617 253 7823. For additional information, please visit the [Sponsorship program](#).

Second/Multiple Screens

- Multiscreen control/data sharing
- Authoring web content for multiple devices
- Enabling multi-screen advertising
- Using the Open Web Platform for multiscreen: Implementation experiences

Standardisation Needs

- Standardization of advanced metadata, e.g. for (object) audio or in-band tracks
- Evolution of timed text to cope with technological developments, e.g. 3D and 4K+ screens

Hot Topics

- Building TV apps with Web technologies
- Integration of TV and social networks
- Moving to HTML from other technologies (Java, MHEG, Ginga)
- Testing: Discussing priorities for coverage of test suites
- Multiple streams: Improving support for stream splicing, synchronisation, etc.
- Further enhancement of Media Source Extensions
- Harmonization and shared understanding of TV-related standards and the Open Web Platform

Who Should Attend

W3C invites up to two attendees per company:

- Broadcast and media companies
- Browser and software vendors (including embedded browsers)
- Cable operators
- Consumer electronics manufacturers
- Content developers, aggregators and delivery providers
- Device manufacturers
- IPTV providers
- Multiple-system operators (MSOs)
- Network providers and telecommunications companies, especially video service divisions of those companies
- Standardization organizations related to Web & TV
- Television operators (broadcast, cable, satellite)
- VOD operators

To ensure productive discussions, the Workshop will include sessions which are primarily technical, but grounded in business needs.

The sessions will be conducted in English; we will do our best to accommodate special needs, but signing and continuous translation will not be available.

Registration is free although a statement of interest or position paper is needed.

How to Participate

W3C membership is NOT required to participate in this workshop. To ensure maximum interaction among participants, the number of participants will be limited to two from one company or organization. Attendees are required to submit a Position Paper (Presenters) or a Statement of Interest (Observers).

Note: To help the organizers plan the workshop, if you wish to participate please send an "expression of interest" to <team-webtv-ws-submit@w3.org> stating that somebody from your organization plans to submit a position paper, whether you want to send one or two participants, and whether you wish to present.

Please note that this expression of interest does not mean that you registered for the workshop. It is still necessary to submit a position paper or statement of interest for review by the Program Committee. If your position paper is selected by the Program Committee, you will receive a workshop invitation and registration link. Please see Section "Important dates" for paper submission and registration deadlines.

More on the Web at <http://www.w3.org/2013/10/tv-workshop/>

Host

W3C gratefully acknowledges [IRT \(Institut für Rundfunktechnik\)](#) for hosting this workshop.



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Chairs

Yosuke Funahashi (TomoDigi)
Ralf Neudel (IRT)
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