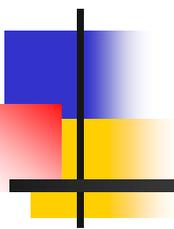
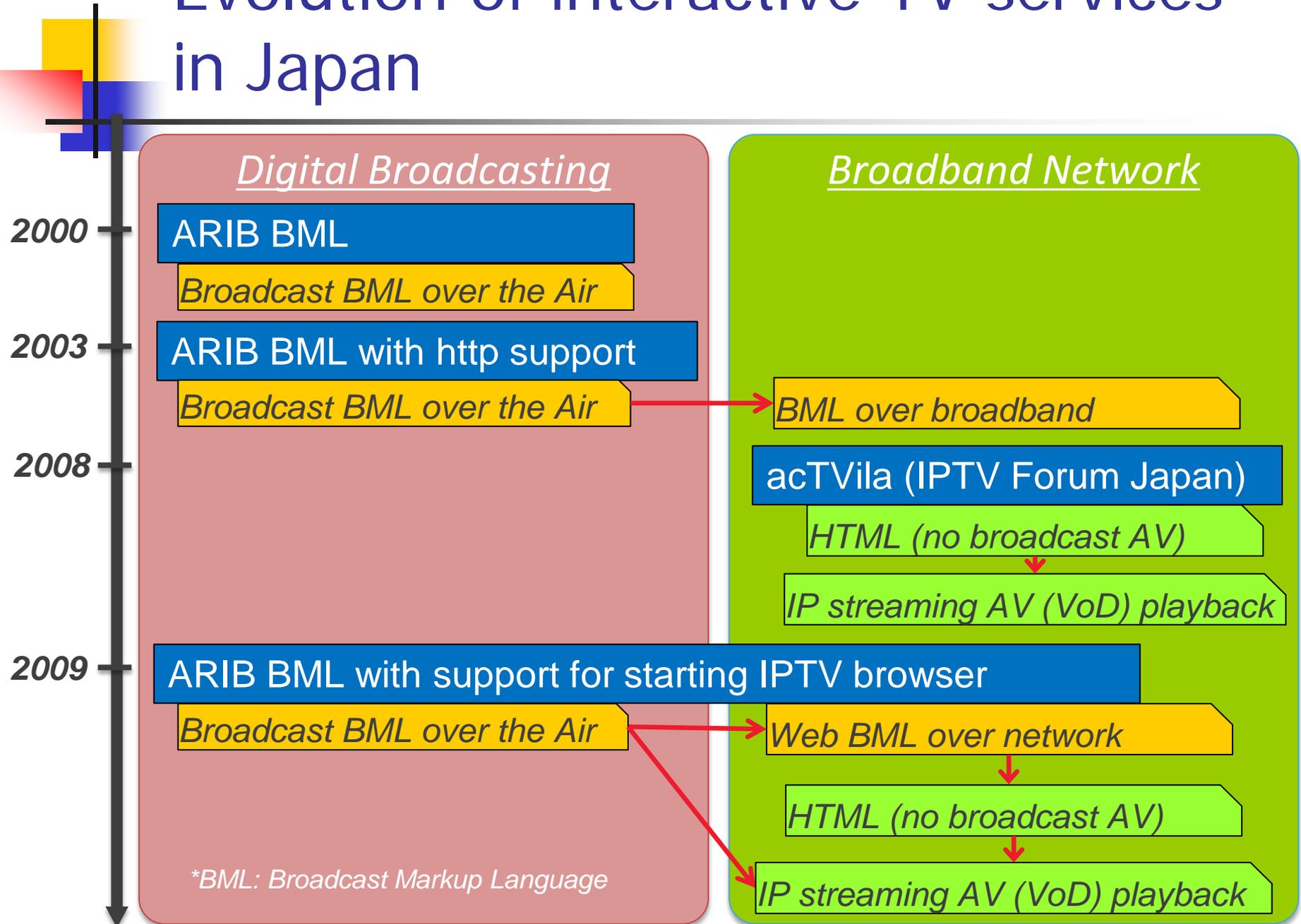


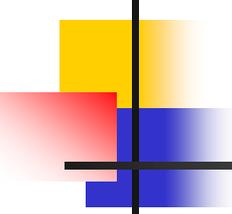
Recent development around broadcasting and web in Japan



Masaru TAKECHI
NHK (Japan Broadcasting Corp.)

Evolution of interactive TV services in Japan

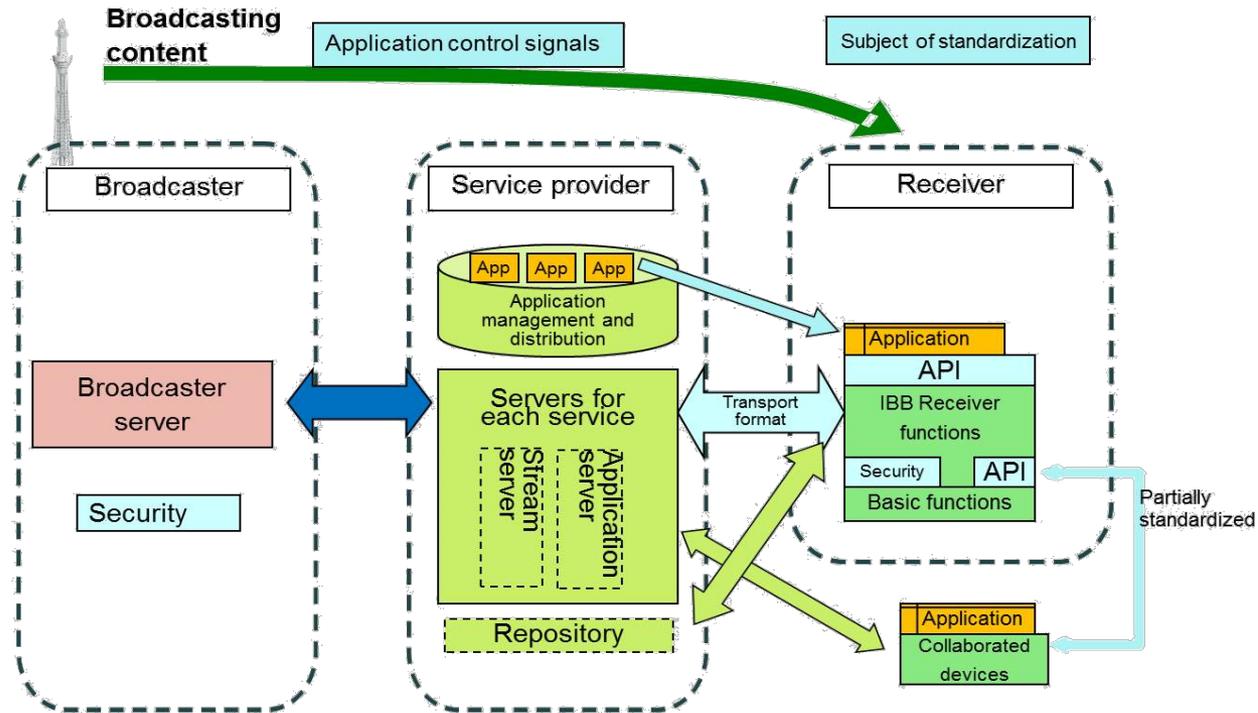




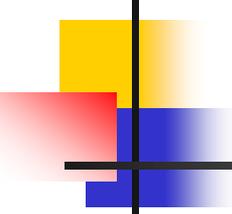
Integration of Broadcast and Broadband

- Integration of Broadcast and Broadband is more than playing VOD content
 - NHK proposed 'Hybridcast' in 2010
 - Simply saying, Hybridcast is addition of web app functionalities onto existing digital broadcast
- Hybridcast standardization
 - Started in 2012 at IPTV Forum Japan
 - V1.0 completed in March 2013
- Launch of Hybridcast
 - NHK will start trial service this year

Hybridcast

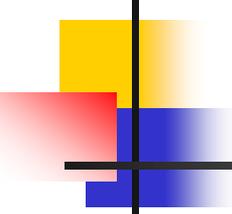


- Web app functionalities by HTML5
- Rich presentation by CSS3 and JS
- Device link capability (Second screen)



Hybridcast specification

- System specification (IPTVFJ STD-0010)
 - System model, application model, security model, signaling, receiver functions, mono-media coding and protocols
- HTML5 Browser specification (IPTVFJ STD-0011)
 - HTML application structure
 - Behavior and syntax of elements
 - Additional functions to work in broadcast environment and device link



Relationship with other specifications/Recommendations

- Hybridcast is compliant with
 - Recommendations ITU-T [J.205](#) and [J.206](#)
 - Recommendation ITU-R [BT.\[IBB-GENERAL\]](#)
- Hybridcast is included in Report ITU-R [BT.\[IBB-REPORT\]](#)
- Hybridcast is expected to be compliant with future ITU-R/ITU-T Recommendations for Integrated Broadcast-Broadband systems