

Position paper for the Second W3C Web and TV Workshop

Shunichi Gondo, Hiroyuki Aizu

TOSHIBA CORPORATION

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Introduction

We are very interested in the Web-based TV in the near future, since the Web technology is already one of the most important and key element of existing TV services, devices and contents at all over the world. Currently, we can see such examples of following situation,

- Most of broadcasting systems, especially data broadcasting services.
- Most of content distribution services, like Web video and IPTV services.
- Most of TV receivers has Web browser and network connectivity.

In this position paper, we will briefly summarize our perspective, view point and suggestions for the workshop.

Our Perspective on the topic of the Workshop

We mention this by referencing the “Topics Of Interest” on the workshop web page [1]. Although there are so many other important topics, and we are also interested in, we just select followings to highlight our perspective for the workshop.

Firstly, we would like to discuss following topics and related issues.

- The role of Web-based broadcasting approaches for improving the quality and reducing cost
- The role of Web-based approaches for nomadic user interfaces where users switch devices in the midst of using an application
- Plans to support HTTP adaptive streaming

Secondly, we would not like to discuss following topics and related issues.

- Role of profiling HTML5/CSS for TV sets

Finally, we would like to make some comments on following topics and related issues.

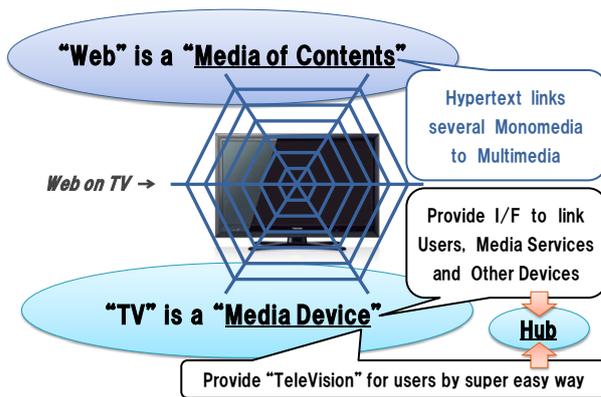
- Role of DRM for Web and TV (including overview of ongoing work on interoperable and open DRM systems that work across devices)
- (Micro-) Payment for Web and TV

Our View point

We discuss this to show our definition of Web and TV, and explain our view of next generation television and propose our suggestions.

Definition of “Web” and “TV”

From the End-User’s perspective, the definition of both “Web” and “TV” is really simple, and not changed from the beginning of those.

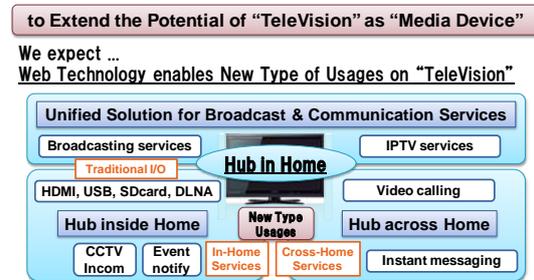


The definition of the “Web” is “Media of Contents”, since that is the hypertext which links several monomedia materials to compose multimedia contents. That is the why user can browse many types of contents by the one easy way even if applications and/or devices used are different.

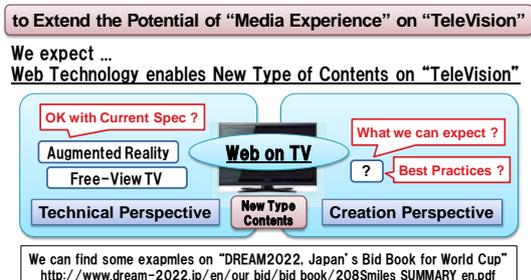
The definition of the “TV” is a “Media Device”, since TV is a device to provide the interface to link users, media services and other devices. That is the why user bought TV and located that in their center of their living room and their daily life, as the window to watch TV programs, DVD movies and Photos. In this case, TV is a “Hub” in the home for “Media of Contents”.

Potential of “Web” and “TV”

Since the “Web” is “Media of Contents” and the “TV” is a “Media Device” as a “Hub” in the home for “Media of Contents”, it is natural to integrate both “Web” and “TV” to extend each potential to the next level. If “TV” and “Web” is converged, we can archive new type of usages and contents, because the potential of “Media Device” and “Media Experience” will also be extended.



**Is above use cases OK with Current Spec ? If not ... How to fill the Gap ?
 How to archive aboves by web & progressively enhance to follow new usages.**



We can find some exapmls on “DREAM2022. Japan’s Bid Book for World Cup”
http://www.dream-2022.jp/en/our_bid/bid_book/208Smiles.SUMMARY_en.pdf

**Will W3C organize a Group/Community with Contents Creators to discuss ?
 How to archive aboves by Web & progressively enhance to follow changes.**

Our suggestions

We will summarize our suggestions as follows.

Definition of TV should include various aspects.

The definition of the “TV” is different as we had already discussed on the first workshop. We think that is because the role of TV is different from the perspective of each view point. One can define TV as the services; others can define TV as the receiver of the services; the other can define TV as the devices. We think all of these definitions are important and could not luck to keep discussing next generation television. We think the workshop is good opportunity to talk about next generation television, since many people from various industries can meet at one place.

Discuss New Type of Usages on TV as “Media Device”.

“TV” is now the “Hub” in the home for “Media of Contents”, and will be the “Hub” in the home for information exchange in the near future. We think Web technology is enabler to extend the potential of “TV” for archiving new type of usages on “TV”. Of course we can realize data broadcasting services, connected TV services, IPTV services and Web video distribution for “TV” by using Web-based technology, but it’s technology is not limited for that use cases. We can also archive more applications, like video calling, CCTV, Incom, instant messaging, event notifications and others by using same technology if some appropriate extension is possible. Also, some of the traditional I/O, like HDMI, USB, SD Card, DLNA and other local area communications are important for TV, but we can not access those from normal Web browsers.

Discuss New Type of Contents on TV for “Media Experience”.

“Web” is “Media of Contents” and the “TV” is a “Media Device” as a “Hub” in the home for “Media of Contents”. We think Web technology is enabler to extend the potential of “Media Experience” for archiving new type of contents on “TV”. It seems some ongoing work, like video in the web, HTML5, 3D and AR in W3C, discuss the technology for such new type of contents, but also it is not sure that can be used for “TV”. We should care if something new is expected on “TV” to archive new type of “Media Experience”.

Refereneces

- [1] Second W3C Web and TV Workshop - Berlin, Germany, February 8-9 2011,
<http://www.w3.org/2010/11/web-and-tv/>