

# The 1st Implementation Report on TV Programs on Hybrid Broadcasting System using HTML5 Browser

## Hybridcast 2014 Project

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# Hybridcast 2014

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**Hybridcast 2014 Project** is demonstration experiments of hybrid broadcasting system on actual telecasts by major TV broadcasters in cooperation with Ministry of Internal Affairs and Communications of Japan.

<http://hybridcast2014.jp/>

( Japanese only )

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# Hybridcast-compliant TV sets in the market

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Panasonic product



Toshiba product

Current Line up of TV sets and Manufacturers :

<http://hybridcast2014.jp/link.html>

( Hybridcast service is available only in Japan )

| Broadcaster  | Program   | On Air                          |
|--|---|---------------------------------|
| Tokyo Broadcasting System Television, Inc.<br>( Keiji Yanagiuchi ) | 22th All Japan High School Women's Football Championship<br>( Sports )                            | 15/1/2014<br>16/1/2014<br>14:00 |
| Nippon Television Network Corporation<br>( Kohei Kawakami )        | Shopping Program "What women desire"<br>( Shopping Variety Information )                          | 25/1/2014<br>16:10 - 16:50      |
| Nippon Television Network Corporation<br>( Kohei Kawakami )        | LiveShow:"Zoom in !! Saturday"<br>( Information Variety )   | 1/3/2014<br>5:30 - 8:00         |
| TV Asahi Corporation<br>( Yusuke Fujii )                           | Program independent / useful information services, such as weather and traffic<br>( Information ) | 24/2/2014<br>- 28/2/2014        |
| TV Asahi Corporation<br>( Yusuke Fujii )                           | Crayon Shin-chan<br>( Animation )   | 28/2/2014<br>19:30 - 19:54      |
| TV TOKYO Corporation<br>( Kenji Sugihara )                         | Mission 001 -It's time for Space Invaders!-<br>( Drama Variety Game )                             | 3/1/2014<br>23:30 - 24:55       |
| Fuji Television Network, Inc.<br>( Kazuhiro Hoya )                 | Werewolf - Who's lying? - village05<br>( Variety )  | 7/3/2014<br>25:30 - 26:45       |

More to find : <http://hybridcast2014.jp/bangumi.php>

# Key Data Points

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- Service models and architectures
  - Synchronization
  - Audience engagement
  - W3C Web API usage
  - Production tips
  - Monetizing
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