



Keeping W3C Relevant in an HDR / WCG Living Room Environment

The Living Room Experience

- “Lean-Back” Interaction
 - Tailored 16:9 Window
 - Always Smooth and Responsive
- Engage and Discover
 - Deep Content Catalogs
 - Rich Visuals and Metadata
 - Constrained Interactions
- Next Generation Quality
 - UHD / HDR / Spatial Audio
 - Required Before Maturity

The Living Room Problem for W3C

- TVs Are Not Monitors
 - Built for Media Experiences
 - Replacement Cycles Bring Features
 - This Cycle: HDR
- Content from Applications
 - Source: On Device vs From Input
 - Implementation: HTML vs Native
- HDR Is Not Simple
 - App Environment Support Required
 - “Native” Frameworks Filling The Need

The Landscape Has Changed

- HTML Was The Choice
 - Write Once, Run Everywhere
 - Simple Media Formats
- Media Evolved Rapidly
 - New Format Competitions
 - Device Specific Integrations
- Need Outweighs Complexity
 - Must Have Features
 - Must Ship Deadlines

The Industry Needs Leadership

- Industry Wide Challenge
 - Solution Requires Many Experts
 - Industry / Standards Bodies Need to Help
 - Inaction Drives Problems
- HTML for The Living Room
 - Target a Massive Interaction Share
 - Address Low-Powered Performance
 - Consider Mixture of Content
 - Enable Capability Discovery and Differentiation
 - Explore Main Line vs Targeted Use-Case



streaming
services

Thank You!