

# Recent development around broadcasting and web in Japan

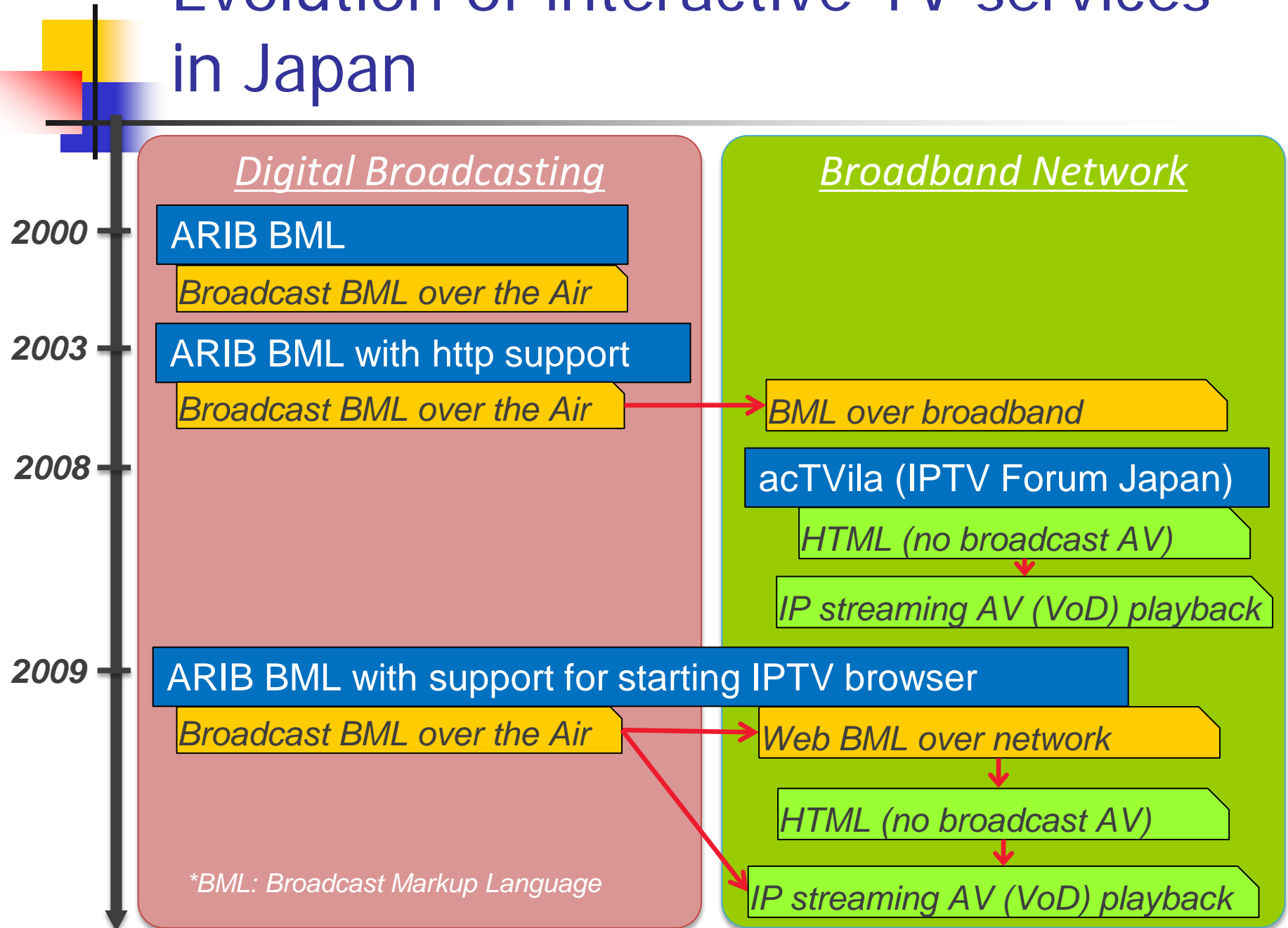


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NHK (Japan Broadcasting Corp.)

# Evolution of interactive TV services in Japan



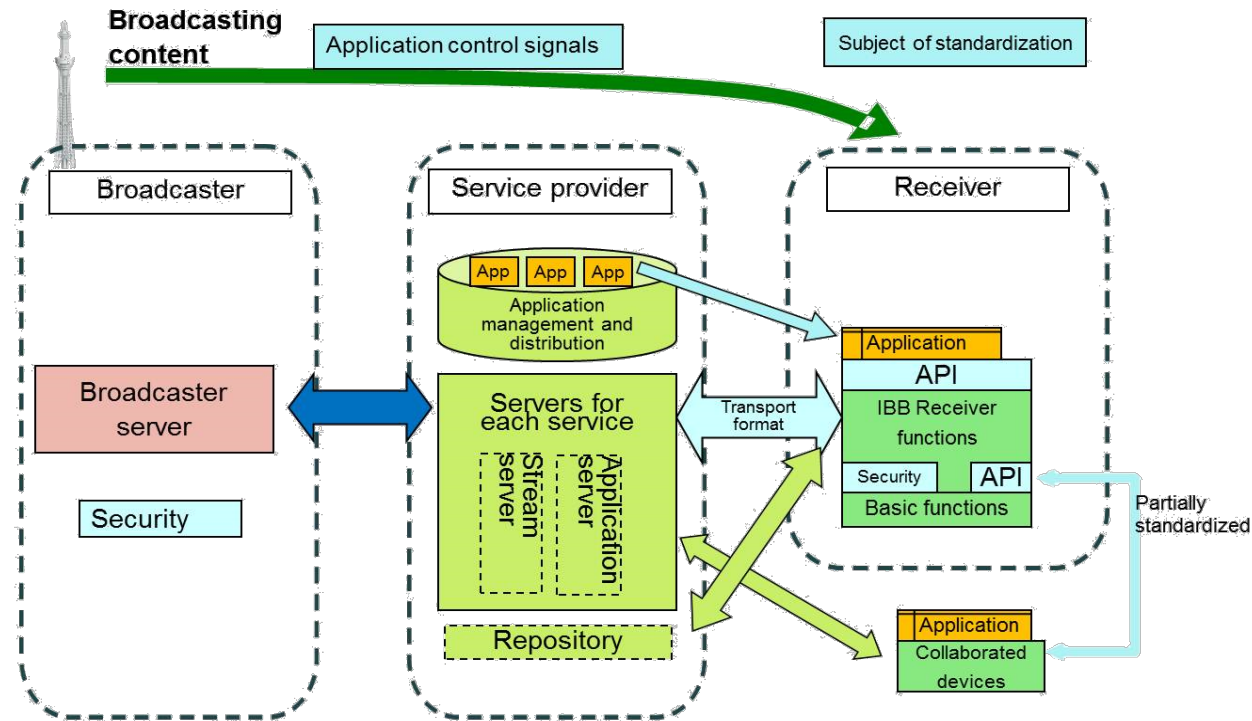


# Integration of Broadcast and Broadband

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- 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

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- 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

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- 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