Position letter about WEB on TV group

For a couple of years, Irdeto, as a security and technology provider for TV operators, has seen how Internet technologies have migrated to typical TV-centric devices like Set Top Boxes.

In particular, with our middleware and broadband content management products allowing video distribution across different devices from STBs, laptops and PCs to mobile devices and tablets, we have experimented with many client-side technologies, like Java, HTML, Flash or Silverlight. Our job is not an easy one with so many technologies, considering the interoperability between non standard technologies, different browser implementations and the obvious need to protect and secure the content.

The rise of multi-screens has been boosted by the popularity of tablets. Together with the advent of cloud-based media platforms, it makes us support a single key technology to ensure the best user interface, thin clients, with the most compliancy and consistency across these screens. That's why we have chosen to adopt HTML 5 as our prime solution on any screen.

With 40 years experience in the TV industry an impressive track record of active standardization activity and a firm belief in industry consensus and open standards, Irdeto sees this new group "Web on TV" as the best attempt to date to push for standardization, key aspects of our entertainment business, which we further illustrate with two specific cases.

-        Regardless the device we use, or how we are using it, or where the content is coming from, at the end of the day we are talking about playing back content on a screen; that means access to a media player embedded in the OS of the device and accessible via JavaScripts. We would like to ask this group working on different solutions to allow extended usage of this media player as supporting full trick-play modes (play, pause, backward, forward, freeze, slow mention...) but also media management (download, record, list records...).

-        More and more the TV screen is at the heart of the home network, thanks to the support of standards like DLNA. We would like to ask this group to work on, or support the standardization of means to allow content discovery, identification and routing, via JavaScript. This would allow an easier development of mediacenter-like applications in HTML and reduce specific development costs.

These two specific cases are now considered in our industry as key, allowing us to build an enhanced TV experience using web technologies and web data. This work must also be in perspective with some other groups like HbbTV, Canvas, or RVU to ensure that we are not increasing the ongoing technology fragmentation.

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