Expression of interest in participating in the Workshop

Name, organization and contact details:
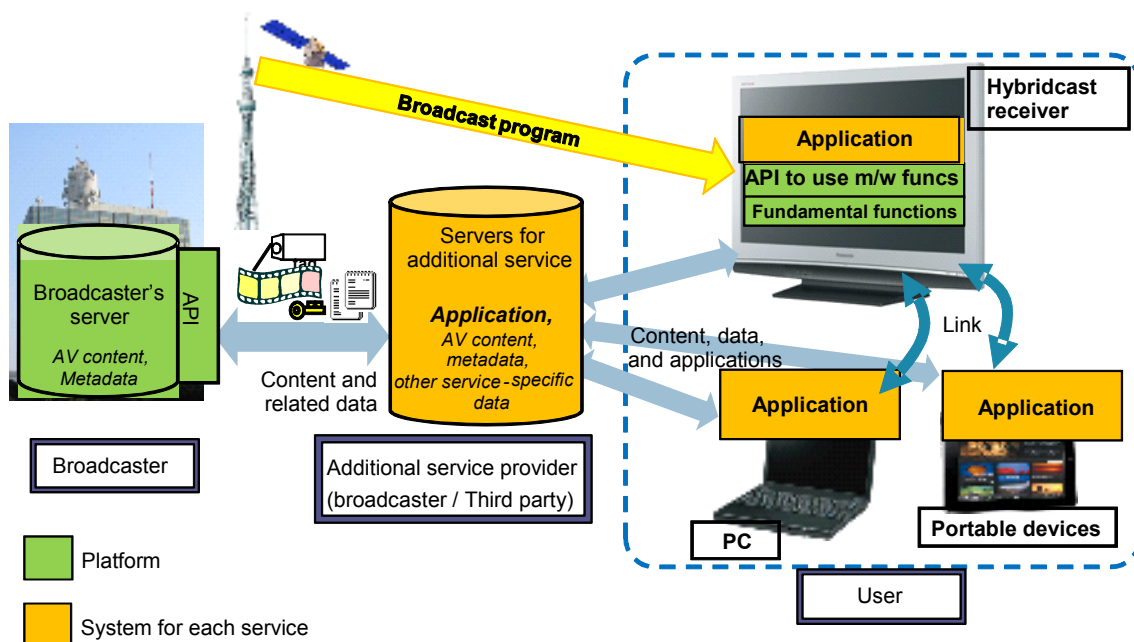
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Participant's interest:

In Japan, since 2000, interactive services have been offered using Broadcast Markup Language (BML) to provide related information and additional features for broadcasting programs. BML content is delivered over both broadcasting and the Internet.

And now NHK is working on to develop Hybridcast — the platform on which next generation broadcasting services in the broadband era are built. Hybridcast is to integrate Internet services into digital broadcasting services, which will give viewers a richer and more enhanced experience in watching broadcasting programs. With Hybridcast, viewers can choose and run an application from Internet servers while watching a TV program, and enjoy various services with it. Figure below shows a brief structure of the Hybridcast system.

Point of View:

NHK has an interest in a capability of HTML5 as an application format to integrate Internet-application and a broadcasting program. We are looking at these technical points:

- Control of presentation of broadcast and Internet AV stream from an application.
- Control of change of application's behavior to follow the storyline of the programs.
- Control of a lifecycle and a behavior of an application using a trigger embedded in a broadcast stream.
- Control of synchronized presentation of broadcast and Internet streams.
- A mechanism to support combined use of multiple terminals (e.g. PC, cell phone, tablets) for presentation of broadcast program and interactivity offering -- It allows multiple ways of presentation, easy-to-use interactivity and personalization.
- A mechanism to manage execution of applications to comply with allowance determined by broadcasters, service providers and end-users.