Intel’s Interest in W3C Web on TV Workshop

Narm Gadiraju
Systems Architect, Digital Home Group, Intel Corporation

Participant's interest

Intel Corporation, a world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. As a participating member of the consumer electronics (CE) ecosystem, Intel is interested in helping CE OEMs, content providers and service providers to bring the richness of the Internet to Television. In support of that goal, Intel is working with industry leaders to enable Smart TV experiences that go far beyond traditional Internet-connected consumer electronics devices. Smart TV helps consumers enjoy a virtually limitless array of Internet content, broadcast programming, personal media and a range of applications, all available on a single TV screen. From a silicon perspective, Intel has developed a line of system-on-a-chip (SoC) products targeted to digital TVs, optical media players and advanced set-top boxes, all of which are optimized for bringing internet content and applications to TV. Intel is interested in collaboratively working in the W3C to enable web standards that will accelerate the market adoption of a truly connected, immersive and ‘smart’ TV experience.

As a supplier of silicon products to both the IT and CE industry, Intel brings an exclusive viewpoint and technical competence in developing, enabling, and promoting robust platforms for the environments that W3C’s future TV group is targeting. In W3C, Intel already participates in a number of HTML related Working Groups, such as the HTML WG, the Web Applications WG and the Device API and Policy WG. Furthermore, Intel is planning on participating in the TV WG upon formation and is very interested in any follow-on W3C efforts concerning web standards for TVs stemming from these workshops.

Point of View

The HTML5 suite of specifications creates exciting new opportunities to bring the power and opportunities of the Web to new devices. Intel is appreciative of the W3C’s efforts in organizing this series of workshops on the Web on TV. The timing is perfect for the industry to collaborate on what's needed to bring the Web's potential to TV.

W3C has done an excellent job of meeting the needs for a wide variety of devices in its recommendations. The success of HTML5 in phones is a testament to being able to define specifications that work from phones to desktop computers. It is our belief that the best approach to a consistent web experience across multiple types of devices is to avoid

fracturing the web based on device type, but instead to meet requirements in a common specification. However, to accomplish this, there must be an awareness of the needs of different communities and potentially work specific to those communities. W3C working groups are the right places for that work to happen for the HTML space. Since we do not have a TV WG yet, the workshops and Interest Group appear to be an excellent place to start.

In the TV space, there are other industry efforts such as DLNA that depend on W3C specifications for defining rich TV user experiences. So to support this rich echo-system of standards W3C should address TV requirements for Web in these workshops until a dedicated TV WG is formed. A critical issue here is timing and the ability for other standards organizations to reference the key new HTML5 work. Many parts of the HTML5 suite are mature and are implemented fairly widely, but final specifications will take considerable time for test suite development. The model of early implementation of firmed up sections of drafts that has been so impressive in HTML5 presents challenges for use by other organizations. This is an area W3C should look into to avoid missed opportunities as other organizations need to make decisions about their own profiles and specifications.

Another important area that the future W3C TV WG should address is compliance to HTML specification. Unlike PC, in the TV space, the end user experiences must be smooth, predictable and showing errors on the screen is not acceptable. In order to develop Web Applications for TV with such stringent requirements, TV device's implementation of the browser must guarantee strict adherence to the HTML specification. We believe that such strict compliance could be accomplished effectively through a certification program developed by W3C.

Suggestions

We look forward to participating in the Workshops to explore and define next steps which are appropriate for the connected TV community and to explain Intel's vision of Smart TV. At a minimum, we see the need to establish a new group in W3C to continue the discussions after the Workshops. The formation of the TV Interest Group is a good start to examine issues of mutual interest for TV web standards and to help define potential actions for the various relevant W3C Working Groups. Other possibilities include a Web on TV Best Practices WG similar to the Mobile Best Practices WG or, if there are specific topics that need further exploration, incubator groups to further those narrowly defined efforts. In closing, we hope the result of these Workshops is the creation of a place in W3C for those with interest to help shape Web standards to make TV another vibrant part of the Web community.