Second W3C Web and TV **Workshop**
Technicolor statement of interest

Technicolor is in the leading company for media processing and content distribution. Technicolor designs and builds home networking components from residential home gateway, over set-top-boxes, to media tablet s. In addition, we provide delivery services, operating broadcast facilities as well CDN infrastructure for media delivery.

TV over the WEB is of central interest to us in this media delivery context as illustrated by our involvement in the “YouView” project. In addition, Technicolor is involved in multiple standardization groups linked to Internet TV. As highlighted during the first workshop (September 2010 in Japan (Statement / Slides) Technicolor develops the concept of a media hub. Such a media hub will enable network service providers to run new and innovative services directly on the hub.

The motivations that drive our work in this field are the following:

- Personalization: providing personalized media services to the end user, in particular using a secondary screen.
- Quality of experience: measure and improve the perceived user experience for the provided services.
- Efficiency: optimize the use of the available network resources

Merging WEB technologies with broadcast TV is a central point of our developments. The combination of these two worlds enables unified content delivery technologies and will further facilitate the search and discovery of media content.

We develop “Individualized broadcast TV”, a concept in which linear content is enriched/adapted/transformed (e.g., adding to broadcast 2D a complementary stream that provide a personalized 3D experience) by combining conventional broadcast channels (e.g. DTT or IPTV) and alternative bi-directional broadband channels using regular WEB technologies,

We further work on scenarios that involve the use of secondary screens (tablets or other mobile devices). In these settings, Web content is synchronized with the broadcast TV signal enriching/facilitating interactive services (e.g., game, sport multi view).

Finally, we work on concepts where we exploit the end user knowledge and their social interaction to improve the way content and media is searched and delivered. Specifically, we work on recommender schemes that use and share information about known end user profiles in a privacy preserving way.

In relation to "Web and TV", we have a particular focus on the following topics:

- Develop a service hosting home gateway using virtualization technologies
- Home network management and monitoring
- Use of controlled peer-to-peer for VOD and Live streaming
- Develop adaptive streaming for increasing the user experience with high value content distribution
- Synchronization framework for multi network to multi terminals delivery (e.g., personalized hybrid TV)

Web technologies including HTML5 are part of our current implementations and investigations. We want to understand how to operate such technologies in a more efficient way and according to our innovation and business focus strategy. The W3C Web and TV workshop is a perfect opportunity to share our experiences and contribute to the WEB TV.