Hope for a common HBB System?

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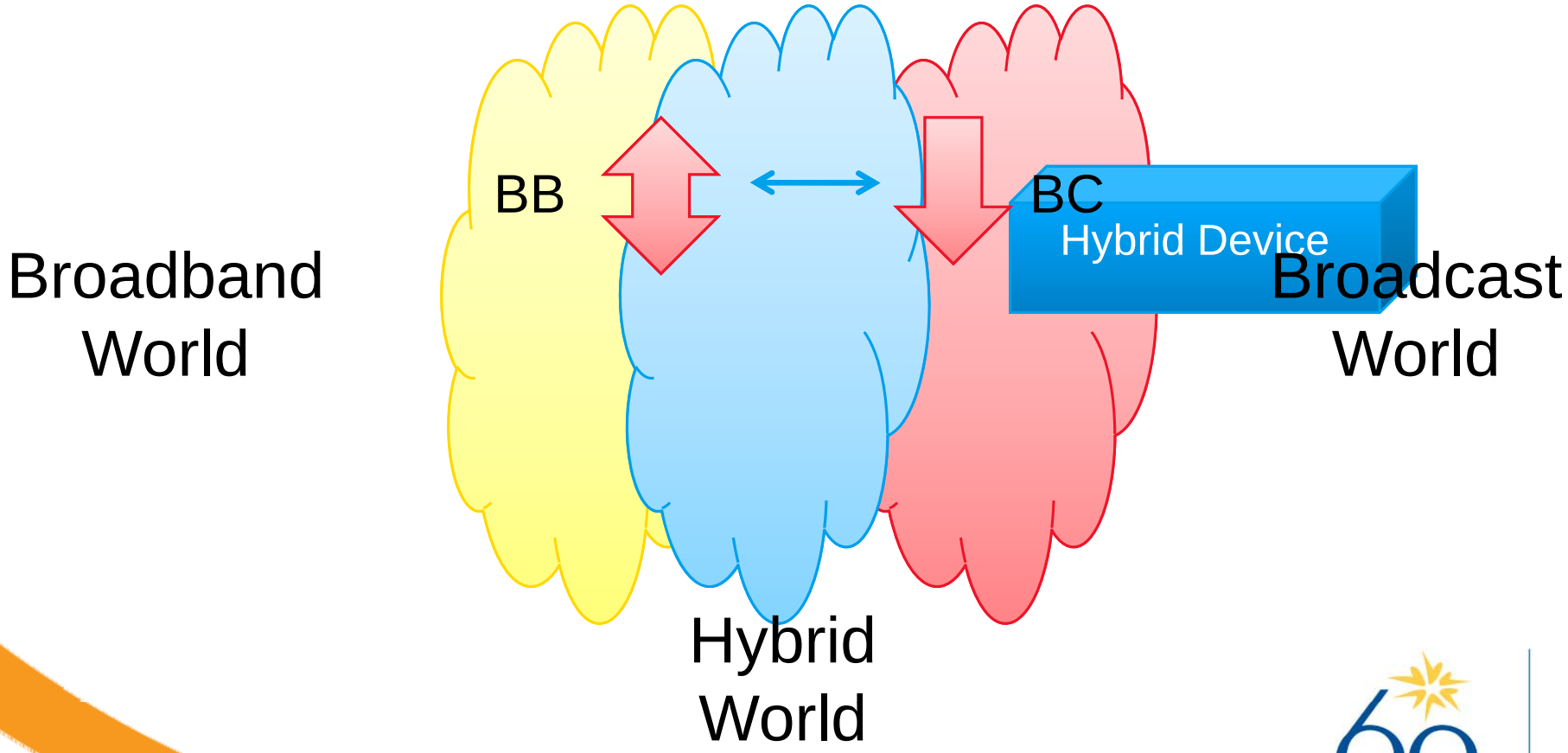
NO

Technology


Broadband
World
BB
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Hybrid Device
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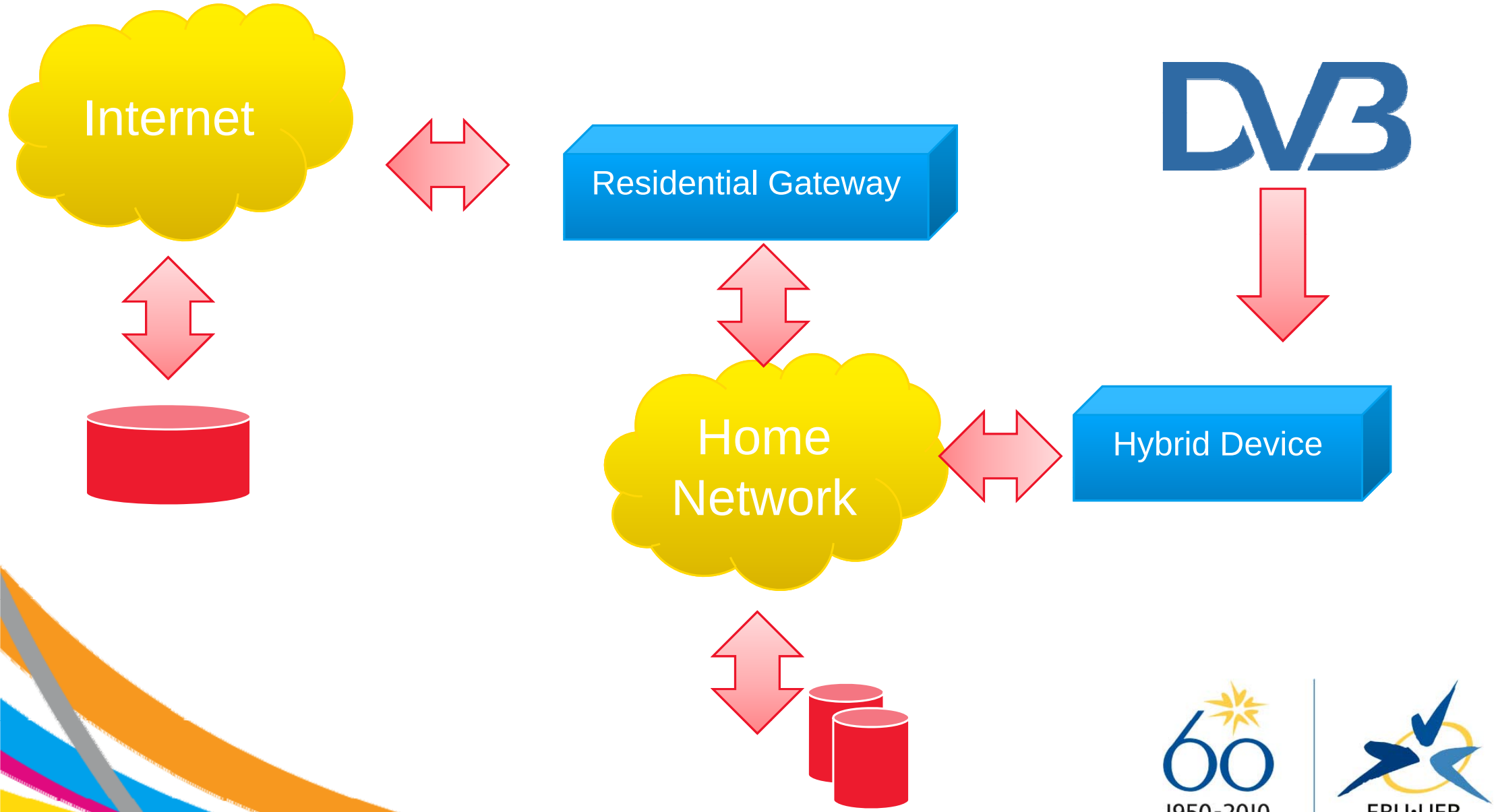

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Caveat

- European markets differ
  - France/UK dominated by terrestrial delivery
  - Germany domained by cable and FTA satellite
  - Different analogue switch-off dates
  - Some with, some without, interactive television
- Different markets =
  Different business models =
  Different technologies, but

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Areas of Technical Commonalities

- Delivery **formats**
- Delivery **protocols**
- Perhaps even Internet content **security**
- Broadcast Application **signalling**

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Areas of Technical Differences

- Platforms
  - **HbbTV: CE-HTML + JavaScript APIs + TS 102 809**
  - **MHP: Java + TS 102 809**
  - **CANVAS: ?**
  - **MHEG-5: well it's MHEG-5**

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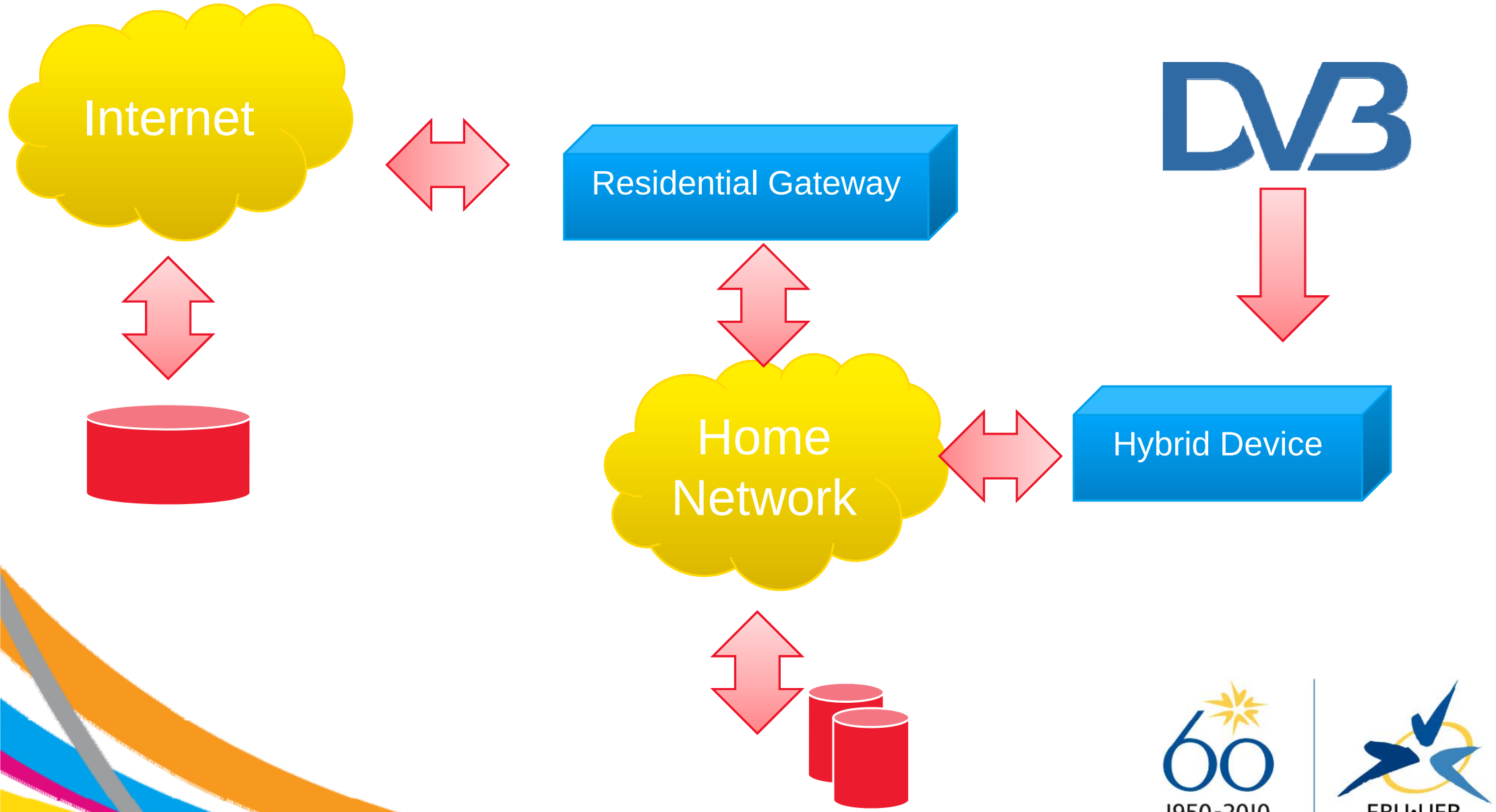

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Applications

Applications in Countries …..

- with no interactive TV systems on FTA
  - Catch-up TV & Teletext
- without interactive TV systems
  - Don’t rock iTV boat
  - But need to ensure that full capabilities and potentials of hybrid can be brought to consumer

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Conclusions

- Different markets imply no common platforms
- Common technical elements
- Drivers are basic applications

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Hope for a common HBB System?

Well no.

But we may be able to achieve common elements which would improve interoperability at an application level

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FTP Instructions

- Rename your file with your Speaker ID and last name
  e.g. 021_Li_presentation.ppt
- Type the following address into the address bar of Windows Explorer (i.e. “My Computer”), or in your ftp client: ftp://ibc.serveftp.org
- When prompted, enter the username and password as shown below.
  Username: 2010upload Password: qwerty678
- Drag and drop your file into the window
- Wait for your file to copy across
- Once this is complete, you may close the window or client. For further information email hoyeeli@ibc.org

Please note that you will not be able to see your file once you have logged out.
If you would like to upload a new version, please repeat the process as before.

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