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Connected TV Explained:

Connected TV is the term used by the digital television industry to refer to the delivery of programmes, applications and interactive services to the television via broadband.

The goal of the Digital TV Group's Connected TV programme is to define the protocols and data formats used to enable Connected TV services on Connected TV devices, and define common interoperability standards. Connected TV services are intended for presentation on Connected TV devices; they may be signalled and delivered via broadcast or broadband/IP and can access data and content from either network.

The DTG Connected TV programme will initially focus on hybrid devices: end user equipment that has broadband/IP and broadcast interfaces and can present Connected TV services.

www.dtg.org.uk

D-Book 7 takes shape as draft spec completed.

The DTG Connected TV Programme has passed a number of significant milestones culminating in the completion of Phase A of the Connected TV specification.

Service providers including Canvas, LoveFilm, Sky and Virgin Media have provided their individual functional and technical requirements for input into the Connected TV specification.

Canvas has published a timetable for when technical documents will be released to industry through the DTG. In line with the published timetable the latest documents to be shared with DTG members on 30 July 2010 are related to Content Acquisition and Management, User Interface Management; and Consumer Device Remote Management and Diagnostics.

This is the fourth set of technical documents to be submitted by the Canvas partners to DTG members for peer-review with the final set of documents to be released on 19 August.

Phase A of the Connected TV specification was completed to deadline and has been circulated to DTG members. The draft specification is now available on the members' area of the DTG website and is being made available to DTG members to enable pan-working group review of the work to date with the aim

of identifying areas of sign off, overlap or inconsistency.

D-Book 7 remains on schedule for completion in December 2010. The structure of the document has now been agreed by DTG Council. Initially the Connected TV sections of D-Book 7 will evolve more rapidly than the broadcast specification and will therefore be maintained separately. As a result D-Book 7 will be maintained in two parts: Part A - the broadcast specification and Part B - the hybrid Connected TV specification.

With the technical specification well on track the Connected TV test service delivery plan has been agreed with further details to be unveiled at IBC.

To support the ongoing development of emerging technologies such as Connected TV, the DTG is now consulting industry and consumers on how best to drive interoperability and innovation on the DTT platform going forward.

As part of the wider consultation process the DTG is to support a Westminster eForum event on 7 September 2010 in central London.

For more information:

www.dtg.org.uk/dtvconsultation

Connected TV: Working Groups

Architecture

Chair: Simon Mason
Arqiva

Device

Chair: Bob Hannent
Humax

IP Delivery

Chair: George Robertson
DTG

Measurement

Chair: Eddie Abrams
IP Vision

Metadata

Chair: Dave Walton
Echostar

Presentation

Chair: Jon Williams
Pixsant

Security

Chair: Chris Collis
Cabot

Connected TV: Meeting Diary

18 Aug 10
CTV IP Delivery Group
1000-1500 DTG, 1 Nine Elms
Lane, Vauxhall, SW8 5NQ

2 Sep 10
CTV IP Delivery Group
1000-1500 DTG, 1 Nine Elms
Lane, Vauxhall, SW8 5NQ

8 Sep 10
CTV Security Group
1030-1600 DTG, 1 Nine Elms
Lane, Vauxhall, SW8 5NQ

16 Sep 10
CTV Presentation Group
1030-1600 S&T, 5th Floor, 44
Featherstone St, London
EC1Y 8RN

www.dtg.org.uk/diary

Meeting dates subject to alteration:
Please consult website before attending



Connected TV in Focus

Metadata and Presentation:

Metadata

Overview

The CTV Metadata Group focuses on the metadata standards and structures required for Connected TV services.

The group has recently identified a number of metadata architecture and interfacing profiling issues surrounding Connected TV and will be discussing these

with the Architecture Group over coming weeks to achieve a set of proposals.

As part of the DTG's commitment to engage with international standards bodies and organizations, a process has been agreed within the Metadata Group to optimize alignment with Open IPTV Forum (OIPF) specifications.

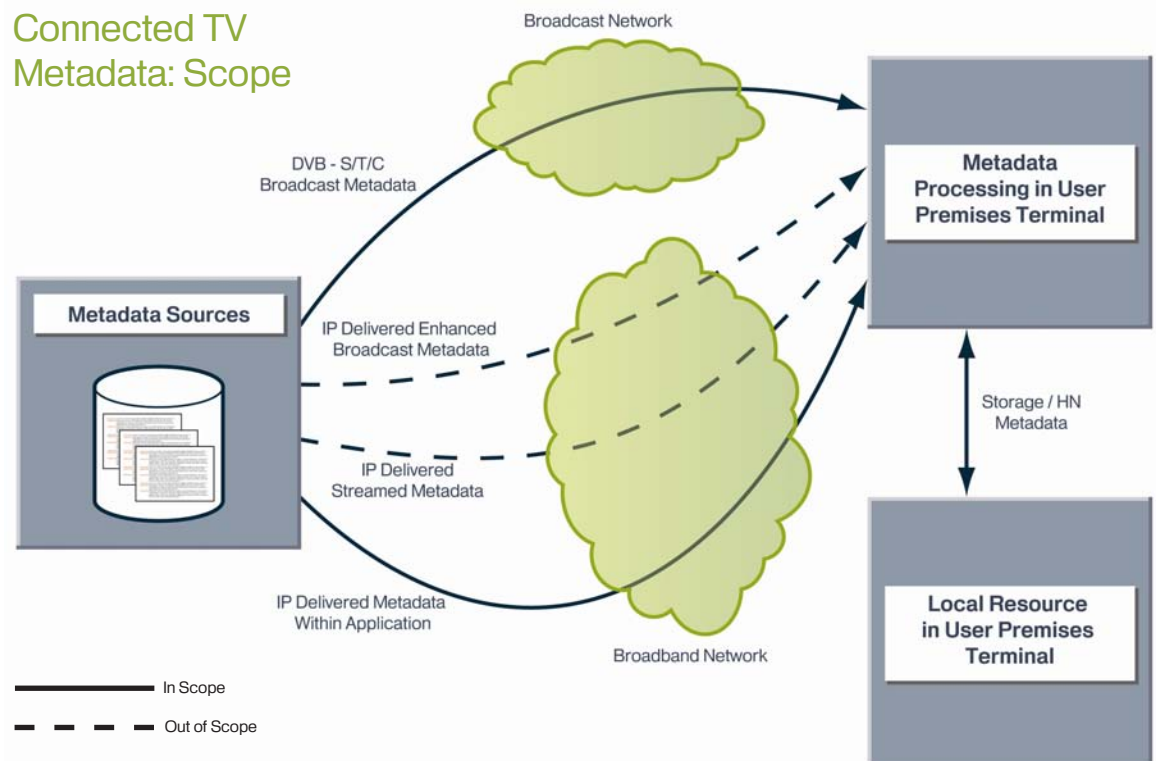
The Metadata Group is currently making significant progress in the following areas:

Transport

The group is currently developing the transport of metadata to support MD12/13 exchange.

The group is carrying out a detailed analysis of processes

Connected TV Metadata: Scope



within the terminal to satisfy Use Cases for interfaces. The main candidate for the content metadata exchange mechanism between application and terminal has been agreed.

Requirements

The DTG has received technical requirements including those for metadata from service providers Canvas, LoveFilm, Sky and Virgin Media.

The Metadata Group has requested input from other working groups, including the Security, Presentation and Measurement Groups on their metadata requirements, including those which are not specifically content-related.

Specification

The current Metadata specification was included in the first draft of the DTG Connected TV

Specification which was circulated to members last month.

The draft specification includes all agreed sections, including metadata architecture, service and content discovery, metadata between terminal broker and application, metadata security and placeholders for other sections, some proposed sections and placeholders for future contributions and developments.

Presentation

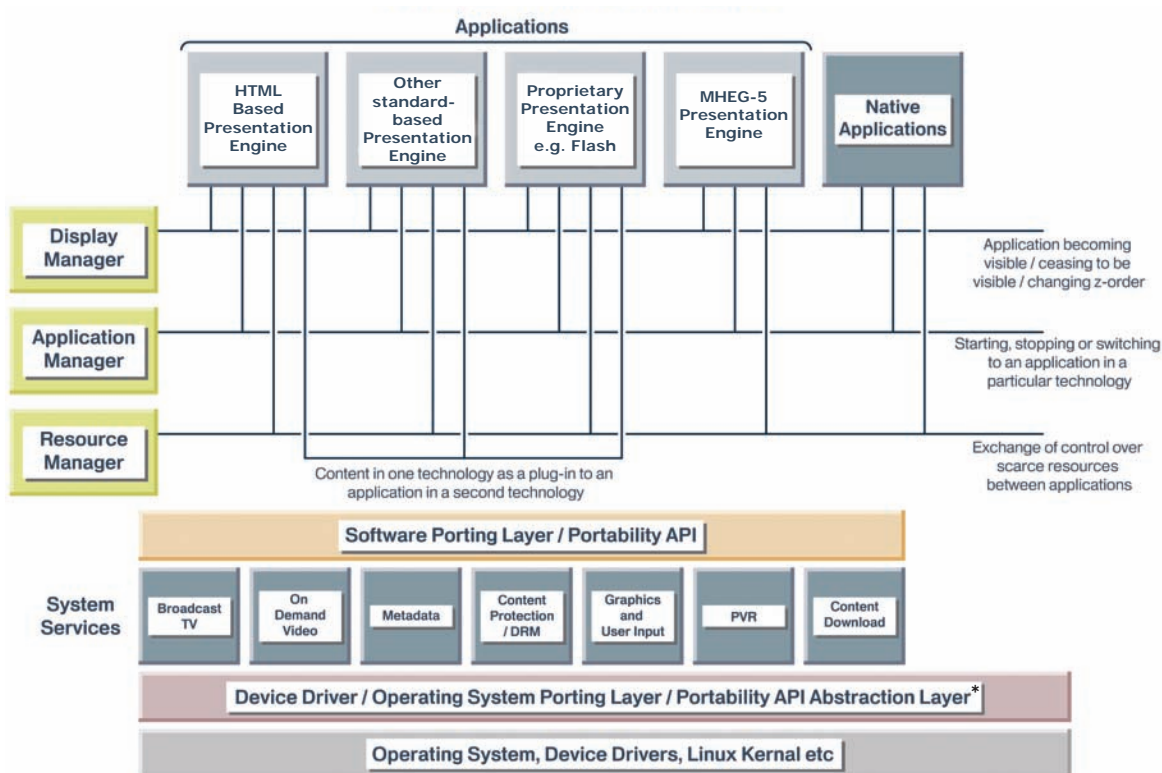
The Connected TV presentation group is focussing on three areas, an HTML-based presentation technology (building on HbbTV), "better graphics" and a framework to enable co-existence of HTML and MHEG-5 with other presentation technologies such as Flash.

For "better graphics", a selection from CSS3 (as used in the Apple iPhone) is being defined including both 2D graphics and 3D graphics with provision for hardware acceleration.

For HTML, Connected TV's more advanced requirements

in the areas of security and metadata are being addressed, largely by adding extra elements from Open IPTV Forum (OIPF) to those already selected by HbbTV. The HTML5 <video> tag will also be included.

Connected TV Presentation: Example Terminal Architecture



* Currently out of scope

Connected TV: IBC 2010

As in previous years, the DTG will be exhibiting on stand 5.a45 at this year's IBC show which runs 9-14 September in Amsterdam.

The Group will be announcing the launch plans for the test regime for Connected TV products and services and providing an in-depth insight into D-Book 7.

The DTG is also producing two conference sessions on Connected TV:

'Connected TV: The New Deal between Content and Devices' takes place on Thursday 9 September from 16.30-18.00.

'How to Protect Your Premium Content in the Connected Era' takes place on Friday 10 September from 13.00-14.30.

For more information:

www.dtg.org.uk/ibc

or contact Hannah Langston:

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hlangston@dtg.org.uk

Connected TV: Joining the Programme

In order to participate in the development of the UK Connected TV Specification and to access the specification in published or draft form, organisations must be members of the (DTG).

The Digital TV Group is the industry association for digital television in the UK and publishes and maintains the detailed technical specification for Freeview and Freeview HD and runs the UK digital television test centre: DTG Testing.

For more information on the DTG and details of how to join please visit:

www.dtg.org.uk

or contact Matt Walker:

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