HYBRIDCAST ; ADVANCED HYBRID BROADCAST AND BROADBAND SYSTEM

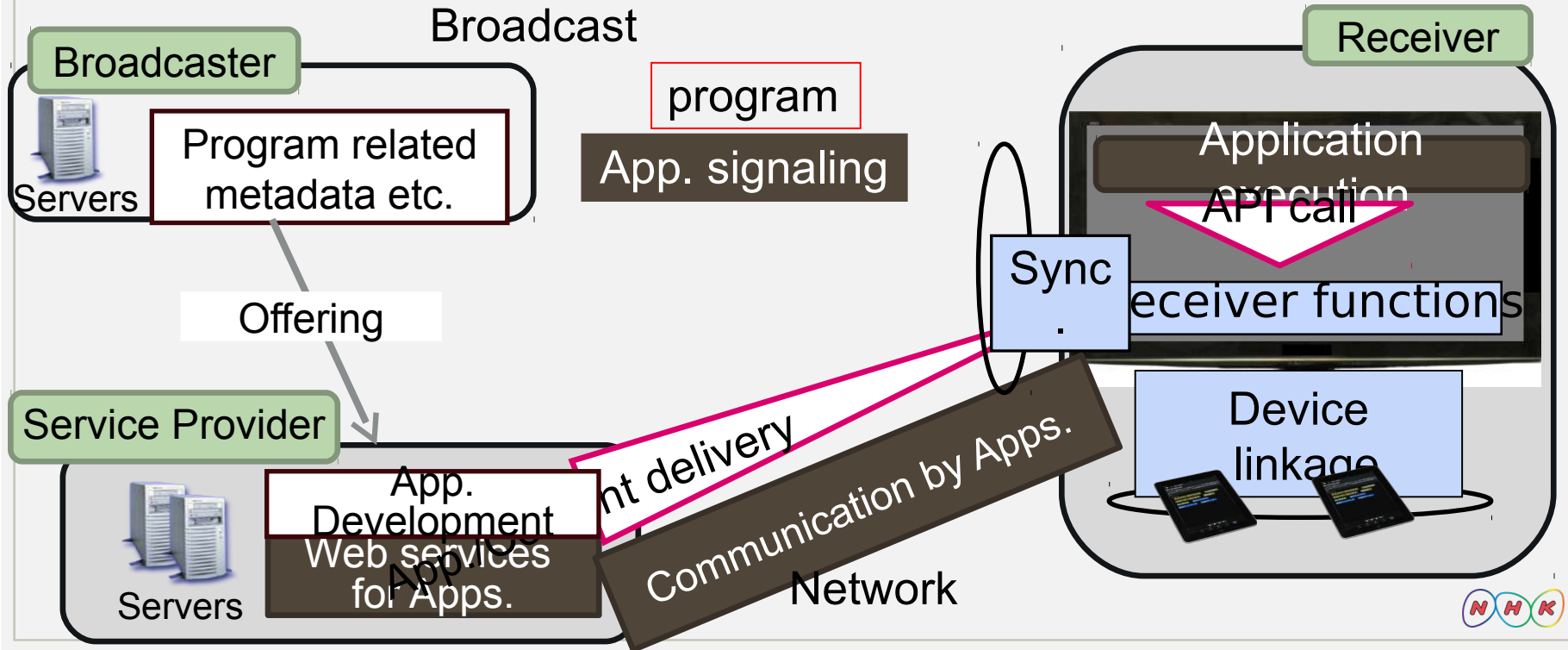NHK

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View points of Broadcaster
for Hybrid services

ø Broadcasters have intention to deploy attractive hybrid services through both broadcast channel and the network.

ø Open environment to access a variety of data, such as broadcast meta-data, is required to build broadcast related hybrid services.

ø A system for the hybrid services should provide such an open environment, which is expected to bring new business opportunity for broadcasters, manufactures and application developers.

ø We believe HTML5 can be a core technology in the system above.
We will introduce some use cases to extract requirements toward extension of HTML5 functionality.

Overall architecture of the Hybridcast system

Broadcast

Broadcaster

Program related metadata etc.

Servers

program

App. signaling

Offering

Receiver

Application execution

API call

Sync.

Receiver functions

Device linkage

Service Provider

App. Development

Web services for Apps.

App.

Content delivery

Communication by Apps.

Servers

Network

Video Demos

synchronizationprogram related application(source : ScienceZero b

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Thank you for your attention.

Please see the statements of interest
of Japanese broadcasters, too!