Expression of interest in participating in the Workshop

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Participant's interest

In Japan, BML (Broadcast Markup Language) Version 1.0 was published in 1999 as a standard presentation language for digital television sets. The language was standardized as a part of the Japanese digital broadcasting system and has been used for years for various bi-directional/interactive TV programs and social services since the BS (Broadcasting Satellite) digital broadcasting service started in 2000. BML is basically an extension for existing Web standards, e.g., XHTML 1.1, and has been modified for various (Japanese) broadcasting services including 110-degree East Longitude CS Digital Broadcasting, Digital Terrestrial Television, One-Seg (Mobile Terrestrial Digital Audio/Video and Data Broadcasting), CATV (Cable Television) and IPTV (Internet Protocol Television).

As of July, 2010, the number of household television sets in use is already more than 80 million in Japan. Since almost all digital TV sets have BML browser capability, a universal service using BML is getting realistic all over the land. Now digital TVs are getting the center of digital home networks, and it is expected that they will be used not only as a receiver for digital broadcasting but also as a central server for variety of entertainment and essential information for everyday life. Also it is strongly desired that TV sets will be better integrated with Web technologies, e.g., HTML5 and get even richer presentation capability.

We believe our knowledge and expertise on digital TV broadcasting technology in Japan should be useful to this workshop and we should be able to provide various use cases based on our long-term experience. We are very interested in what kind of roles our expertise on digital broadcasting would play in the context of Web standardization.

Point of View

1. Collaboration between broadcasting and communication technology -IPTV-

To implement actual IPTV services, it is very important to clearly define (1) the interface between IPTV middleware, e.g., DRM (Digital Rights Management), and browsers and (2) ECG (Electronic Content Guide) metadata.   We would like to introduce several use cases based on our IPTV service experiences in Japan, and see what possible future services could be.