Part 1 of a 2 Part Presentation

Yosuke Funahashi (Tomo-Digi)

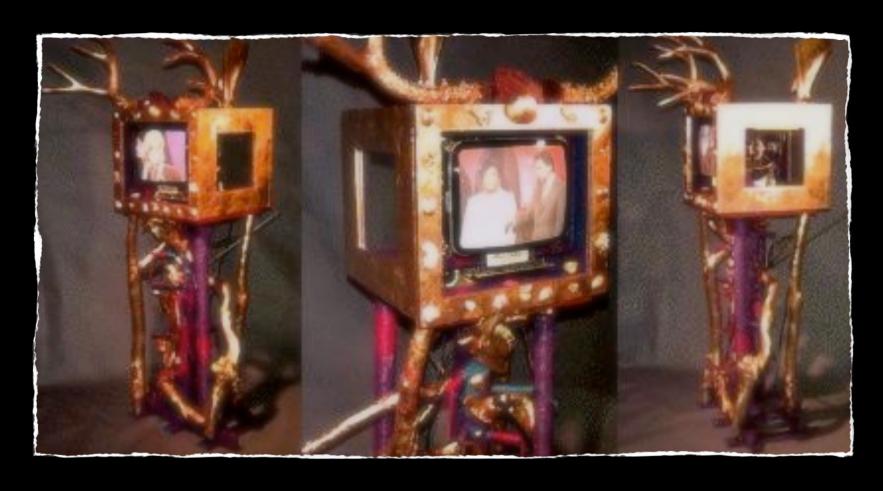# Cutting Through the Static

Toward a Clearer Picture of 'Web and TV'

Yosuke Funahashi (Tomo-Digi)
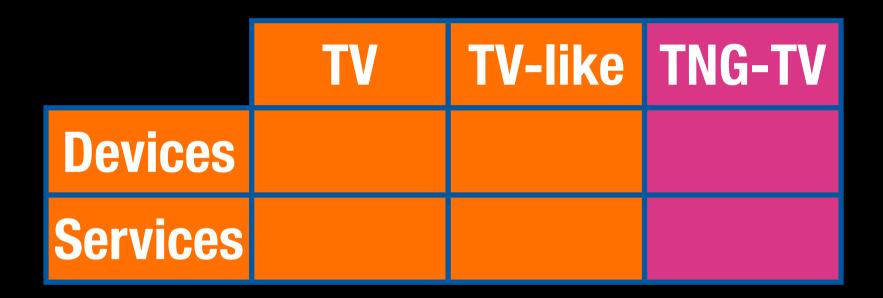
What is TV, exactly?

Yosuke Funahashi (Tomo-Digi)

Devices

(CE manufacture's viewpoint?)

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Services

(Broadcaste's viewpoint?)

I don't care.

(User's viewpoint?)

Yosuke Funahashi (Tomo-Digi)

Is it TV, or is it TV-like?

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	TV	TV-like	TNG-TV
Devices			
Services			

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How to Design TNG-TV

Yosuke Funahashi (Tomo-Digi)

Use-Cases

(Use-case approach is powerfull, but it has issues)

Yosuke Funahashi (Tomo-Digi)

Use-cases + Orthogonal design

Yosuke Funahashi (Tomo-Digi)

Use-cases +Orthogonal Design Procedure

1. Gather use-cases from all relevant sources

2. classify them

3. Visualize idealized key use-cases and service models for TNG-TV

4. Uncover prevalent orthogonal design factors

5. Identify existing standards to carry forward to TNG

6. Create standards to fill gaps in existing standards

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Orthogonal Design Elements for TV+TVlike

Media, distribution systems, informations spaces

Three key content providers

Six style of devices

Five facets of broadcasting

Five monetizing schemes

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Media, distribution systems, informations spaces

World Wide Web

TV broadcasting

Resellers (Amazon.com, iTunes, etc.)

Mobile telecom services

Wired video services (Cable TV, IPTV, and OTT)

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Three key content providers

Motion picture industry
  (e.g. Hollywood, and Japanese animations)

Broadcasters

Users
  (e.g. YouTube, and NicoNico Douga)

Six styles of devices

TV sets

OTTs

Game consoles

Smart phones

Slate devices

PCs

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Five key features of broadcasting

Provides content

Provides broadcasting infrastructure

Hosts the broadcast news media

Provides a vital lifeline (esp. in times of emergency)

Upholds freedom of speech and the fairness doctrine

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Five monetizing schemes

FTA: "Free Through Advertising"

Public services (Tax or TV reception fee)

Video rentals

Video retailing

Subscriptions

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Do you Agree?

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Part 2 of a 2 Part Presentation

Yosuke Funahashi (Tomo-Digi)

TNG-TV is something that...

will improve distribution of web-based video content

will improve integration of broadcast content

has browsers that adopt all key information sources

is aware of CE devices in home networks

Yosuke Funahashi (Tomo-Digi)

Developing web browsers to deal with broadcast signals

Identifying and authenticating devices/users: personalization

Rights protection / conditional access framework for TNG-TV

Payment and micro-payment method suitable for TNG-TV

Standardizing apps on TNG-TV devices

Standardizing metadata

Integrating all relevent information spaces

Modularization and profiling of web standards for CE devices

Standardizing app protocols between devices

Yosuke Funahashi (Tomo-Digi)

Accessibility

Security

Privacy

and more ...

Yosuke Funahashi (Tomo-Digi)

Questions?

TNG TV

Yosuke Funahashi (Tomo-Digi)