



**3<sup>rd</sup> IPTV application challenge**  
**Better quality of life with international standards: an accessible world for all**  
submissions until 15 January 2015

# 3<sup>rd</sup> ITU IPTV Application Challenge

## Better quality of life with international standards: an accessible world for all

The 3rd ITU IPTV Application Challenge is asking coders to apply their creativity in challenging the definition of disability.

The Challenge is organized by ITU in partnership with the International Paralympic Committee (IPC) and is in search of innovative IPTV apps for a better quality of life for all, especially persons with disabilities of varying degrees.

Selected participants submitting novel ideas for accessible IPTV apps will receive technical assistance from experts assigned by ITU in a competition to conclude with a showcasing and award ceremony at the Rio 2016 Paralympic Games.

### Participate in the Challenge:

There are two phases to the Challenge. A Call for Concept Notes will precede an implementation phase. The best proposals put forward will be selected as the finalists, charged with building their envisioned IPTV apps with the aid of the Challenge's technical supporters.

The Challenge is calling for apps running over Recommendation [ITU-T H.762's](#) Lightweight Interactive Multimedia Environment (LIME) for interactive IPTV services and [ITU-T H.761's](#) Nested Context Language (NCL) and Ginga-NCL. Optionally, entrants may employ [ITU-T H.763.1's](#) cascading style sheets for IPTV services or [ITU-T H.764's](#) IPTV services enhanced script language. Introduction to these standards are available at the Challenge website.

### Category of awards:

Individuals and small-to-medium enterprises (profit or non-profit) with fewer than 50 employees are competing for a first prize of USD 5,000.

Large corporates or public-sector organizations are invited to compete for a non-cash award.

All participants are eligible for awards of additional honourable mentions.

### Key dates:

- Registration: 1 August 2014 – 30 November 2014 (12:00 CET)
- Submission period: 16 November 2014 – 15 January 2015 (12:00 CET)

Find more information on the Challenge and register as a participant at [www.itu.int/challenges/iptv](http://www.itu.int/challenges/iptv)

*Accessibility work in ITU-T seeks to mainstream the inclusion of accessibility features in ICT policy, technologies and standards.*

*Accessible audiovisual media is crucial to social inclusion and indispensable to persons with disabilities in achieving full participation in modern life. Standardized IPTV solutions are the route to the benefits of interoperability and scale. Standards lower costs to encourage greater mainstreaming of accessibility features in AV media, and a standards-based AV ecosystem nourishes competition to increase the choice and diversity of AV media on the market.*