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| **Recommendation ITU-R BT.2055-0**  **(02/2014)** |
| **Content elements in multimedia broadcasting systems  for mobile reception** |
| **BT Series**  **Broadcasting service**  **(television)** |

Foreword

The role of the Radiocommunication Sector is to ensure the rational, equitable, efficient and economical use of the radio-frequency spectrum by all radiocommunication services, including satellite services, and carry out studies without limit of frequency range on the basis of which Recommendations are adopted.

The regulatory and policy functions of the Radiocommunication Sector are performed by World and Regional Radiocommunication Conferences and Radiocommunication Assemblies supported by Study Groups.

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ITU-R policy on IPR is described in the Common Patent Policy for ITU-T/ITU-R/ISO/IEC referenced in Annex 1 of Resolution ITU-R 1. Forms to be used for the submission of patent statements and licensing declarations by patent holders are available from <http://www.itu.int/ITU-R/go/patents/en> where the Guidelines for Implementation of the Common Patent Policy for ITU‑T/ITU‑R/ISO/IEC and the ITU-R patent information database can also be found.

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| Series of ITU-R Recommendations  (Also available online at <http://www.itu.int/publ/R-REC/en>) | |
| **Series** | Title |
| **BO** | Satellite delivery |
| **BR** | Recording for production, archival and play-out; film for television |
| **BS** | Broadcasting service (sound) |
| BT | Broadcasting service (television) |
| **F** | Fixed service |
| **M** | Mobile, radiodetermination, amateur and related satellite services |
| **P** | Radiowave propagation |
| **RA** | Radio astronomy |
| **RS** | Remote sensing systems |
| **S** | Fixed-satellite service |
| **SA** | Space applications and meteorology |
| **SF** | Frequency sharing and coordination between fixed-satellite and fixed service systems |
| **SM** | Spectrum management |
| **SNG** | Satellite news gathering |
| **TF** | Time signals and frequency standards emissions |
| **V** | Vocabulary and related subjects |

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| ***Note***: *This ITU-R Recommendation was approved in English under the procedure detailed in Resolution ITU-R 1.* |

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RECOMMENDATION ITU-R BT.2055-0

Content elements in multimedia broadcasting systems for mobile reception

(Question ITU-R 45-4/6)

(2014)

Scope

This Recommendation deals with content elements appropriate in multimedia broadcasting systems for mobile reception. Specifications are given for media type constituting multimedia content, for the coding schemes of each media type, and for methods for content navigation and interactivity.

The ITU Radiocommunication Assembly,

considering

*a)* that digital television and sound broadcasting systems have been implemented in many countries;

*b)* that multimedia broadcasting services for mobile reception have been or are planned to be introduced using the inherent capability of digital broadcasting systems;

*c)* that the characteristics of mobile reception are quite different from those of fixed reception;

*d)* that digital broadcasting services are expected to be offered in a variety of reception environments including indoor, portable, handheld and vehicular receivers;

*e)* that the display sizes and receiver capabilities of handheld, portable and vehicular receivers are different from those of fixed receivers;

*f)* that a special case of mobile reception by handheld receivers requires specific technical characteristics;

*g)* the need for flexible configuration of a wide variety of services;

*h)* the need for interoperability between mobile telecommunication services and interactive digital broadcasting services;

*j)* that there should be appropriate content elements for multimedia content in broadcasting systems for mobile reception,

recommends

**1** that for content elements in multimedia broadcasting systems for mobile reception, the media type, media coding schemes, and methods for content navigation and interactivity described in Annex 1 should be used;

**2** that compliance with this Recommendation is voluntary. However, the Recommendation may contain certain mandatory provisions (to ensure e.g. interoperability or applicability) and compliance with the Recommendation is achieved when all of these mandatory provisions are met. The words “shall” or some other obligatory language such as “must” and the negative equivalents are used to express requirements. The use of such words shall in no way be construed to imply partial or total compliance with this Recommendation.

Annex 1  
  
Content elements in multimedia broadcasting systems for mobile reception

# 1 Introduction

Many digital television and sound broadcasting systems providing high-quality programmes to many viewers have already been deployed. Programme reuse would be facilitated if fixed and mobile receivers use the same programme format.

The display sizes of mobile receivers are different from those of fixed receivers, however, and the use cases of mobile reception are quite different from those of fixed reception. Non-real-time services may be provided for mobile reception because mobile receivers cannot always receive signals from broadcast stations. The characteristics peculiar to mobile reception determine which content elements are appropriate for mobile reception.

This Recommendation describes content elements appropriate in multimedia broadcasting systems for mobile reception. In this context, “content” means programme material and related information of any kind.

# 2 References

Recommendation ITU-T H.222.0 | ISO/IEC 13818-1: Information Technology – Generic coding of moving pictures and associated audio information – Part 1: Systems.

Recommendation ITU-T H.264 | ISO/IEC 14496-10: Information technology – Coding of audio-visual objects – Part 10: Advanced Video Coding.

Recommendation ITU-T H.750: High-level specification of metadata for IPTV services.

ETSI TS 102 428: Digital Audio Broadcasting (DAB); DMB video service; User application specification.

ETSI TS 102 471: Digital Video Broadcasting (DVB); IP Datacast over DVB-H: Electronic Service Guide (ESG).

ETSI TS 102 005: Digital Video Broadcasting (DVB); Specification for the use of Video and Audio Coding in DVB services delivered directly over IP protocols.

ISO/IEC 10918-1: Information technology – Digital compression and coding of continuous-tone still images: Requirements and guidelines.

ISO/IEC 11172-3: Information technology – Coding of moving pictures and associated audio for digital storage media at up to about 1.5 Mbit/s – Part 3: Audio.

ISO/IEC 13818-3: Information technology – Generic coding of moving pictures and associated audio information – Part 3: Audio.

ISO/IEC 13818-7: Information technology – Generic coding of moving pictures and associated audio information – Part 7: Advanced Audio Coding (AAC).

ISO/IEC 14496-1: Information technology – Coding of audio-visual objects – Part 1: Systems.

ISO/IEC 14496-2: Information technology – Coding of audio-visual objects – Part 2: Visual.

ISO/IEC 14496-3: Information technology – Coding of audio-visual objects – Part 3: Audio.

ISO/IEC 14496-14: Information technology – Coding of audio-visual objects – Part 14: MP4 file format.

ISO/IEC 23003-1: Information technology – MPEG audio technologies – Part 1: MPEG Surround.

3GPP TS 26.245: Transparent end-to-end Packet switched Streaming Service (PSS); Timed text.

ARIB STD-B24 Volume 1: Data Coding and Transmission Specification for Digital Broadcasting.

Doc. CEA-708-C: Digital Television (DTV) Closed Captioning.

Open Mobile Alliance, OMA-TS-BCAST\_Service\_Guide-V1\_0: Service Guide for Mobile Broadcast Services.

SMPTE 421M: VC-1 Compressed Video Bitstream Format and Decoding Process.

# 3 Abbreviations

3GPP 3rd Generation Partnership Project No. 1

AAC Advanced audio coding

AIFF Audio interchange file format

AMR-WB Adaptive multi rate wide band

ASCII American Standard Code for Information Interchange

AVC Advanced video coding

BIFS Binary format for scene description

BML Broadcast mark-up language

BMP Bit map

CEA Consumer Electronics Association

ER-BSAC Error resilience – Bit sliced arithmetic coding

ESG Electronic service guide

GIF Graphics interchange format

HE-AAC High efficiency advanced audio coding

IEC International Electrotechnical Commission

ISO International Organization for Standardization

JPEG Joint Photographic Experts Group

MIME Multipurpose internet mail extension

MNG Multiple-image network graphics

MPEG Motion Picture Experts Group

OMA Open Mobile Alliance

PNG Portable networks graphics

PSI/SI Programme specific information/service information

SMPTE Society of Motion Picture and Television Engineers

SVC Scalable video coding

RME Rich media environment

VC-1 SMPTE 421M-2006 video codec standard

XML extensible markup language

# 4 Media type

Multimedia content elements are classified into audio, video and data. For file delivery, audio, video and other elements can be packed into file data. Media types appropriate for content elements in multimedia broadcasting systems for mobile reception are listed in Table 1.

TABLE 1

Media types of content elements

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Media type | Description | | | |
| Audio | Format | | Coding scheme | |
| Mono  Stereo  Surround | | MPEG-1/MPEG-2 Audio Layer II1  MPEG-2 AAC (ISO/IEC 13818-7)1  MPEG-4 HE-AAC (ISO/IEC 14496-3)  MPEG-4 HE-AAC v2 (ISO/IEC 14496-3)1  MPEG-4 ER BSAC (ISO/IEC 14496-3)  MPEG Surround (ISO/IEC 23003-1)1  AMR-WB+  AIFF-C  HiQ Audio 2 | |
| Video | Resolution | | Frame rate | Coding scheme |
| 320 × 180, 320 × 240,  384 × 224,  400 × 240, 416 × 240,  720 × 480, 832 × 480 | | Up to 60 | ITU-T H.264/MPEG-4 AVC  (ISO/IEC 14496-10)2  ITU-T H.264/MPEG-4 SVC  (ISO/IEC 14496-10 Annex G)  VC-1 (SMPTE 421M) |
| Data | Category | Coding scheme | | |
| Text | ASCII text | | |
| Still image | BMP  GIF  MNG  JPEG  PNG | | |
| Closed caption | CEA 708 closed captioning  3GPP timed text | | |
| Container | Self-declared MIME format  MP4  3GP | | |
| Binary data | N/A | | |
| 1 This coding scheme is described in Recommendation ITU-R BS.1196.  2 This coding scheme is described in Recommendation ITU-R BT.1870. | | | | |

# 5 Content navigation methods

Content navigation enables end users to find and select services quickly. In mobile environments, the ability to navigate through broadcast services easily is especially important. An example of content navigation is provided by the Electronic Service Guide (ESG), which contains information about the available services and how they can be accessed.

Table 2 lists content navigation methods appropriate in multimedia broadcasting systems for mobile reception.

TABLE 2

Content navigation methods

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| OMA Service Guide |
| MPEG-2 PSI/SI |
| MPEG-2 PSI/SI and XML scheme (ITU-T H.750) |

# 6 Interactivity methods

An interactive environment for users of mobile services has become a basic requirement. Wide‑scale interactive capabilities can be provided by telecommunication networks, and local interactive services can be provided without telecommunication networks. Interactive applications can also be provided by data elements listed in Table 1.

Table 3 lists interactivity methods appropriate in multimedia broadcasting systems for mobile reception.

TABLE 3

Interactivity methods

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| BML |
| Hypertext linkage |
| MPEG-4 BIFS |
| OMA-RME (Rich Media Environment) |

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