**Title:** An Application of “Hybridcast” for Disaster Information Delivery

**Abstract:** Prompt and reliable information is strongly required in the event of large-scale natural disaster like the Great East Japan Earthquake. In this talk, we propose an application of “Hybridcast” for a disaster information delivery. Hybridcast is an Integrated Broadcast-Broadband system to enhance broadcasting service with broadband, which has been standardized by IPTV Forum Japan based on the proposal from NHK. The advantages of broadcasting are simultaneity, high-quality, and high-reliability, whereas the advantages of broadband are customization, personalization, and interactivity. By a combination of both advantages, advanced broadcasting services can be provided on Hybridcast. With its characteristic, Hybridcast can also be effectively applied in the case of disaster.