

BroadThinking 2012 – Demonstrations

Please take the time to visit our demos during the coffee breaks and during the drinks reception on Wednesday evening.

Second Screen Applications – Small Town Heroes

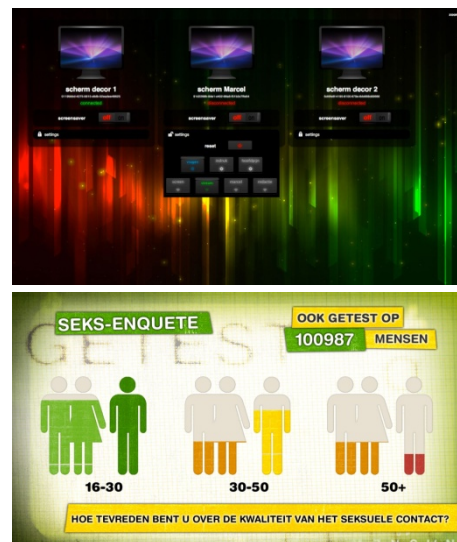
Second screen applications become valuable for all viewers when the second screen data is inserted into the television show.

In order to close the feedback loop we need to integrate the second screen web applications with the TV production workflow.

We demonstrate how we visualize realtime web data in television studios on multiple screens (video walls, standalone screens, SDI output, tablets...) via a centralised control centre.

The broadcast tools we developed use the same native web technologies as the second screen applications: node.js, backbone and redis db in the backend and webkit (html5/css3/javascript) in the frontend.

www.smalltownheroes.be



HbbTV

In the lobby you can find a hands-on click-through demo of current HbbTV services. HbbTV is deployed in Germany, France, Spain, Austria and the Netherlands as the model for merging linear TV with an on demand experience. In essence this is done by enriching DVB signals with an overlay that refers to web pages that are optimized for connected televisions. This results in broadcast services that can be accessed by the audience via the red button of a HbbTV compatible device that receives HbbTV compliant DVB signals. The services consist of catch-up TV, EPG lookalike services for “now and next” and promos, extra information or material on the current programme, interactive play-along scenarios, new versions of TeleText, channel switching and guidance via the overlay interface, etc.



Our demonstration consists of a HbbTV compatible Samsung TV that is connected to the internet while receiving local DTT signals and satellite from 19.2E ASTRA. The setup is hands-on and standalone: you should use the remote control to get a first person consumer perspective of the available services. For more information speak to Peter MacAvock or Bram Tullemans.

Instructions:

Take the remote control, press channel list, select satellite, press 100 for ARD; after some seconds a HbbTV notification is shown as an overlay in the bottom right corner to tell you there is a red button service available, push the red button and try the different options in the menu.

Available channels and services:

- DTT: France 2, France 3, France 4, France 5, TD1, NRJ, ASTRA and more.
- 19.2E ASTRA : ARD, WDR, ASTRA, Pro Sieben, RTL and more.

Multiscreen Cloud Service for Broadcasters – NAGRA & abertis telecom

This demo showcases cloud-based services aimed at free-to-air broadcasters seeking to deploy affordable multiscreen television with fast time-to-market. It offers an opportunity to consolidate existing advertising-based business models and rapidly enrich them with complementary broadband services like catch-up TV, transaction or subscription video-on-demand (VOD), interactive advertising, personalisation, voting, games and social networking, as well as programme-related services such as digital text and Electronic Programme Guides (EPG). In addition it gives increased flexibility and higher revenue opportunities while freeing broadcasters of the technical complexities associated with implementing their own infrastructure.

- TDT.COM is the free catch-up and VOD service currently run by abertis telecom in Spain delivering on demand services synchronised with linear TV using HbbTV.
- Discover how abertis telecom and NAGRA are enabling the EBU initiative to offer its members generic applications to deploy HbbTV during the Olympics and the Eurovision Song Contest thanks to a fully cloud based service and white label applications fully populated with content providing hybrid interactivity.
- How to bring complementary pay-TV services to linear content using HbbTV to do things such as adding pay-TV services to current linear TV channels.
- Unique experience across multiple devices with an in-the-cloud service allowing viewers to access content (live or on-demand) from any platform (set top box, Connected TV, PC, iPad, Android device, etc.) with a uniform viewing experience.
- Next generation user experience: new navigation concepts, integration with popular apps, device switching, advanced metadata management, recommendation engines, etc.

www.nagra.com and www.abertistelecom.com

Hybrid Radio

This Hybrid Radio demo is about the RadioDNS standard. The EBU has created open tools and an online platform (the RadioDNS Manager) that enable members to start a visual radio service, electronic programme guide and service following on top of their existing FM, DAB, DAB+ or DRM radio station. The RadioDNS Manager is a service that can manage RadioDNS services for your station. It is designed for EBU broadcasters who want to start testing and experimenting with RadioDNS without having to deploy the necessary infrastructure themselves. It offers the possibility to define static visualisation using RadioVIS and programme guide with RadioEPG. Dynamic visualisation from your studio facility is possible using the [EBU Content Manager](#) or [EBU production platform](#). The RadioDNS Manager is designed as an experimental service and is free of charge. Please contact us if you are interested.

www.ebulabs.org



MPEG DASH

MPEG DASH is the upcoming new standard for adaptive streaming of video over HTTP. It unifies different proprietary techniques from Microsoft, Adobe and Apple. At BroadThinking 2012 we have an opportunity to show the first proof of concept of the whole distribution chain of live video using DASH. The demo consists of a BBC World News feed that is encoded by Harmonic in London in switchable H.264 streams using the DASH ISO Base Live Profile. The feed is transported via Akamai's CDN and displayed via wifi on a Qualcomm Snapdragon tablet with less than 20 seconds delay. The demo was first shown at the Mobile World Congress 2012 in Barcelona last month.



www.dashpromotersgroup.com