IST-1999-11702:

myTV

DELIVERABLE #1

PUBLIC PROJECT DESCRIPTION

Security level: **PUBLIC**

Project Number	:	IST-1999-11702
Project Title	:	myTV
Deliverable Type	:	Public

CEC Deliverable Number	:	11702/phi/prl/ds/p/001/b1
Internal Project Number	:	mytv-P-0003-1
Contractual Deliverable Date	:	31 January 2000
Actual Date of Deliverable	:	27 January 2000
Title of Deliverable	:	Public Project Description
Contributing Workpackages	:	wp600
Nature of Deliverable	:	report
Author(s)	:	Ronald Tol (ronald.tol@philips.com), Eric Ideler

Abstract:

This public report describes the myTV Project.

Keyword List:

TV-Anytime, TV, DVB, MHP, Storage

11702 myTV
Personalised services for digital television

Technical : *TV-Anytime, Settop box, Personalised TV*

Project Abstract :

Objectives:

The first objective is to develop, standardise, implement, validate and demonstrate a consumer platform with built-in local storage, for personalised services in digital broadcasting and broadband communication. This platform will enable consumers to have access to content and services at their convenience, independent of the moment of broadcasting.
A second objective is to develop new services exploiting this platform. Appealing examples include the ability to turn local storage into a personalised television channel, non-linear browsing of television content, interactive and targeted advertising, and easy navigation through the massive amount of content offered.
The third objective is to provide true interoperability, both across different service providers and across different box manufacturers. Therefore contribution to and adherence to standards is another important objective of the myTV project.

Description of work:

The first phase in the myTV project is the exploration of new services, taking into account the interest of both commercial and public broadcasters, as well as the users. The requirements following from these service and business models will lead to the definition of the end-to-end architecture of the platform, the interfaces and the data flows. Developing the architecture and the transport mechanisms over the digital broadcast chain will be an important part of the work.
The next phase is the implementation of the platform. To guarantee true interoperability, the myTV platform will adhere to open standards and concepts wherever applicable, including TV Anytime, Java and the DVB Multimedia Home Platform. The myTV project will contribute to the extension of these standards wherever required.
In parallel, pilot services will be realised. An important issue here is the creation of intuitive user interfaces. Early user tests will be performed to acquire important information on the user requirements.
Integrated testing of pilot services on the platform prototypes will be performed to verify the architecture and the application concepts. The interoperability will be validated by testing different services on different platform implementations.
The prototypes and services will be tested in user trials, and shown at some major exhibition, such as IBC, IFA or NAB.

Expected results:

month 04 - First system and application concepts defined
- decisions on the overall architecture have been taken

month 12 - New services and business models have been worked out and visualised

month 21 - myTV box realised
- the prototypes have been completed, including resident & downloadable services

month 24 - User trials finished
- the project's results have been demonstrated publicly, and tested in user trials

Contact Point:

Dr. Ronald Tol
Philips Electronics Nederland B.V.
Professor Holstlaan 4
NL-5656 AA Eindhoven

tel. : +31 40 2744377
fax : +31 40 2744004
e-mail: ronald.tol@philips.com

myTV homepage: www.extra.research.philips.com/euprojects/mytv/

Participants

	Country	**Role**
Philips Electronics Nederland BV	NL	CO
Philips S.p.A.	I	AC
Philips Electronics UK Ltd	UK	AC
RAI – Radiotelevisione Italiana S.p.A.	I	AC
British Broadcasting Corporation	UK	CR
Nokia Corporation	FIN	CR
Nokia Multimedia Terminals OY	FIN	AC
Nederlands Omroepproduktie Bedrijf	NL	CR
University of Ljubljana	SI	CR

Start Date	**Duration**
1 January 2000	24 months

More information on the myTV project can be found on its public web-site:

http://www.extra.research.philips.com/euprojects/mytv