

# myTV

personalised services for digital television

Partners: Philips, Nokia, BBC, RAI,  
NOB, University of Ljubljana



- Develop, standardise, implement, validate and demonstrate a consumer platform with built-in local storage, for personalised services in digital broadcasting and broadband communication.
- Develop new services exploiting this platform.
- Provide true interoperability, both across different service providers and across different box manufacturers.
- “try to marry TV Anytime and MHP”



## Objectives

TV Anytime allows viewers to watch “programs” in the way they want, when they want. Viewers can explore and acquire TV content from a variety of sources including traditional broadcast and new on-line interactive services – for presentation at any time. TV Anytime will combine the immediacy of television with the flexibility of the Internet.



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TV Anytime

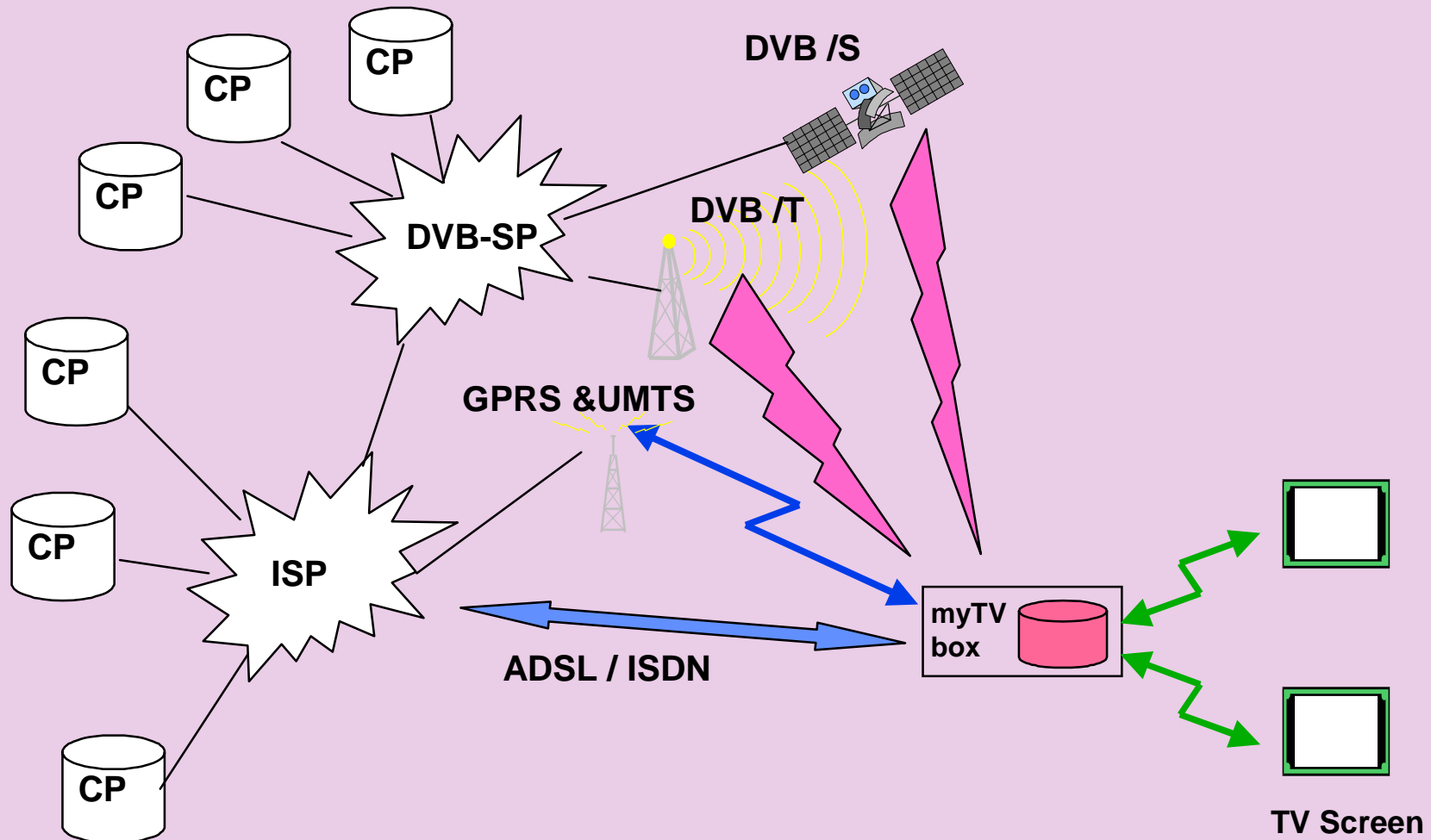
MHP is the future platform for digital services in DVB broadcasts. It is based around a platform known as DVB-J, which includes a JVM and a number of Java APIs.

MHP currently lacks support for local storage.



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Multimedia Home Platform

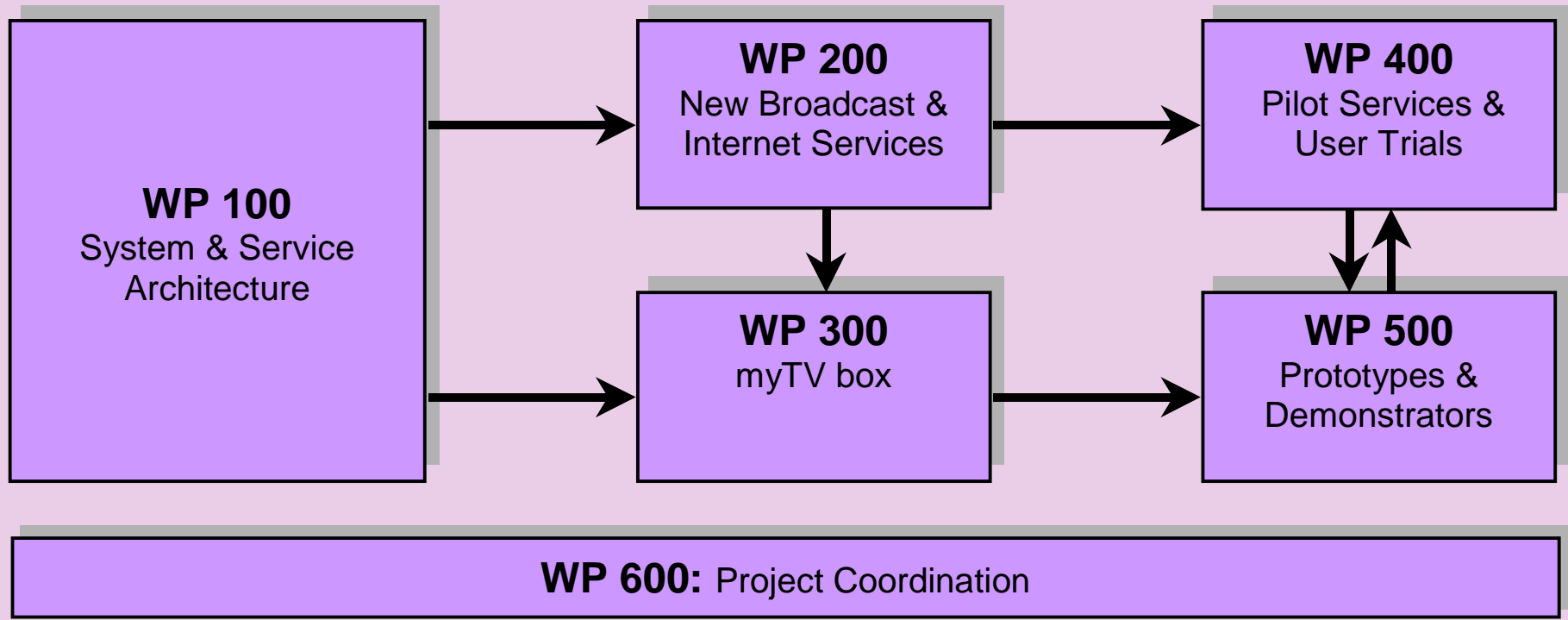


myTV - the whole picture

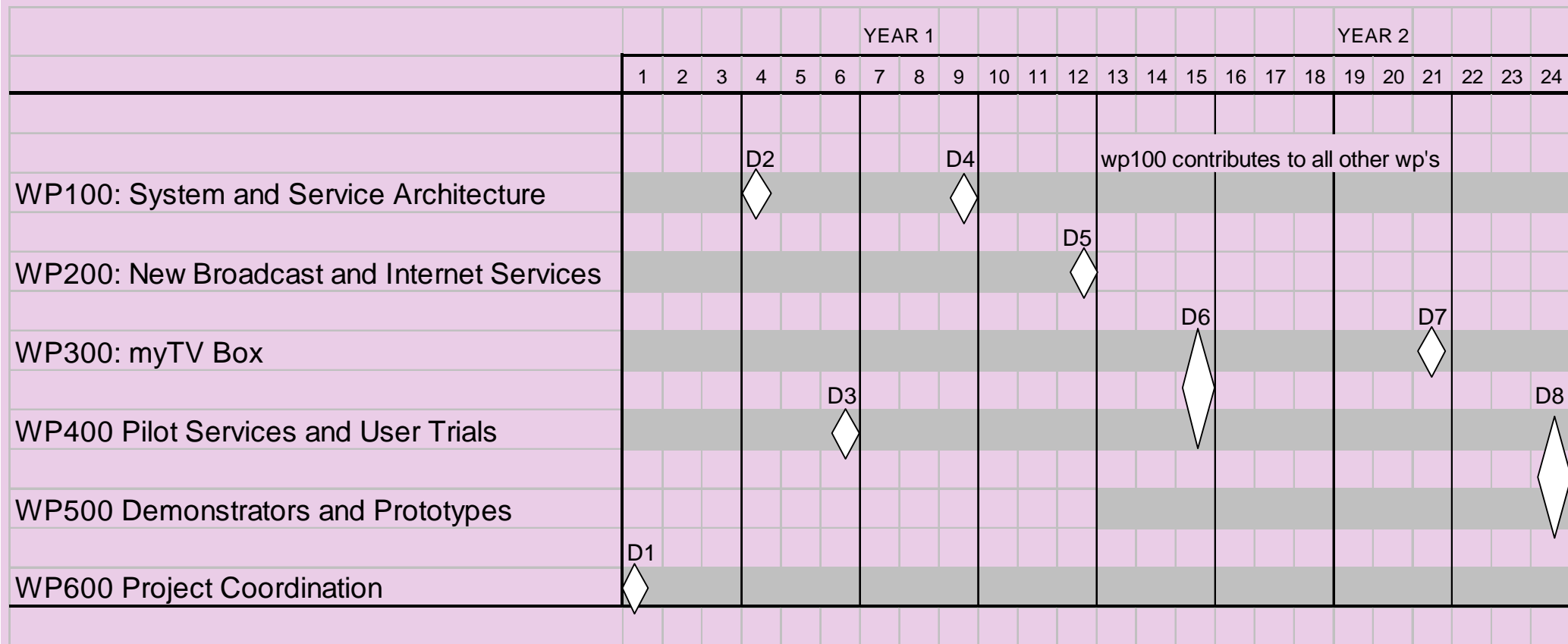
- M1 month 04 First system and application concepts defined  
Decisions on the overall architecture taken
- M2 month 12 New services and business models worked out  
and visualised
- M3 month 21 myTV box realised  
Prototypes completed, incl. resident and  
downloadable services
- M4 month 24 User trials finished  
Project's results demonstrated publicly, and  
tested in user trials



Expected results



# Project structure



# Time schedule



<b>Del. no.</b>	<b>Del. name</b>	<b>WP no.</b>	<b>Lead participant</b>	<b>Del. type</b>	<b>Security*</b>	<b>Delivery (project month)</b>
D1	Public project description	wp600	Philips	R	public	m01
D2	First report on system and application concepts	wp100	Philips	R	IST	m04
D3	User requirements	wp400	BBC	R, D	internal	m06
D4	Progress in standardisation	wp100	Philips	R	public	m09
D5	Report on new storage enabled services	wp200	NOB	R	restricted	m12
D6	Report on the user interfaces	wp300/ wp400	Nokia	R	restricted	m15
D7	The myTV box	wp300	Nokia	R	internal	m21
D8	Final report on system, services and architecture	wp400/ wp500	Philips	R	restricted	m24



## Deliverables

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

<http://www.tv-anytime.org/>



Contact information