



## The NexTV Project



The NexTV Project combines the interactivity of the Internet and the richness of television content into one compelling medium, Interactive TV. The Consortium leading the NexTV Project aims to develop MPEG-4 based platforms for Interactive TV services, using existing infrastructures, such as cable and satellite.



The rapid development of interactive digital television technology on one hand, and the possibility to access high-quality multimedia information through mixed broadcast and interactive delivery mechanism on the other hand, opens the door for a wide range of new applications. These applications will not only allow the customer to access information as selected by the service provider, but will also take end user preferences into account and allow true flexible interaction with the content.

Through individual company activities, collaboration projects and standardization processes, new technologies have been specified in the areas relating to the electronic representation of multimedia information. Most of the tools and mechanisms required for implementing multimedia applications are readily available. Nevertheless, the NexTV Consortium has identified the following barriers preventing interactive services from materializing:

- Scarce integration of the different formats for the representation of multimedia information
- Lack of robust terminal for the consumption of multimedia content
- Lack of appropriate business models for Interactive TV

The NexTV Consortium set its goal to overcome these impediments through the development and integration of extended software tools that are essential for the creation, delivery and the consumption of new interactive services.

The NexTV Project is funded by the IST E3 Program within the 5th RTD Framework of the European Union. The consortium is comprised of European, American and Asian-based service providers, vendors, universities and research institutes, all of which play an instrumental role in the technological arena. By leading the Platform Development and Integration Work Package, Optibase contributes to the consortium its expertise in MPEG-4 and streaming media and develops a back-end broadcast server.

### Objectives of the NexTV Project:

- Create new business models in the area of interactive digital television
- Create applications demonstrating the new services
- Produce technical specification for an end-to-end system, integrating existing technologies (MPEG-2, HTML) with new ones (MPEG-4, XML, Broadcast HTML)
- Contribute this specification to standardization bodies (MPEG, IETF, DVB, W3C, Web3D) and international initiatives (AIC-I)
- Develop, integrate and extend software tools that are essential for the creation, the delivery and the consumption of the new interactive services
- Validate the overall results of the project through an end-to-end experimental set up that will allow to assess the business models application and to exercise the software tools on a realistic scale

### Applications:

- EPG – Shopping application
- Interactive story-telling application for children