

## GLOBAL ITV Council Press release

### The GLOBAL ITV Council meets at BITAM SHOW

MADRID, [A-CING](#) – On November, 26<sup>th</sup>, the GLOBAL ITV Council has held a round table session at the [INTERNATIONAL SHOW OF BROADCAST IT AUDIO AND MEDIA](#) in Madrid, Spain, sponsored by Abertis Telecom. Five Spanish members of the Council participated on the discussions about Interoperability and interactive TV in a session called ***Interactive TV in a global environment***:



- Julián Seseña, GLOBAL ITV Council Secretariat, moderated and motivated the debate
- Andrés Armas, General Manager of UTECA (Spanish Association of Private Broadcasters).
- Tomás Cid, Vice-President of AEDETI (Spanish Association of Interactive TV Companies).
- Xavier Redón, Project Manager of Abertis Telecom and Member of the Steering Board of the HbbTV Forum.
- Jaime Mancebo, R&D Manager of A-CING.

Relevant questions and topics were discussed about:

- Is the Interactive TV enough interesting as a service to the people? Will it success this time (is the MHP a good example to contrast)?
- In a global scenario, is it better to cooperate and integrate or to compete between technical standards?
- Are multi-standard Set-Top-Boxes a feasible solution for manufacturers on a worldwide approach?
- Is re-coding/adapting existing apps for Interactive TV from one market to other using different standard the main barrier for exporting apps? Is it a significant constraint or is it just one more constraint?
- Is it better to pace the way towards interoperability between different standards or is it better to converge into one common standard?



- Should we just look to the “real-time picture” of standards today or should we think in future standards and standards evolution like HbbTV 2.0?

Many relevant comments were raised by the round table participants. Among them: pushing for interactive devices to be connected, not only with the potential to be connected; the dual standards

incorporation in TV sets or Set-Top-Boxes should take account of any royalty requirements; globalization is a non-stoppable movement and success exploitation cases would be those getting maximum critical masses of audience/consumers; the interoperability workshops among voluntary manufacturers participating is a good tool for “interoperability inside the standard”; development of transparent applications capable to run in several middleware environments is an important requirement for developers; the remote control unit as a device to empower user command and broadcaster influence to the users to remain within the broadcast mode; possible migration paths based on two stages: dual standard devices initially and single standard in the long term; use of the most updated and upgraded versions of the standards, like HbbTV 2.0, like Global ITV project is currently thinking; take account of previous successful and failure experiences when launching interactivity.

These and other questions will be also raised at the upcoming GLOBAL ITV Council meeting, to be held in Belém (Brazil) on December, 10<sup>th</sup>, 2014, at 9 AM Belém Time, 10 AM Sao Paulo Time, 13 PM Central Europe Time. Audience not present in Belem will be able to participate in the meeting via electronic means from any place in the world.

More information regarding the Council activities can be found on GLOBAL ITV [Twitter](#), [LinkedIn](#) and [Facebook](#). If you wish to take part in the discussions of the Global ITV forum, please contact [council@globalityv.org](mailto:council@globalityv.org).

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