

DELIVERY ■ MASTER CLASS

THURSDAY 23 JULY ■ 11:00AM – 12:00PM – CONFERENCE ROOM 2

Title: Hybrid TV - MHEG-5 Middleware for Broadcast and On-line TV

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Abstract

Recent launches in the UK and USA have demonstrated that there is significant consumer demand for online 'Over the Top' video services when these are delivered to the TV. Receivers compliant with Freeview Australia's specifications will launch in late 2009 including support for hybrid mode IP connectivity using the MHEG-5 middleware 'Interaction Channel' specification.

This paper presents market research from the UK for online TV adoption, demographics, etc., to illustrate the commercial drivers for this technology.

It then provides an overview of the Australia MHEG-5 middleware profile and describes how this supports the Freeview EPG as well as IP delivered content, with details of the hybrid file system, security model, streaming media and protocols.

Bio

Colin joined S&T in early 2006 and is responsible for sales and business development of S&T's products and services for digital interactive TV including playout systems, receiver middleware and applications.

Colin spent his early career in software development and electronics design with Thorn Lighting's Theatre Lighting Division, working on TV Studio projects for the BBC and other broadcasters. He then moved to Aregon International and later Bishopsgate Systems in engineering management roles in the financial trading room and broadcast data systems markets. He joined VG Broadcast in 1992 as Technical Director, leading the development and market launch of the first PC-based teletext and subtitling systems.

In 1995 he moved to Eyretel Limited as Operations Director, working in the voice recording and call-centre sector in both the UK and the USA, before joining SysMedia in early 2000. As Commercial Director at SysMedia he was responsible for their digital interactive TV, teletext and test/measurement business units.

Colin is a Chartered Engineer and holds a Bachelor of Engineering Honours degree in Electrical and Electronic Engineering from the University of Bradford. He is a member of the Institute of Engineering and Technology.