

Metadata Working Group User Requirements Committee
Use Case A – 7/19/02

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USE CASE NAME

Provide Enhanced TV Cable or DSS system ancillary program data along with broadcast

USE CASE AUTHOR

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DATE

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DESCRIPTION

Pass program information data along with a broadcast from producing station, through PBS to multiple platforms (set top boxes of cable, satellite and third party providers) over multiple distribution methods (cable, DBS, broadcast).

USE CASE PRIORITY, IF KNOWN

High priority, one of the major challenges of the immediate future.

ACTORS

- Interactive producer
- Engineering/post
- PBS Traffic
- Cable/DBS/Broadcast
- Application (set top box)

BASIC COURSE OF EVENTS

Interactive producer creates a series of iTV content (HTML pages, Quicktime video, graphics, text, Flash, etc) to accompany television program.

Engineering or post-production adds this data in specific “field” on final program tape (or whatever format)

Data could also just be pointed to on the program tape, and the iTV elements/data themselves could just sit on a separate server connected to the Internet that users would download when requested.

Traffic passes through and feeds out both the program and the related data.

Cable system, Direct Broadcast Satellite or the Station broadcaster passes through the program

!! ** Note, data must be provided in a format that cable, DBS and station can/and agree to pass. See individual standards for each delivery mechanism OCAP for cable, DVB for satellite, ATSC for broadcast. **

Set-Top Application, retrieves and displays data.

!!* Note, data must be provided in standard that each application can read. Currently there is no common standard besides ATVEF, which is extremely limiting and not all platforms adhere to. Platforms include MicrosoftTV, Liberate, AOL TV and others.

PRE-CONDITIONS

Data can be stopped or dropped at any of the points above. Data must comply with each standard to successfully pass through and display for end user.

POST-CONDITIONS

iTV displays for viewer.