Chapter V

Analysis and Development of an MHP Application for Live Event Broadcasting and Video Conferencing

Kristof Demeyere, Ghent University, Belgium
Tom Deryckere, Ghent University, Belgium
Mickiel Ide, Ghent University, Belgium
Luc Martens, Ghent University, Belgium

Abstract

This chapter will introduce a technology framework that can be used to add video conferencing services and live video events on the multimedia home platform (MHP). The solution is based on a bridge between Internet protocol (IP)-networks and digital video broadcasting (DVB) channels in order to stream video that originates from an IP network into the broadcast. The introduction of (iDTV) is completely changing the user experience of television in the living room. In our opinion, the iTV infrastructure lends itself perfectly to support live event broadcasting and video conferencing, both enriched with interactive applications. These services have a vast application domain which includes plain video conferencing but also video surveillance, t-learning, t-health, and user-centric content services. The objective of the framework is to provide basic functionality to the service provider to create these and other innovate services.
Chapter III
A Hybrid Strategy to Personalize the Digital Television by Semantic Inference
Yolanda Blanco-Fernández, E.T.S.E. Telecommunicación, Vigo, Spain
Jose J. Pazos-Arias, E.T.S.E. Telecommunicación, Vigo, Spain
Alberto Gil-Solla, E.T.S.E. Telecommunicación, Vigo, Spain
Manuel Ramos-Cabrera, E.T.S.E. Telecommunicación, Vigo, Spain
Martín López-Nores, E.T.S.E. Telecommunicación, Vigo, Spain

Chapter IV
An Approach for Delivering Personalized Advertisements in Interactive TV Customized to Both Users and Advertisers
Georgia K. Kastidou, University of Waterloo, Canada
Robin Cohen, University of Waterloo, Canada

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Kristof Demeyer, Ghent University, Belgium
Tom Deryckere, Ghent University, Belgium
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Luc Martens, Ghent University, Belgium

Chapter VI
Present and Future of Software Graphics Architectures for Interactive Digital Television
Pablo Cesar, CWI: Centrum voor Wiskunde en Informatica, The Netherlands
Keith Baker, Philips Applied Technologies, The Netherlands
Dick Bulterman, CWI: Centrum voor Wiskunde en Informatica, The Netherlands
Luiz Fernando Gomes Soares, PUC-RIO, Brazil
Samuel Cruz-Lara, LORIA-INRIA Lorraine, Brazil
Annelies Kaptein, Stoneroos, The Netherlands

Chapter VII
Ambient Media and Home Entertainment
Artur Lugmayr, Tampere University of Technology, Finland
Alexandra Pohl, Berlin-Brandenburg (rbb) Innovationsprojekte, Germany
Max Müehlhäuser, Technische Universität Darmstadt, Germany
Jan Kallenbach, Helsinki University of Technology, Finland
Konstantinos Chorianopoulos, Bauhaus University of Weimar, Germany
INTERACTIVE DIGITAL TELEVISION

TECHNOLOGIES AND APPLICATIONS

George Lekakos, Konstantinos Chorianopoulos and Georgios Doukidis
The developments in digital television technology provide the unprecedented opportunity to drastically extend the role of television as a content delivery channel. E-health, e-commerce, e-government, and e-learning are only a few examples of value-added services provided over digital televisions' infrastructures. These changes in the television industry challenge companies to adjust their strategies in order to meet the opportunities and threats in this new environment.

*Interactive Digital Television: Technologies and Applications* presents the developments in the domain of interactive digital television covering both technical and business aspects. This book focuses on analyzing concepts, research issues, and methodological approaches, presenting existing solutions such as systems and prototypes for researchers, academicians, scholars, professionals and practitioners.