

Technical Report Proposal: Models of Service pattern for SmartTV

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Background

Application scenarios

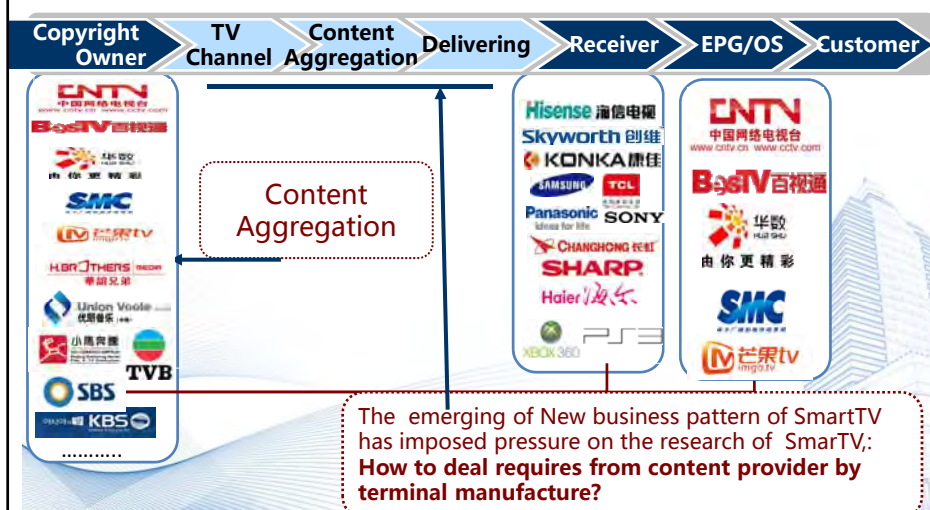
Major technical requirement

THE ECOSYSTEM OF SMARTTV



■ New chain within industry of SmartTV

--- 模拟电视服务 --- 数字电视服务 --- 互联网电视服务 ---



TV BUSINESS IN ENGLAND: YOUVIEW



Various web
browser
integrated



VOD



Scroll back TV



Video searching

A TREND OF MERGING IS APPEARING



Internet



Network/content

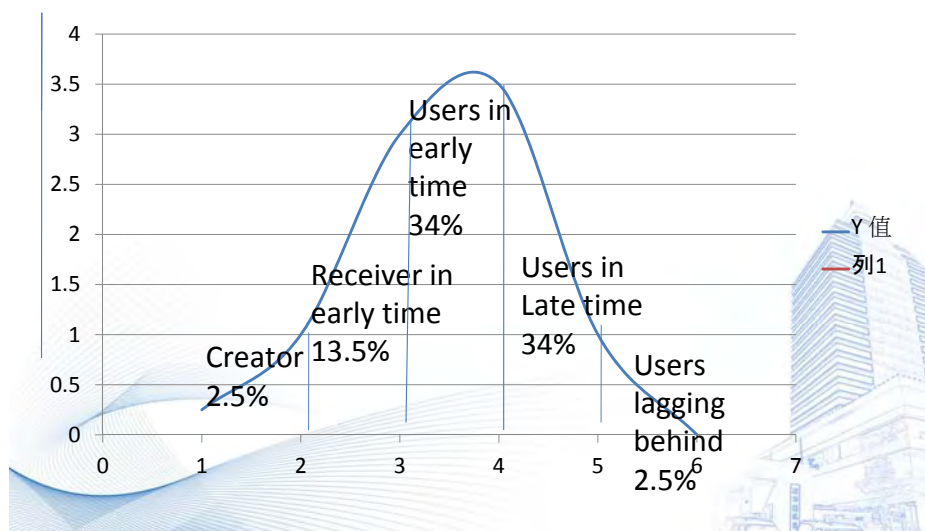


Others

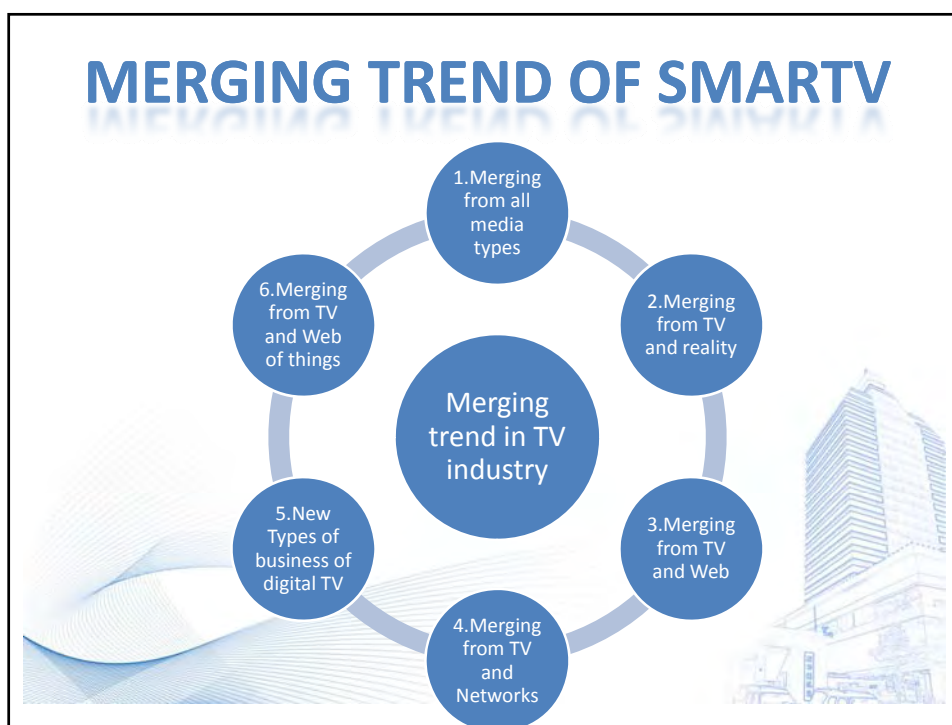


Sports/Networks

GEOFFREY MOORE'S THEORY



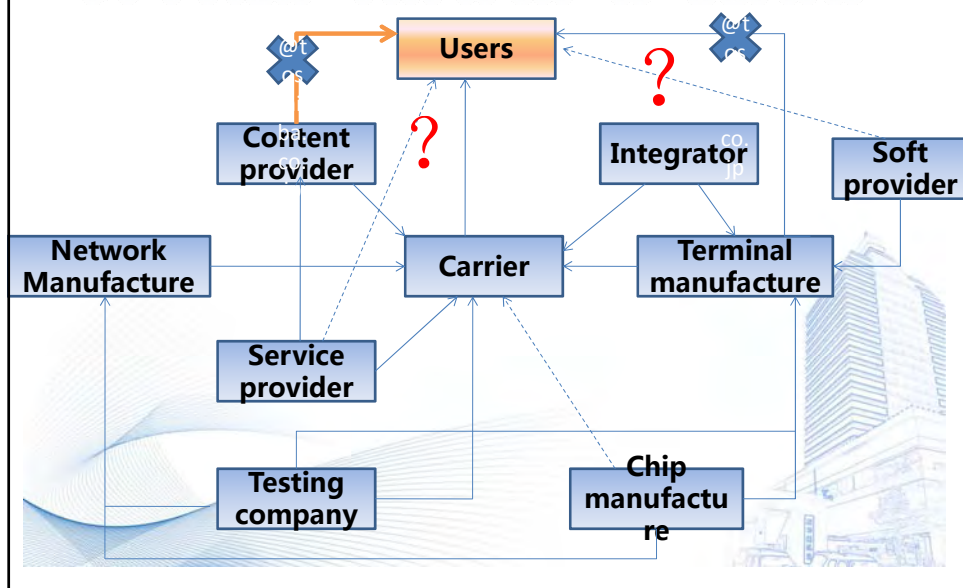
MERGING TREND OF SMARTV



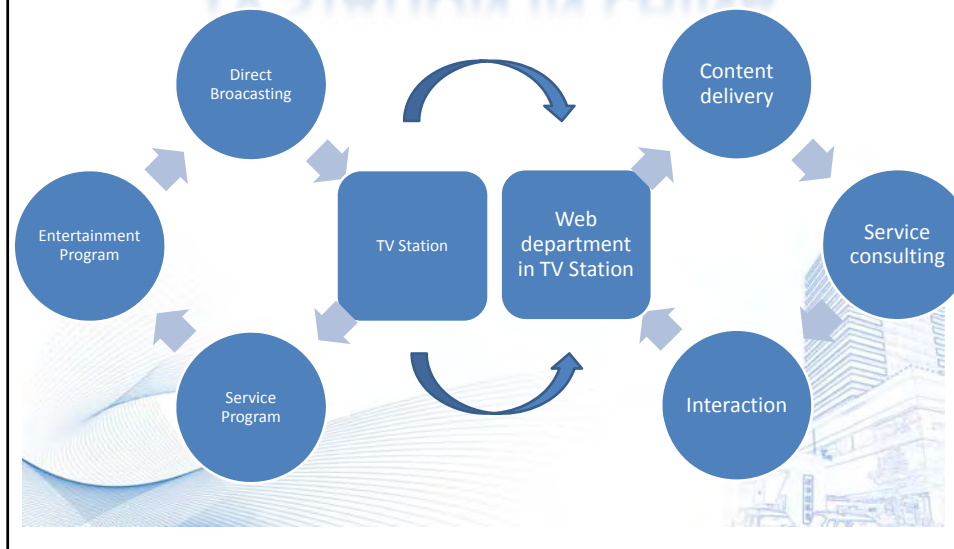
CONCEPTION FOR MERGING TREND IN SMART TV

	Audio & Video	Information	Entertainment	Application	Services
Lateral interaction	Video communication	Video portal	Video pushing	Application in Web of things	Email service on Smart TV
Merging interaction	Market investigation	Searching	Games on Smart TV	Shopping on Smart TV	Advertising on Smart TV
Bidirectional interaction	Program Guide		Karaoke	Financial Application	
Broadcasting	Basic Broadcasting	Data broadcasting		EPG Navigation	

SETTING UP B2B-2C MODE



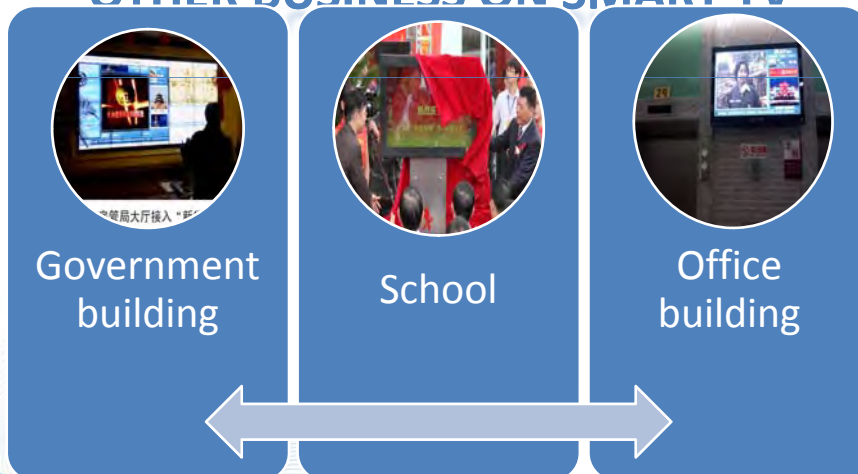
A NEW MODE OCCURRING IN TV STATION IN CHINA



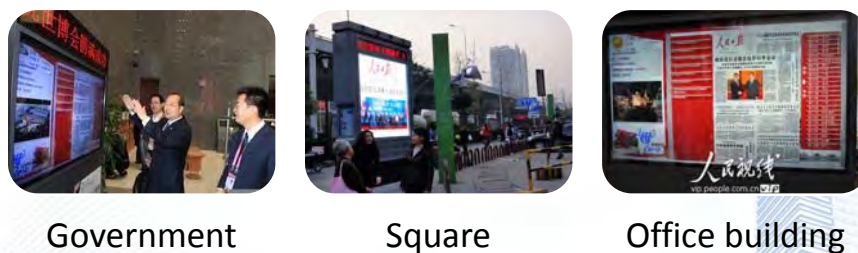
A NEW MODE OCCURRING IN MEDIA ORGANIZATION IN CHINA: SLIDE SHOW AND OTHER BUSINESS ON SMART TV



A NEW MODE OCCURRING IN MEDIA ORGANIZATION IN CHINA: VIDEO AND OTHER BUSINESS ON SMART TV



A NEW MODE OCCURRING IN MEDIA ORGANIZATION IN CHINA: E-NEWSPAPER BROWSING



PROBLEM RAISED

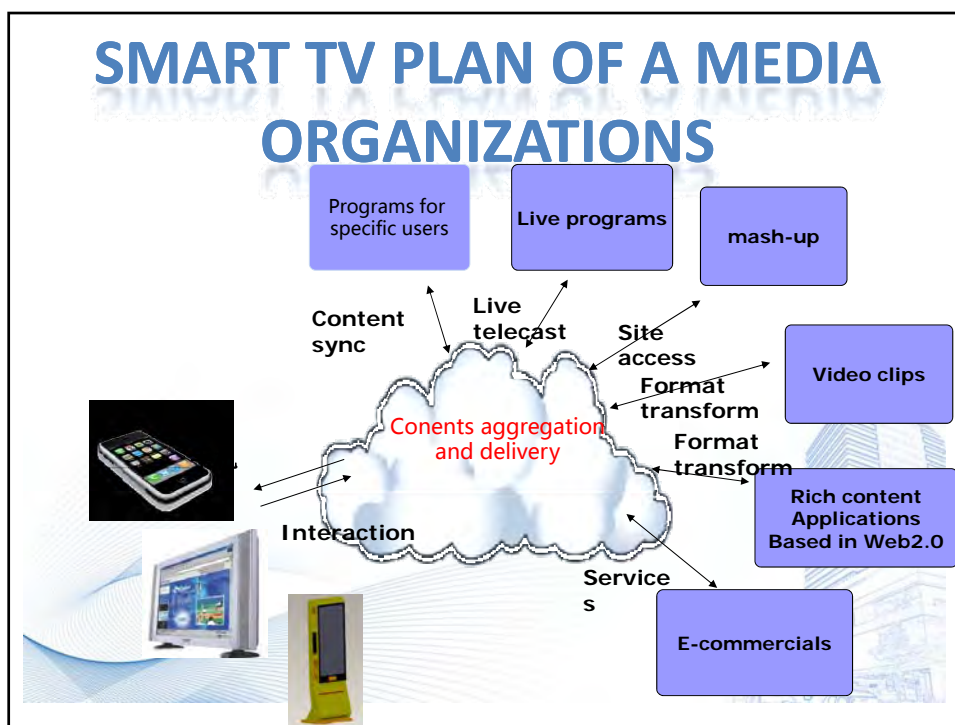
- The content delivery is getting more flexible and interactive.....
- How to cope with content provider, making SmartTV terminal a more comprehensive and intelligent environment to support different business patterns in time?
- Solution: Define major Service patterns and content interface on SmartTV terminal.

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ADDING NEW VALUE TO TV

(1)

Liverpool fans are to mark the 100th birthday of the team's legendary manager Bill Shankly with a charity bike ride from Glasgow to Liverpool.



Integration and broadcasting of video, audio, text, pictures, captions within a program or channel



Content pushing basing on user's interests

- Broadcasting across screens
- Added-value applications
- Data mining
- Consumer analysis
- Program booking
- Lively participation
- User interaction
- Marketing

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MAJOR STANDARDIZATION REQUIREMENTS

1

- Solving problems of description and formalization for Service patterns of SmartTV

2

- Analysis, research and standardization of Service pattern and their content interfaces

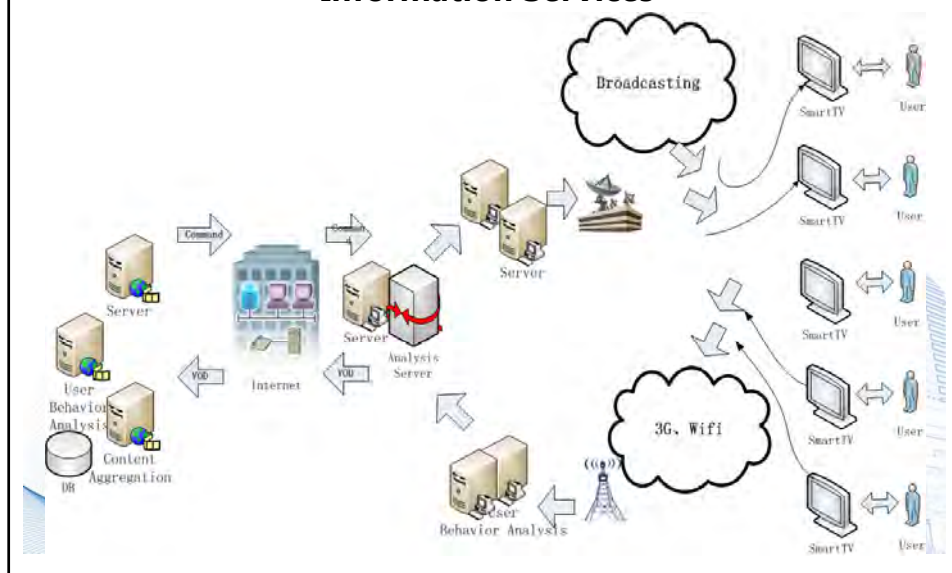
3

- Informing SmartTV manufacture and ensure they have a robust development in cooperation with Content providers

Solving problems of description and formalization for Service patterns of SmartTV



1.Solving problems of description and formalization for Service patterns of SmartTV: Information Services



Solving problems of description and formalization for Service patterns of SmartTV: Clarifying value chain within Service industry of SmartTV

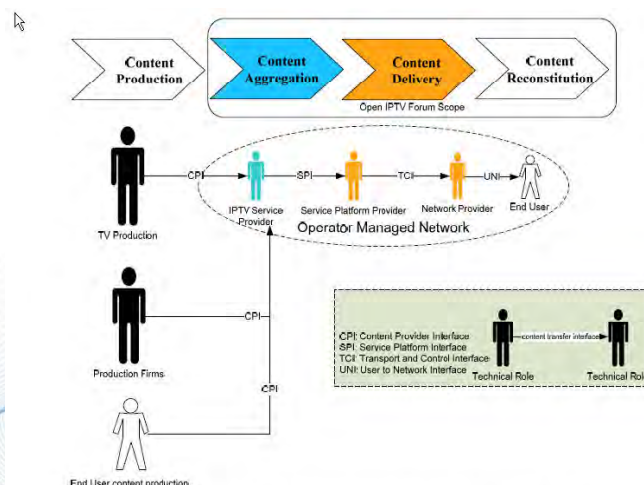
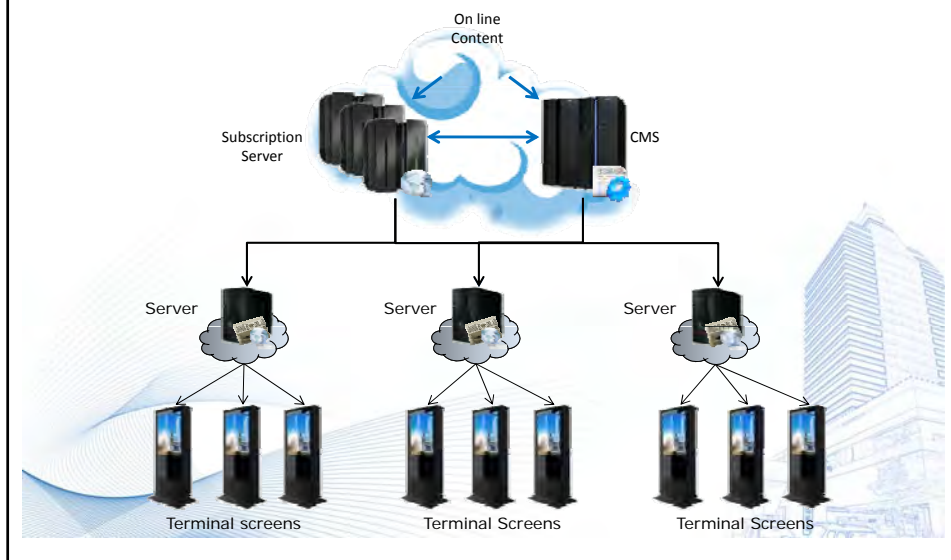


Figure 4.2-2: Managed Model technical roles and content transfer interfaces

3.Solving problems of description and formalization for Service patterns of SmartTV: Photo Slideshow on SmartTV



Solving problems of description and formalization for Service patterns of SmartTV: Photo metadata, IPTC?.....

Social Media sites: photo metadata test results

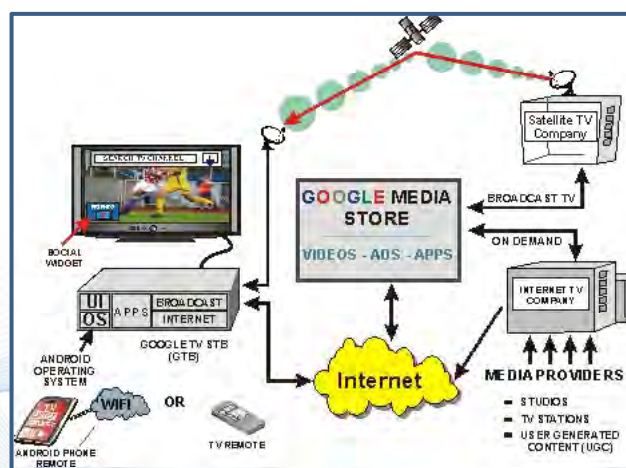
We have uploaded a test image with embedded metadata and have checked if any of the embedded data are displayed and if so, which ones. As a next step we have tried to save the picture from a Social Media website to a system on our computer and then we checked what metadata fields are still embedded. Find the test results in the grid below - in short: a green light indicates good results, a yellow one not so good ones and the red light that the handling of metadata should be improved, grey means: has not been tested.

You can read the full details of this tests on this page, it lists all details about what was tested and what to expect below stand for:

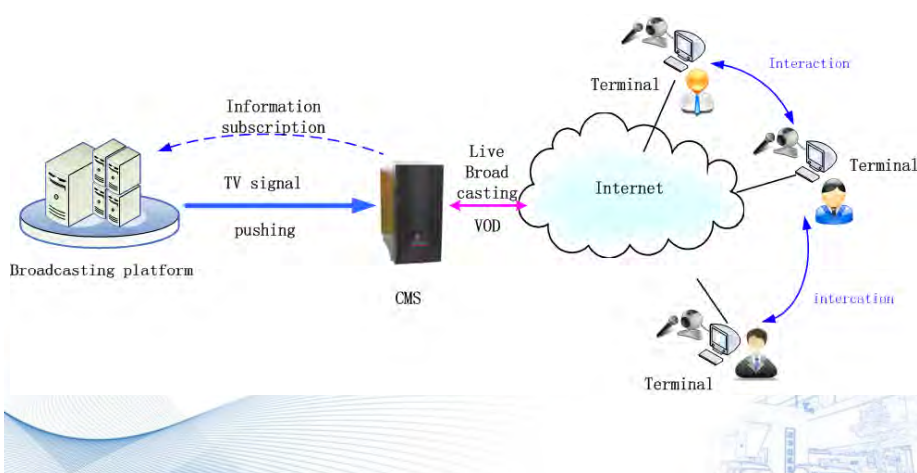
Social Media site/ system	Summary	Displays correctly?	Displays IPTC?	Save As: embedded?	Download embedded?
500px www.500px.com Tested in March 2013	Most relevant fields shown, copyright was overridden, in downloaded file we only found EXR metadata. Save As is disabled.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC
Dropbox www.dropbox.com Tested in March 2013	No metadata shown, all embedded fields are preserved in the image file.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC
Flickr www.flickr.com Tested in March 2013	Metadata shown correctly, all embedded metadata is stripped off from image file.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC
Flickr: FREE account www.flickr.com Tested in March 2013 (FREE account may show other results)	Metadata shown, but was overridden, all embedded metadata stripped off from image file.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC
Google+ plus.google.com Tested in March 2013	Initially EXR metadata shown, all embedded fields are preserved.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC
Img.ly www.img.ly Tested in October 2012	No metadata shown, all embedded fields are preserved in the image file.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC
Instagram www.instagram.com Tested in October 2012	Some metadata fields are shown and all embedded fields are preserved in the image.	EXR IPTC	EXR IPTC	EXR IPTC	EXR IPTC



4. Solving problems of description and formalization for Service patterns of SmartTV: Searching Portal



5. Solving problems of description and formalization for Service patterns of SmartTV: Distance Education on SmartTV



Clarifying Standards System describing Service patterns and content interfaces



Current Research



1. Previous Research(Xinhua News Agency) ;
2. Establishing standardization group ;
3. Designate chief member of the group(May.31.2013) ;
4. Making a proposal of TR and Chinese National Standard;
5. Doing investigation, research, testing ;
6. Standard publishing and implementation within terminal manufacture.

