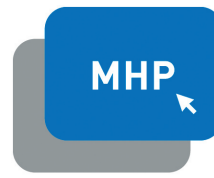




Information Society
Technologies



KnowledgeDatabase
MHP-KDB

The MHP-KDB Project is funded by the European Union (IST 507442)

The Interactive Television Opportunity

A two-day seminar designed to help and encourage broadcast executives and programme makers in the move to the age of 'enhanced television'.

Organised by the EBU Television and Technical Departments, the IRT and the IST FP6 MHP Knowledge Project.

Registration: www.irt.de

News >>> „KDB“
or Fax Form

For further questions please send an E-Mail:
presse@irt.de

Location:

Institut für Rundfunktechnik München
Floriansmühlstraße 60
D-80939 München

Fee:

Associations of IRT, partnerfirms >>> Euro 200
all others >>> Euro 300

Organisation:

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18. - 19. October 2004

Institut für Rundfunktechnik

Munich

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Introduction

Digital television broadcasting will be introduced throughout Europe and the world in the coming years. Interactive multimedia will be an integral part of it. Broadcasters must understand today what this will mean, and how and when they can create the kind of compelling multimedia the digital viewer will demand. The purpose of this seminar is to provide the grounding needed in what multimedia can do, how it can be created, and where information and advice can be sought.

Part of the Seminar will involve presentations of interactive television applications. Participants may want to cooperate in the preparation of applications, so this will be a unique occasion for networking and for establishing contacts. If participants would like to explain some of their own projects, with a view to cooperating with others, they are warmly invited to do so. If you would like to do so please contact us (merkel@irt.de).

The working language of the Seminar will be English.

Day 1 | 18. October 2004

Chair: Gerhard Stoll, IRT

- 08:30** Accreditation
- 09:30** Welcome and introduction
- 09:45** Interoperability - what does it mean, how much and where? – A key note presentation
- 10:05 - 11:05** **1** Session 1: What makes Interactive TV a success? A session examining the key success factors for interactive television
- 10:05** Case studies: Several Broadcasters will explain their diagnosis of why they have or have not been succesful in intercative applications.
- 10:45** What will make ITV successful? An outside view of the keys to success.
- 11:05** Coffee
- 11:30 - 13:00** **2** Session 2: MHP – Realising a common ‚Knowledge Database‘ for interactive television A session examining what tools will be available for the development of interactive applications.
- 11:30** The MHP Knowledge Project
Klaus Merkel, IRT
- 12:00** Potential for cooperative ITV development
Rainer Biehn, BMT
- 12:30** Interactive discussion on mornings presentations
- 13:00** Lunch
- 14:30 - 15:30** **3** Session 3: Interaction with TV – concepts and usability
- 14:30** Usability of interactive MHP services
Dr. Regina Bernhaupt, University of Salzburg

- 15:00** A hands on look at what users need and how users behave, and the results of usability tests
Franz Koller, UI Design

- 15:30 - 17:30** **4** Session 4: Interactive Applications from idea to finished product
A best practice guide on development, workflow, finances, marketing and operating ITV
- Case Studies: A number of broadcasters will be invited to take participants through the experiences they have had. These will include NOS in the Netherlands and VRT in Belgium.

- 17:30** End of Day 1
Dinner invitation

Day 2 | 19. October 2004

Chair: David Wood, EBU

- 09:00 - 09:30** **5** Session 5: Cooperative ITV Development
What paradigms rule the co production in ITV (market situation, technical and business framework, content requirements) – an introduction to the two following parallel sessions.
Max Johns, EBU
- 09:30 - 13:00** **6** Session 6a: Pitching session of ITV-projects
Content ideas for interactive applications
Chair: Max Johns, EBU
- 09:30 - 13:00** Session 6b: Scope and handling of the MHP Knowledge Database – an in-depth exploration
Technical session for those who need to implement the interactive systems in software
Chair: Klaus Merkel, IRT
Contributions by:
Simon Pfeiffer, University of Duisburg-Essen
Björn Stockleben, RBB
Carsten Gertzen, IRT
- 13:00** Lunch
- 14:15 - 15:30** **7** Session 7: Conclusions and future horizons
Chair: David Wood, EBU
- 14:15** Summary of conclusions of Sessions 6a and 6b
Max Johns, EBU and Klaus Merkel, IRT
- 14:35** Interactive discussion
- 15:05** What is the future of Interactive Television? Convergence, new content, new platforms, upcoming technologies – how can we cope with ever new challenges?
Gerhard Stoll, IRT
- 15:30** End of the conference