

Germany - The Netherlands - Spain

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Open Innovation for Internet-enabled services and NGA services.



The broadcasters reference



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Testbeds for Connected TV services using hbbTV



TV-RING is an European Project

Objectives

TV-RING will develop and test applications and infrastructures that will shape the future internet-based television. These tests will be built around three testbeds in three European countries.

Also the broadcasters industry and Connected TV stakeholders will have a meeting point where to share their thoughts and knowledge.

In addition, the project will foster the participation of users in the definition of the future of the television and the uptake of new TV paradigms.

Project framework

Connected TV platforms offer an enormous potential for attractive and bandwidth-intensive services. Moreover HbbTV offers the possibility of creating a digital ecosystem where traditional Digital Terrestrial Television and Satellite Digital Broadcasting may easily coexist with IP TV technologies.

Ideas like high-resolution media streams or serving a variety of connected and synchronized devices, they form a perfect playground for thriving digital ecosystems. The project scope covers the validation of the entire production chain, from broadcasters to home users.

Project Members

PROJECT CONSORTIUM



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The Project

The TV-RING project revolves around 3 different pilots, in three Countries: Germany, the Netherlands and Spain.

Each pilot will turn into a living pilot for testing advanced Connected TV scenarios based on HbbTV platforms and Next Generation Access Networks (NGAs). Each pilot will put together broadcasters, research entities, service providers and App developers to create innovative user-oriented applications and features for the Television of the Future.

Users will have access to High Definition content using massive bandwidth or to adaptive content thanks to the implementation of MPEG DASH techniques, recommended content or second screen features, among others. All the knowledge and experience gained during the project will be shared with stakeholders of the broadcasting industry to set the following steps of the Connected TV.



Benefits of the Project

TV market is requesting of new content and new ways of consuming this content. TV-RING will demonstrate new ways to satisfy this demand, providing high quality video or allowing user to interact with the content.

The TV-RING ecosystem will increase and justify the need of better network infrastructures and tools for a better usage of this. The potential beneficiaries of the project are 30 million people, divided in the three countries.

Open connected TV Forum

This forum will be a physical and virtual place where involved actors will meet, share, discuss, contribute and learn while sharing their opinion and knowledge.

This Forum also intends to extend the dissemination of benefits of the project, to inform about their activities and their potential benefits.

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Pilots

Pilot 1: Germany

- (Ultra-)High Definition and parallel services requiring massive bandwidth.
- Future highly interactive transmedia TV formats.
- Further opening HbbTV to third parties.



Pilot 2: The Netherlands

- HbbTV (in-house/ family) recommendations engine on the Central TV set.
- User interface evolution.
- Delivering protected HQ video using DRM.



Pilot 3: Spain

- Deliver an attractive video-over-IP experience.
- Multicamera and High-quality HD advanced services.
- MPEG-DASH.

