

Press Announcement For Immediate Release

TV-Anytime Testbed announces new group to develop head-end interface standards

The DTG TV-Anytime Testbed is to establish a new group to set agreed interface standards in the aggregation of metadata. The draft Terms of Reference state the groups objective: "To work on business data flows for TV-Anytime to support broadcast and broadband usage and to define, in priority order, interfaces for data exchange to enable the delivery of schedules, programme and advertising metadata, segmentation data, etc."

Priority areas are seen as:

- Schedule Data
- News Metadata
- Sports Metadata
- Advertising Metadata

Each has been chosen because they can offer attractive tools to the viewer which the broadcaster can use to develop new branding or business opportunities.

Peter Looms, Chairman of the Testbed, said "The prospect of having a new front end group, grappling with the business issues of metadata exchange, in tandem with our existing group validating the playout of TV-A PVR services, is a huge step in the right direction. If we get things right, collaboration of this kind will ensure that open standard PVR solutions will emerge for free-to-air broadcasting all over Europe. This opens up the market for genuine competition".

An open meeting will be held for interested parties on October 5th. Please contact the DTG office for details: office@dtg.org.uk

About the TV-Anytime Testbed

The TV-Anytime Test Bed was established in April 2004 to identify the commercial advantage and to promote the use of the TV-Anytime and DVB standards with broadcasters and manufacturers keen to provide services for the coming PVR revolution. Membership is open to all providers and vendors in the end to end value chain.

For information on the Testbed contact:

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About TV-Anytime

TV-Anytime is a new international standard for advanced PVRs. As well as allowing the viewer to pause live programmes, it offers powerful search facilities and a host of features such as one-touch programmed recording from a trailer and access to additional content pre-loaded onto the PVR by the broadcaster.

A European User Group has recently been established to provide information exchange between implementers.

For more information about the TV-A European Users' Group contact Simon Parnall at sparnall@ndsuk.com, Jean-Pierre Evain at evain@ebu.ch or visit www.tv-anytime.org

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