Appendix I   About the TV-Anytime Forum

This information is taken from the TV-Anytime Forum: -
http://www.tv-anytime.org/

The global TV-Anytime Forum is an association of organizations which seeks to develop specifications to enable audio-visual and other services based on mass-market high volume digital storage in consumer platforms - simply referred to as local storage.
The TV-Anytime Forum was formed at an inaugural meeting held in Newport Beach, California, USA, on 27-29 September 1999. It has started work to develop open specifications designed to allow Consumer Electronics Manufacturers, Content Creators, Telcos, Broadcasters and Service Providers to exploit local storage.
As part of its formation, the TV-Anytime Forum has established four **fundamental objectives** for the organization, which are:

- The TV-Anytime Forum will define specifications that will **enable applications to exploit local persistent storage** in consumer electronics platforms.
- The TV-Anytime Forum is **network independent** with regard to the means for content delivery to consumer electronics equipment, including various delivery mechanisms (e.g. ATSC, DVB, DBS and others) and the Internet and enhanced TV.
- The TV-Anytime Forum will develop specifications for **inter-operable and integrated systems**, from content creators/providers, through service providers, to the consumers.
- The TV-Anytime Forum will specify the necessary **security structures** to protect the interests of all parties involved.

Member organisations from Europe, the USA, and Asia, are drawn from a wide variety of industries: Traditional Broadcasters, Internet Broadcasters, Content Owners, Service Providers, Telcos, Consumer Electronics Manufacturers, IT Industries, Professional Equipment Manufacturers, Component Manufacturers and Software Vendors.

Currently, the TV-Anytime Forum consists of the following Working Groups:

- Business Models
- System, Transport Interfaces and Content Referencing
- Metadata
- Rights Management and Protection

Phase Two- Beyond audio and video

The TV-Anytime Forum is moving its focus into a world beyond TV (i.e., beyond audio plus video). This is a world where consumers build their digital entertainment and information-rich lives around a digital hub. This hub will need to accommodate the many and various new services that the market demands: network and standalone games, information and educational packages, entertaining enhanced television, transactional services and utilities such as banking, shopping and smart appliances.
These consumers will also expect flexible content-buying models and the option to purchase and control how their content is distributed within their personal domains and physical networks. Service and content providers also want to understand their audiences and be able to deliver relevant content and services to groups, individuals or devices.
The Phase One TV-Anytime series enables audio and video search, capture and playback of content. It also enables segmentation and indexing of that content. Phase Two will specify open standards that build on the foundations of Phase One specifications and will include areas such as **targeting, redistribution and new content types**.
The key areas for which the TV-Anytime Forum now requires contributions are:

- **1. New Content Types:** Integration of content types other than audio and video (e.g., games, enhanced TV, web pages, music files, graphics, data and many other applications).
- **2. Targeting:** Automatically matching and delivering relevant content to profiled consumers.
- **3. Redistribution:** Moving content around among devices and systems: -

  - ➤ *Content sharing:* Peer-to-peer distribution of unprotected and protected content over provider networks.
  - ➤ *Home networking:* Sharing content among multiple storage and display terminals within a defined private physical network.
  - ➤ *Removable media:* Distribution of unprotected and protected content on physical storage.