

Integrated Broadcast-Broadband (IBB) Technologies, Standards and Services

Traditional broadcasting was one way communication scheme and it provided little opportunities for interactivity due to lack of an integrated return channel. With the penetration and popularity gained by the broadband, broadcasting can make use of broadband as a return channel to interact with the broadcast services. There are number of technologies and standards available to offer hybrid or integrated broadband broadcast services. This presentation will highlight and provide an overview of three key technologies available for hybrid television broadcasting. Presentation will also address number of services that could offer using broadband including over-the-top (OTT) services that new and incumbent broadcasters could offer.