

Public-Funded R&D Partnerships

PROJECT: **Interactive Media**
Personalized media for Ambient Experience

PROGRAM: **ITEA**

Multimedia

While Europe has seen an explosion in TV channels in the last five years, the media networks are confronted with the need to change from channel-based service provisional to a more personalized or packaged form (as defined under the TV-Anytime Forum). The project will show Unified Packaging in a media centre platform for home use of broadcast, Internet and Blu-ray.



Sonia Cillari (playList project /V2_ 2004)

Technologies

Introduction of HDTV in Europe will create a new wave of technical innovations for the media industries, allowing BD-J and MPEG4-AVC interactivity to couple to P2P networks and Web based services for reactive Grid-casting.

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