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globalityv@globalityv.org



GLOBAL ITV

EU – Brazilian strategic partnership to develop a globally interoperable iTV platform, enabling the coexistence, interoperability and convergence of existing iTV standards

Parallel to the switchover from analogue to digital TV, various interactive digital TV systems evolved in various places of the world – some only recently, some already more than a decade ago. The driving idea behind them: to offer consumers additional features and new services.

Already today, in many countries, the majority of TV sets sold are Connected TVs which have access to Internet based services. However, these systems are built upon different approaches and technologies. Applications and add-on service for one platform will generally not work on other systems.

The scope of this project is to develop an interoperability scheme for the co-existence of multiple interactivity and Connected TV solutions on different Digital TV platforms (such as ISDB-Tb, DVB-S/-T/-C and IPTV).

This includes exchanging and using the same information as well as gaining access to the same content sources.

We will create solutions to decrease the efforts for adapting services to multiple platforms and to ease access to a global market for all.

MAIN OBJECTIVES OF THE PROJECT

Coexistence, Interoperability and Convergence of HbbTV and Ginga, while at the same time ensuring that the resulting standards and solutions have an impact on business and involve all stakeholders with the goal of creating a perspective beyond the project with the GLOBAL ITV Council.

GLOBAL ITV COUNCIL

The EU-Brazil GLOBAL ITV Council is a group of independent European and Brazilian of experts, with the objective of promoting interoperable solutions for advanced interactive digital television services, as well as fostering future research common priorities between European and Brazilian researchers. The Council is set itself also as an important platform to share experiences of European and Brazilian deployments, roadmaps the implementation of interactive digital television services.

GLOBAL ITV

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