

**Workshop on Interactive Digital TV in Emergent Countries**  
**At the EuroITV 2010, Tampere, Finland, 9<sup>th</sup> June, 2010**

With the deployment of Digital Television in countries such as Brazil, Russia, India and China, and with several others in the process of adopting one of the existing standards, if not developing their own, there is a growing demand for new services and content to be provided, as well as many ways of integrating these new features with existing technologies. Additionally, the potentiality for digital inclusion that Interactive Digital Television provides is a great incentive to its adoption, for it means a cheaper way to supply access to technology and knowledge in emerging countries. It also provides scenarios for integrating Digital Television with other areas of knowledge such as smart environments and ubiquitous systems, allowing access to services until now not easily achievable. The growth in Digital Television technology provides to extraordinary opening to significantly broaden the role of television as a content delivery channel. T-health, T-government, T-commerce, and T-learning are some examples of value-added services (VAS) offered over digital televisions infrastructures.

**Target audience:**

The main goal of this workshop is to bring together researchers, educators, and industry related people working in the deployment of Interactive Digital TV in developing countries. They are supposed to bring to discussion the adopted policies, technologies, state-of-the-art, middleware, content models, interactivity, and future applications in their countries.

The immediate goals of the workshop are:

- Discuss the state of the art of Interactive Digital TV in developing countries
- Identify new applications that may benefit the life of people living in these countries
- Define common characteristics of the adopted technologies
- Identify topics of mutual interest leading to future cooperation partnerships
- Discuss middleware definitions and interactive software development for Digital TV
- Discuss content production and new copyright policies for Digital production
- Discuss policies and regulations in emergent countries

**Format:**

Accepted papers will be placed on a web site before the workshop in order to facilitate the discussions on the event. Papers will have been selected on the basis of their relevance to the workshop and quality of the work, as judged by members of a program committee. Participants will have the morning to present their positioning papers and the afternoon will be used to discuss and summarize the state of the technology in the developing countries. At the end of the day a Poster containing the result of the workshop will be released.

**Topics of interest include but are not limited to:**

- The State of the Art of Interactive Digital TV in developing countries
- Interactive applications for Digital TV :
  - Educational Applications
  - Healthcare Applications
  - T Government
  - T Commerce
- Characteristics of the adopted technologies
- Middleware definitions
- Interactive software development for Digital TV
- Integrating Semantic Technologies with Interactive Digital TV
- Content production and Copyright policies for Digital production
- Return channel for interactivity of broadcasting standards (DVB, CMMB, DMBT, ISDTV, ...)
- Service deployments

**Submissions:**

All submissions shall follow the **ACM guidelines**, which are described on the following website [[ACM Proceeding Templates →](#)]. There is prepared a **word template** for your convenience, which you can download from here [[EuroITV 2010 Word Tempate →](#)]. We preferably accept submissions in **PDF format**.

Workshop papers should be between **4 and 6 pages** (including figures and references)

Workshop proceedings will be published in the adjunct proceedings of the Euro ITV Conference. From those accepted, selected position papers may be published in the conference adjunct proceedings as well as in a special issue of an appropriated journal.

Please send your workshop paper to: [idtvec@ufam-automation.net](mailto:idtvec@ufam-automation.net).

**Important dates:** **NEW**

Submission Deadline: March 22, 2010  
Notification of acceptance: April 05, 2010  
Camera ready version: April 22, 2010  
Workshop: 9<sup>th</sup> June 2010

**Chairs:**

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Dr. Lin Gui - Zhejiang University, Hang Zhou, P.R.China. [guilin@sjtu.edu.cn](mailto:guilin@sjtu.edu.cn)  
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