

# Interactive Digital TV in Emergent Economies

**EuroITV 2011**  
Lisbon, Portugal

## **Second Euro ITV Workshop on Interactive Digital TV in Emergent Economies** **At [EuroITV 2011](#), Lisbon, Portugal** **29th June, 2011**

The Interactive Digital TV is becoming more and more a reality all over the world. In fact, more than only an entertainment media, Digital TV equipments have been used as efficient tools to improve peoples' lives. Digital social networks, E-government, E-bank, and many other mobile applications are been moved to the Digital TV world and are already accessible in many communities in Europe. As a matter of fact this movement is a prove that the information age is a reality and nowadays it is possible to witness several examples of how people's lives have been transformed in this new era. Access to information has become easier and people work cooperatively despite being scattered around the globe, even in extremely remote locations, all at low costs. Overall, wireless communication has revolutionized the lives and work of many people and, with the ever growing miniaturization in electronics, many new devices have been developed and inserted in every-day life.

With the deployment of Digital Television in emerging economies in south America like Brazil and Argentina, in India, China and Russia, and in some west Europe countries, 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, including mobile devices such as Personal Digital Assistants, phones and portable receivers.

Additionally to its natural potentiality for digital inclusion, the Digital Television provides a great incentive to its adoption, for it means a cheaper way to supply access to technology and knowledge in emerging economies. 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.

### **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 emerging economies. 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 economies
- 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
- Special content and services designed for emerging countries

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## Workshop Format

Papers will be placed on a web site before the workshop in order to facilitate the discussions on the event. An on-line discussion round is going to be conducted before the workshop. 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 BRIC countries. Papers should be formatted using the [ACM guidelines](#). 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.]

## 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 interactivability of broadcasting standards (DVB, CMMB, DMBT, ISDTV, ...)
- Service deployments

## Contact

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

## The Workshop Schedule:

- Submission Deadline: 31/03/2011
- Submission Deadline: 25/04/2011
- Notification Date: 18/04/2011
- Notification Date: 02/05/2011
- Final Version: 02/05/2011
- Final Version: 09/05/2011
- On Line Discussion Round: from 02/05 to 28/06/2011
- On Line Discussion Round: from 09/05 to 28/06/2011
- Workshop: 29th June 2011

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## Brief profiles of the organizers:

**Dr.-Ing. Vicente Ferreira de Lucena Jr:** is professor of Digital Systems in the University of Amazonas in Manaus, Brazil since 1991. He received his Ph.D. (Dr.-Ing.) at the University of Stuttgart in Germany where he worked with software engineering for automation systems. Since 2002 he has been working with software development for interactive digital TV in Brazil. He organized the first edition of this workshop in the Euro ITV 2010 in Tampere. [vicente@ufam.edu.br](mailto:vicente@ufam.edu.br)

**Dr. Zhiwen Yu** is currently a professor at Northwestern Polytechnical University, P. R. China. He has worked as an Alexander Von Humboldt Fellow at Mannheim University, Germany from Nov. 2009 to Oct. 2010, a research fellow at Kyoto University, Japan from Feb. 2007 to Jan. 2009, and a post-doctoral researcher at Nagoya University, Japan in 2006-2007. He serves as associate editor or guest editor for a number of international journals. He is the Program Chair of UIC 2010, Workshop Chair of UbiComp 2011, Publicity Chair of PerCom 2010 and PERVASIVE 2008. Dr. Yu has published around 80 scientific papers in refereed journals and conferences, e.g., ACM Computing Surveys, IEEE Pervasive Computing, PerCom, etc. His research interests cover pervasive computing, context-aware systems, human-computer interaction, and personalization.

**Prof. Dr. Artur Lugmayr** describes himself as a creative thinker and his scientific work is situated between art and science. Starting from July 2009 he is full-professor for entertainment and media production management at the Department of Business Information Management and Logistics at the Tampere University of Technology (TUT): EMMi – Entertainment and Media Production Management (<http://webhotel2.tut.fi/emmi/web/>). His vision can be expressed as to create media experiences on future emerging media technology platforms. He is the head and founder of the New AMbient MUltimedia (NAMU) research group at the Tampere University of Technology (Finland) which is part of the Finnish Academy Centre of Excellence of Signal Processing from 2006 to 2011 (<http://namu.cs.tut.fi>). He is holding a Dr.-Techn. degree from the Tampere University of Technology (TUT, Finland), and is currently engaged in Dr.-Arts studies at the School of Motion Pictures, TV and Production Design (UIAH, Helsinki). He chaired the ISO/IEC ad-hoc group "MPEG-21 in broadcasting"; won the NOKIA Award of 2003 with the text book "Digital interactive TV and Metadata" published by Springer-Verlag in 2004; representative of the Swan Lake Moving Image & Music Award (<http://www.swan-lake-award.org/>); board member of MindTrek (<http://www.mindtrek.org>), EU project proposal reviewer; invited key-note speaker for conferences; organizer and reviewer of several conferences; and has contributed one book chapter and written over 25 scientific publications. His passion in private life is to be a notorious digital film-maker. He is founder of the production company LugYmedia Inc. (<http://www.lugy-media.tv>). More about him on <http://www.tut.fi/emmi>