

QUESTION ITU-R 26-1/6

Interactive satellite broadcasting systems (television, sound and data) ^{*} ^{**}

(1995-2002-2007)

The ITU Radiocommunication Assembly,

considering

- a) the progress in information processing, storage and transmission technology;
- b) the development of advanced broadcasting transmission channels (cable, satellite master antenna, terrestrial relay, or direct satellite reception);
- c) the development of enhanced and digital television systems using these channels;
- d) the need within such systems of interactivity for a variety of purposes;
- e) interactivity could effectively extend the capability of TV receivers to provide access to Internet web content, thus help in bridging the digital divide;
- f) the increasing opportunities to introduce new types of data broadcasting;
- g) the development of transmission methods suitable for use in receiving from viewers return information related to the programme material (vision, sound and data);
- h) the large number of domestic receivers likely to be impacted by the adoption of interactive satellite services and the resulting need for a common world-wide system architecture,

decides that the following Question should be studied

- 1** What are the possible methods and channels for interactive satellite broadcasting systems received through cable, satellite master antenna, terrestrial relay, switched network or direct satellite reception?
- 2** What interactive services (or near-interactive services) are likely to be needed and what are their requirements for the return channel?
- 3** What are the appropriate management methods and transmission means techniques that could be employed for such return channels?
- 4** What methods could be adopted to utilize existing frequency band allocations for such return data channels, in order to achieve conservation of resources required?
- 5** What are the commonalities for such return data channels with those being adopted for other interactive television broadcasting systems?

* This Question should be brought to the attention of the International Electrotechnical Commission (IEC), the International Standardization Organization (ISO) and the Telecommunication Standardization Sector of the ITU and to Radiocommunication Study Groups 4, 8, and 9.

** This Question should be studied in conjunction with Question ITU-R 3/6.

- 6 What possibilities exist for the world-wide adoption of common return channel capabilities to operate under different transmission media and what technical parameters for return data channels are appropriate in various types of interactive satellite broadcasting systems?
- 7 What characteristics needed for interactive satellite services should be identified to increase the flexibility of such systems?
- 8 What provisions could be incorporated to facilitate anonymous reception of broadcast programmes by consumers not wishing to invoke interactivity?
- 9 What is the most appropriate method for the network synchronization when using interactive satellite broadcasting channel?

NOTE 1 – See Recommendations: ITU-R BT.1434, ITU-R BT.1435 and ITU-R BT.1436,

further decides

- 1 that the results of the above studies should be coordinated with the Telecommunication Standardization Study Group 9;
- 2 the results are to be used in preparation of new Recommendations concerning the satellite transmission return path characteristics, possibly in conjunction with other Working Parties dealing with related topics;
- 3 that the studies should be completed by 2008.

Category: S1