

Recommendation **ITU-T H.741.5 (04/2024)**

SERIES H: Audiovisual and multimedia systems

IPTV multimedia services and applications for IPTV – IPTV
application event handling

Application event handling: Overall aspects of personalized IPTV services

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Audiovisual and multimedia systems

CHARACTERISTICS OF VISUAL TELEPHONE SYSTEMS	H.100-H.199
INFRASTRUCTURE OF AUDIOVISUAL SERVICES	H.200-H.499
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VEHICULAR GATEWAYS AND INTELLIGENT TRANSPORTATION SYSTEMS (ITS)	H.550-H.599
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IPTV MULTIMEDIA SERVICES AND APPLICATIONS FOR IPTV	H.700-H.799
General aspects	H.700-H.719
IPTV terminal devices	H.720-H.729
IPTV middleware	H.730-H.739
IPTV application event handling	H.740-H.749
IPTV metadata	H.750-H.759
IPTV multimedia application frameworks	H.760-H.769
IPTV service discovery up to consumption	H.770-H.779
Digital Signage	H.780-H.789
E-HEALTH MULTIMEDIA SYSTEMS, SERVICES AND APPLICATIONS	H.800-H.899

For further details, please refer to the list of ITU-T Recommendations.

Recommendation ITU-T H.741.5

Application event handling: Overall aspects of personalized IPTV services

Summary

A personalized Internet Protocol television (IPTV) service is an example of application event handling. With the end-users' permission, service providers are allowed to provide personalized services such as content recommendations, personalized user interfaces, personalized advertisements and some interactive services. The application can be realized based on the existing IPTV architecture to help in providing various kinds of IPTV personalized services (PS).

Recommendation ITU-T H.741.5 studies the requirement of personalized IPTV services and describes several use cases.

History *

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Enhanced interactions, IPTV application, IPTV architecture, IPTV service, personalized service, use cases.

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The World Telecommunication Standardization Assembly (WTSA), which meets every four years, establishes the topics for study by the ITU-T study groups which, in turn, produce Recommendations on these topics.

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In some areas of information technology which fall within ITU-T's purview, the necessary standards are prepared on a collaborative basis with ISO and IEC.

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Table of Contents

	Page
1 Scope	1
2 References.....	1
3 Definitions	1
3.1 Terms defined elsewhere	1
3.2 Terms defined within this Recommendation.....	3
4 Abbreviations and acronyms	3
5 Conventions	3
6 Overview	4
7 Requirements	4
7.1 General requirements.....	4
7.2 Requirements for IPTV service with PS	5
7.3 Requirements for IPTV terminal devices	5
7.4 Requirements for IPTV service providers	6
7.5 Requirements for IPTV architectures	6
8 IPTV architecture and personalized IPTV service	6
8.1 Data collection.....	7
8.2 Data processing	7
8.3 Data application.....	7
9 Personalized IPTV service lifecycle	7
Appendix I – Use cases for personalized IPTV service.....	9
I.1 Intelligent EPG	9
I.2 Intelligent search	11
I.3 Enhanced interactions.....	11
I.4 Optimized experience	12
Bibliography.....	13

Recommendation ITU-T H.741.5

Application event handling: Overall aspects of personalized IPTV services

1 Scope

This Recommendation specifies personalized IPTV service, its requirements, lifecycle and use cases. Personalized IPTV service may improve IPTV user activation by optimizing audience experience which can help IPTV service providers to promote the increments of IPTV market shares.

2 References

The following ITU-T Recommendations and other references contain provisions which, through reference in this text, constitute provisions of this Recommendation. At the time of publication, the editions indicated were valid. All Recommendations and other references are subject to revision; users of this Recommendation are therefore encouraged to investigate the possibility of applying the most recent edition of the Recommendations and other references listed below. A list of the currently valid ITU-T Recommendations is regularly published. The reference to a document within this Recommendation does not give it, as a stand-alone document, the status of a Recommendation.

- [ITU-T H.705.1] Recommendation ITU-T H.705.1 (2023), *Layered specification for the IPTV service platform functional architecture based on open service capabilities*.
- [ITU-T Y.1910] Recommendation ITU-T Y.1910 (2008), *IPTV functional architecture*.
- [ITU-T Y.3531] Recommendation ITU-T Y.3531 (2020), *Cloud computing – Functional requirements for machine learning as a service*.

3 Definitions

3.1 Terms defined elsewhere

This Recommendation uses the following terms defined elsewhere.

3.1.1 application [b-ITU-T Y.101]: A structured set of capabilities, which provide value-added functionality supported by one or more services.

3.1.2 application event [b-ITU-T H.740]: An application event is every user interaction or occurrence related to multimedia content in the IPTV applications. It includes an emergency event from the event notification services.

3.1.3 content [b-ITU-T T.174]: Encoded generic value, media or non-media data.

3.1.4 content provider [ITU-T Y.1910]: The entity that owns or is licensed to sell content or content assets.

3.1.5 electronic programme guide (EPG) [b-ITU-T H.721]: A service navigation application that is used especially for scheduled linear programmes.

NOTE – In some traditional broadcast services, EPG is defined as an on-screen guide used to display information on scheduled live broadcast television programmes, allowing a viewer to navigate, select, and discover programmes by time, title, channel, and genre. This traditional definition does not cover "catalogues" for on-demand and download services (sometimes called electronic content guide (ECG), broadband content guide – BCG) and bi-directional interactive service (sometimes called the interactive programme guide – IPG) for end-user interaction with a server or head-end.

3.1.6 end-user [ITU-T Y.1910]: The actual user of the products or services.

NOTE – The end-user consumes the product or service. An end-user can optionally be a subscriber.