



# Digital Interactive TV and Metadata: Future Broadcast Multimedia (Signals and Communication Technology)

*Arthur Lugmayr, Samuli Niiranen, Seppo Kalli*

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Recent years have brought many changes to the world of mass media. The Internet and mobile communications technology have provided consumers with interactive digital services. Television is catching up with this trend through the digitalization process. Digital television is a hybrid platform combining elements from classical analog television and the Internet, providing modern multimedia services on a familiar platform. In short, digital TV is a gateway to the world of interactive digital media. Digital TV brings consumers into the television service arena and offers them new degrees of freedom. However, as the service and multimedia content types diversify and the services and their content increase, television is facing many of the same challenges of complexity and information overflow faced by other digital media. Metadata can handle the diverse services and content of digital TV efficiently and in a consumer-friendly way. Metadata means that the data are accompanied by other data which describe them. As data about data, metadata can provide an insight into syntactically and semantically complex data by distilling their essence to a set of simple descriptors. Metadata also helps to structure and manage information in diverse settings. The use of metadata in broadcast multimedia should not be restricted to being merely a tool for coping with the challenges of a complex networked multimedia environment. Instead, metadata offers new opportunities for the development of innovative services.

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