Invitation to the conference

# Connected content for the non-connected

## Increasing Internet services accessibility over digital television

Organised by the University of Ljubljana

in cooperation with SEE TV-WEB partners

6th of March 2014

Bled, Slovenia

The International Conference is dedicated to the idea to deliver Internet content over digital terrestrial television networks. Why digital terrestrial networks DTT? Because the DTT network is available to all regardless of broadband penetration. Among others the main target group is the population on the other side of digital divide who do not use Internet services and have no broadband connection. Within the TV-WEB project different aspects of the potential services have been investigated starting from the technical feasibility, through content related issues like the type of content to be offered, or the editorial responsibility, to the business case development. The event is the first of two communication events intended to disseminate the project results and obtain feedback from the stakeholders from the target region and from international experts.

**Why SEE TV-WEB for the digital divide**

The target of the SEE TV-WEB project is to contribute to overcoming the digital divide (particularly among lower socio-economic groups) to support the targets set by Digital Agenda of the European Commission. According to the Eurostat Internet use statistics report, the proportion of individuals who have never used the internet halved from 42% in 2006 to 21% in 2013, and is still six percentage points above the Digital Agenda 2015 target of 15%. Large digital divides remain as regards levels of non-use by country. The highest proportions of the population with no experience of internet use, whether at home, at work or elsewhere, were registered in Romania (42%), Bulgaria (41%) and Greece (36%), and the lowest in Denmark and Sweden (%), the Netherlands and Luxembourg (5%) and Finland (6%). In four Member States (Italy, Cyprus, Portugal and Poland), about a third of the population are non-users.
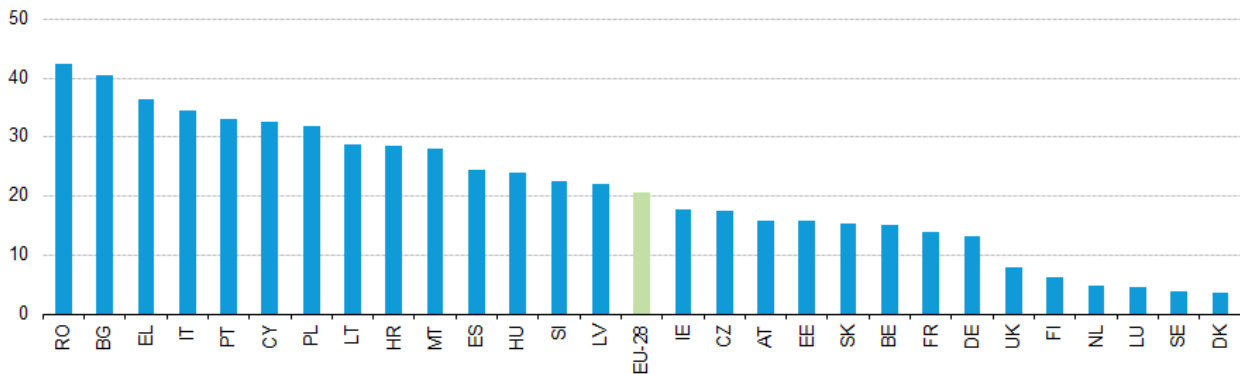
Figure 1: Individuals who have never used the internet, 2013 (% of individuals) - Source: Eurostat

Aside from the slow broadband access penetration the reasons for the digital divide lie also in the lack of skills or familiarity with information technologies, or the confidence to use them.

**How?**

SEE TV-WEB is exploring the possibilities of bringing the internet to people on the other side of digital divide using the free capacity of the existing digital terrestrial television networks (DTT) by the innovative use of the HbbTV standard, which is widely supported by broadcasting industry. According to the HbbTV Consortium almost 90% of Set-top boxes and TV manufacturers produce HbbTV compatible devices.

**The conference** will be organised in three sessions **covering the following themes**:

- General introduction on e-Inclusion and the Digital Divide,

- Next Generation DVB-T for Future Internet Applications with the participation of connected TV, STB manufacturers and providers of innovative HbbTV services,

- TV-WEB for reducing the Digital Divide presenting the TV-WEB project as a solution for bridging the virtual accessibility gap with a focus on people who do not usually use Internet services and/or who have no broadband connection. The session will focus on motivators, overall solution, service delivery architecture and related challenges and experiences gained during pilot implementations, followed by a panel discussion where TV-WEB representatives will exchange their views on challenging questions form the moderator or the audience.

**Who should attend?**

Whether you are interested in internet services delivery innovations or in increasing availability of internet services for marginal groups – you will find the conference useful. We invite, in particular, representatives from network operators, services, media or content providers, policy makers and governmental institutions, ICT industry and equipment manufacturers, research and academia, organisations representing older people, ICT associations and national regulatory agencies.