We like to be individualists – but not so much!

Daily we consume content tailored for the mass market.

Personalization:
- Different time, maybe some pauses...
- Different language, subtitles, ...
- Different view angle
- Additional materials
- Some local interaction (else it would be gaming)
- Some global interaction (SMS messages ...)

Broadcast & PVR

CDN

coll

grid

P2P

CS

commercial

personal

individual

mass
How to Personalize Broadcast?

DVB platform MHP supports local interaction
Broadcast of multiple streams, same content to all
Client side rendering (e.g., IBR)
Method by Chen (publ. Siggraph 1994)
Extensions of MHP with fast and advanced graphics
API are necessary.
Client-side rendering: Image Based Rendering for Digital TV

Some Thoughts

Broadcast is more than just sending films, news, and commercials.
Client side rendering also suitable for P2P, CDE, C/S.
Combine gaming consoles with TV and streaming?
Towards a unified framework for all technologies?