Deploying Interactive Services: *Some key issues*

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Migration path is key part of business plan

- **For broadcasters**
  - Common content authoring as a goal
  - Repurposing web content & expertise
- **For consumers**
  - Platform deployment hierarchy
  - Not the traditional consumer electronics environment

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Current roadblock

- **Declarative vs. procedural content**
- **Presentation vs. execution environments**
- **ATVEF vs. Java content expertise & cost**
  - HTML coder ~$95/hr
  - Java coder ~$175/hr
- **Scalable architecture required**

PVR is point of wedge for ITV

- High level of user understanding & value
- Standardized rights management must be established
- Service providers could become transparent

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Standards are set by market, not standards bodies

- **Importance of marketing**
- **Complexity of TV food chain**
- **Complexity of proposed ITV specifications**
- **Timing is critical**

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