# ITU-T Workshop
# "Opportunities and Challenges in Home Networking"

## Abstract

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| Speaker: | Jay Kishigami<br>NTT Japan |
| Session: | **3: Home Networking Services and Business Models** |
| Title of Presentation: | **The role of metadata in home networking environment** |

The hardware environment of a high diffusion rate of a cellular phone, less-expensive broadband infrastructure, and two and more TV sets at home are made to have a presentiment of rise of new services.

Moreover, also in software environment, a success of new content distribution with a cellular phone or a digital music player, an explosive fashion of Blog or SNS(Social Networking Service) and a shift of digital terrestrial broadcasting service from analog one which will happen by 2011. What kind of service will be at this ripe timing?  The recent analysis and vision of the new service over the cross-media environment which involved in an audio, visual, text and electronic commerce would be described focusing the role of metadata.