

## RECOMMENDATION ITU-R BT.1736

**Broadcasting of redistribution signalling\* for television**

(Question ITU-R 101/6)

(2005)

**Scope**

This Recommendation addresses technical means for signalling the broadcaster's intent with regard to the redistribution of broadcast digital television content over the Internet (or similar networks).

The ITU Radiocommunication Assembly,

*considering*

- a) that the worldwide community recognizes that modern interconnected digital networks have created ability for easy redistribution of television signals without the permission of programme and distribution rights holders as described in Report ITU-R BT.2036;
- b) that broadcasting systems allow television broadcasters the capacity to develop new systems to convey additional information;
- c) that the technical, commercial and regulatory environment for free-to-air television broadcasting can differ from that of subscription television broadcasting services;
- d) that such new systems are starting to be used to signal the intent of various programme and distribution rights holders on further redistribution of television broadcast content over the Internet (or similar networks);
- e) that the broadcasting community must be part of the development and the decisions on such new systems;
- f) that regulatory provisions that are in place in most countries relating to the standards of end-user electronics equipment, including digital television receivers, may need to be amended in order to implement signalling mechanisms to prevent unauthorized redistribution over the Internet (or similar networks) of content;
- g) that such signalling mechanisms for "free-to-air" television systems may be described and implemented on a wide range of receiving equipment (including, for example, end-user receivers and personal computers) whereas that for subscription type services may be implemented directly by the broadcaster;
- h) that such signalling mechanisms should not impair current legitimate capabilities that the end-user currently enjoys;
- j) that the broadcasting community must work with other content distribution communities to ensure consistent interoperability of content information when developing technological measures to prevent the unauthorized redistribution of content over the Internet (or similar networks);

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\* The term "signalling" indicates that redistribution information may be carried as an indicator in the television signal or in transport data.

k) that only a worldwide harmonized approach will make such mechanisms effective using approved similar technologies for adaptation in the different regions concerned,

*recommends*

**1** that mechanisms for signalling to prevent unauthorized redistribution over the Internet (or similar networks) need to be accommodated in television broadcast systems and end-user electronics products;

**2** that consideration should be given to different system implementations for free-to-air and subscription systems;

**3** that such signalling is forwarded as content flows between devices and/or platforms;

**4** that such signalling mechanisms should be implemented so as to enable, as far as possible, interoperability across platforms (both broadcast and end-user);

**5** that the implementation of such mechanisms should take into account the legacy implications for “free-to-air” broadcasters when the need arises for them to update or modify their systems;

**6** that the complexity of implementation should be minimized;

**7** that such mechanisms should be as unobtrusive to the end-user as possible;

**8** that administrations are encouraged to implement measures in standardization frameworks to ensure widespread adoption.

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