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| INTERNATIONAL TELECOMMUNICATION UNION | | **Joint Coordination Activity   On Accessibility and Human Factors** |
| **TELECOMMUNICATION STANDARDIZATION SECTOR**  STUDY PERIOD 2013-2016 | | **Doc 259** |
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| Title: | Joint ITU and IPC IPTV Application Challenge | |

1. **Introduction**

Launched in July 2014, ITU is organizing an [IPTV application Challenge, “Better quality of life with international standards: an accessible world for all”](http://www.itu.int/en/ITU-T/challenges/iptv/201406/Pages/default.aspx), jointly with [International Paralympic committee (IPC)](https://www.paralympic.org/) focusing on ICT accessibility, to raise awareness of the importance of accessible audiovisual media for promoting an inclusive, mainstreamed society. The Challenge called for innovative IPTV applications running on ITU-T IPTV standards ([ITU-T H.761 Ginga-NCL](http://www.itu.int/itu-t/recommendations/rec.aspx?rec=12237) and [ITU-T H.762 LIME](http://www.itu.int/itu-t/recommendations/rec.aspx?rec=11308)). Submitted running applications were evaluated by the evaluation committee members, consist of the ITU-T Q26/16 rapporteur, the Challenge technical supporters, the JCA-AHF Chairman and TSB based on the criteria defined by the [Challenge Rules](http://www.itu.int/en/ITU-T/challenges/iptv/201406/Pages/Rules.aspx) as below:

1. Relevance to the challenge's theme (1/5);
2. Degree of innovation (1/5);
3. Level of interactivity (1/5);
4. Value to society (1/5);
5. User friendliness/ease of use (0.5/5);
6. Overall quality (0.5/5).
7. **Awards**

**Best App-Individual/SME** was decided to be awarded to two winners, in consequence, a cash prize (total USD 5,000 contributed from Accessibility Trust Fund) for this category was also shared (USD 2,500 for each). **Best App-Corporate/Public Sector** and **Honourable Mentions** are non-cash award categories.

* **Best App-Individual/SME:** **“A+”** (ITU-T H.761) by **Mr Günter Heinrich Herweg Filho**, software analyst from Brazil, is an educational IPTV application, aiming to facilitate an initial screening to detect possible learning disabilities in children, by giving a questionnaire for parents to fill on the behaviour of their children and through simple tests adapted to children on short-term memory and spelling. The results are directly sent to educational professionals for their evaluation and possible actions. The application uses two servers, one is a Ginga-NCL server based on ITU-T H.761 where the main application is installed, and the other is a cloud server where the data of the questionnaire, tests as well as the users’ results are saved.
* **Best App-Individual/SME:** “**Listening TV: a different perspective about watching TV**”(ITU-T H.761), by [Laboratory of Advanced Web Systems](http://laws.deinf.ufma.br/home/) from Brazil, adds a set of interactive audio descriptions to IPTV video contents, helping persons who are blind to access such contents. The video content is detailed by 3 audio descriptions: scene, scenario and character information. Each audio description file is very well synchronized with the video content upon each activation.
* **Best App-Corporate/Public Sector:** "**Listen with your eyes TV**" (ITU-T H.762), by [ASTEM Co., Ltd.](http://www.astem-co.co.jp/), Japan, helps persons who are deaf or hard of hearing to access IPTV video or audio contents, by adding captioning text over the contents. The caption data is provided remotely over the Internet to a caption transmitting server which retrieves caption data and transmits it with metadata to an IPTV terminal device which merges the accessibility information and video content, as if they were multiplexed like usual broadcasting services. Caption text displayed on the terminal device can be controlled accordingly, such as language, size, colour, position, etc. as described in [ITU-T Rec. H.702](http://www.itu.int/itu-t/recommendations/rec.aspx?rec=12648) – Accessibility profiles for IPTV systems.
* **Honourable Mentions-Corporate/Public Sector:** “**Brazil 4D (Project)**”(ITU-T H.761), by [Empresa Brasil de Comunicação](http://www.ebc.com.br/) (EBC) [Brazilian government-owned corporation owning broadcast networks], Brazil, is originally a project for digital TV in Brazil by the demand of the government of the Federal District (GDF), to facilitate access to information/public services for the low-income population representing 42% ([Source: ONU](http://olhardigital.uol.com.br/noticia/42-da-populacao-brasileira-nao-tem-acesso-a-internet-diz-onu/51515)) of the Brazilian population. Selected families received digital TV equipment and training. The application provides services such as: Social welfare, women's rights, health, labour, and banking and public policy information.

1. **Announcement and Showcase**

The winning applications will be mentioned at IPC’s [*Inclusion Summit*](http://www.ipcacademycampus.com/is)(Rio de Janeiro, 15-16 September2016), during ITU’s presentation. Showcase will be made during IPTV-GSI (Geneva, 12-16 September 2016).

1. **Actual deployment**

One of the objectives of this Application Challenge is an actual deployment of the winning applications in systems built to ITU-T’s IPTV standards, and this is planned to be realized over Brazil’s academic Internet backbone ([Rede Nacional de Ensino e Pesquisa](https://www.rnp.br/en), RNP) in 2017.

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