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Edition. by Arthur  
Lugmayr (Author),  
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(Author), Seppo Kalli

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the service and multimedia content types diversify and the services and their content increase, television is facing many of the same challenges of complexity and information overflow faced by other digital media.

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From the technical side, eXtensible Markup Language (XML)-based metadata standards are a major element in realizing new innovative concepts in the world of digital, interactive television.

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TV anytime, anywhere,  
anyhow and according  
to the consumer's  
means! This does not  
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Modern Digital TV 2 1.2  
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Metadata in Broadcast  
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- stuffed with new  
ideas - the content in  
digital TV is a  
interactive narrative -



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bringing a new vision into the world of broadcasting – popularizing the idea of metadata ...”, where a few of the basic key-words we noted. Bringing it to the point, we just decided on writing about digital television and metadata and its innovative scenarios.

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faced by other digital  
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Digital television  
(digiTV) is an additional  
multimedia  
environment, where  
metadata is one key  
element for the  
description of arbitrary  
content. This implies  
adequate structures for  
content description,



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which is provided by  
XML metadata  
schemes (e.g. MPEG-7,  
MPEG-21).  
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The strength of this  
application has less to  
do with cataloging  
collections of digital  
assets, but developing  
online and interactive  
exhibits with digital  
objects. The multi-  
touch piece comes into

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play with the ability to specify that certain types of user behaviors will result in various outcomes, e.g. if a user drags a certain section of an ...

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one embodiment, a  
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receive user profile  
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