



## Ocean Blue paper on MHEG support for a return Channel

The MHEG-5 return path is an extension to MHEG-5 that gives more bandwidth to broadcasters by using the Internet.

There are two main reasons behind this extension. For services such as the BBC a return path in MHEG-5 allows them to add streaming and static content on top of broadcast content, thus allowing for much more data to be available via MHEG-5. For instance, a menu option on MHEG-5 saying "Football Highlights", that when selected would go to a URL that would have been specified in the MHEG-5 application and obtain the stream and any additional MHEG-5 content via the return path. The other proposed use for the extension is to allow commercial "retail" broadcasters to allow people to purchase product via the return path. The viewer would be able to select a button or option to purchase, which would result in a URL (that is part of the MHEG-5 application) being accessed and a secure transaction will take place. For this model the purchaser would have to be pre-registered with the retailer meaning the transaction would not involve the transmission of sensitive data such as credit card numbers.

The MHEG-5 return path is not being considered as a true IPTV solution, users will not be able to enter their own URL information or access services outside those that were pre-set by the broadcasters. The IP connection is to remain hidden and embedded in the MHEG-5 application. For example, if a new broadcaster was to come on the scene to provide VoD, it could be used to select video content from that broadcaster's vault, but again only through MHEG-5 interaction (this option is not being discussed at the moment, as it would have to give the MHEG-5 application access to a hard-drive).

The MHEG-5 return channel remains part of the MHEG-5 specification, and does not extend beyond MHEG-5 applications.

## MHEG-5 SUPPORT FOR RETURN CHANNEL via BROADBAND or PSTN DIAL UP TELEPHONE LINE

