

## DTT & tGovernment: applications for the MHP platform



Digital Terrestrial Television (DTT) will replace current analogue transmissions offering more programmes, better sound and vision quality and the possibility for users to access interactive services. Rai, the Italian public broadcaster, is directly involved in DTT activities since 1998, when the first pilot trials started in Turin by the Rai - Centre for Research and Technological Innovation (CRIT), with the primary goal of assessing the technical performance of DVB-T in the field and identifying the best service configuration to meet a large audience interest.

### Digital Terrestrial TV

The introduction of DTT as an evolution of free-to-air analogue TV and of the “universal service”, requires the adoption of an open interactive platform to overcome obstacles arising from proprietary solutions. The main Italian public and private operators are in favour of adopting the DVB - MHP standard as the interactive platform for DTT. Since mid 1999 Rai - Centre for Research and Technological Innovation started the development of a variety of MHP sample applications, ranging from Electronic Programme Guide (EPG) to interactive advertising and e-commerce.



### tGovernment

The European Commission’s “eEurope 2005 Action Plan” intends to stimulate and to promote the development of services and contents based on widely available broadband infrastructures. Policy measures recommend that contents and services should be based on open standards and offered on different technological platforms, such as interactive digital TV.

The Italian Government is considering DTT as an interesting opportunity to deliver t-government services to those citizens which will never use PC and Internet but could anyway utilize the digital TV-set and the remote control.



## Examples of services developed by RAI Centre for Research



RAI - CRIT has developed some examples of services borrowed from those already offered on Internet by the Public Administration (PA). The PA-MHP application is started from the Navigator and services are then easily accessed by means of the remote control colour keys.



### INFORMATIVE SERVICES

A number of informative pages are broadcast and can be accessed through the remote control. Contents are typically of general interest and could be provided by Local Authorities or public bodies and administrations. Common information services could be about certificates, local and government elections or taxes and duties. Using the interaction channel citizens could apply for a certificate to be sent at their address via ordinary mail.

### SOCIAL SECURITY POSITION

The user can check his own position/situation by accessing the system through the interactive channel. The user authentication is obtained by reading his/her personal identification data stored on a smart-card (for example the Electronic Identity Card).



### VIRTUAL POST OFFICE

A number of services are already offered on the Internet. Some of them have been adjusted for the DTT users:

- tracking the status of the posting of letters and parcels;
- sending a telegram.



### ROAD TAX PAYMENT

Car-owners can control if they are up-to-date with payments by inserting the plate number of their vehicle (car, motorcycle, etc.) and eventually they could settle the payment through credit card. The STB interacts through the return channel with a PC gateway dispatching and recovering the relevant data to and from the Website of ACI (Automobile Club Italia)

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