

# TV

## Policy Issues for Vitalizing Smart TV Industry

Myung Hyun Yoon · Dae Jin Kim

TV, TV TV TV , OS ,  
TV , , 가 , , TV  
TV , , ,  
: TV , TV , TV

Digital TV is evolving from a simple watching device and an internet TV to a connected TV and recently a smart TV, and smart TV is receiving attention as a new main device of industry eco-system after smart phone. The smart TV needs 4 key components such as smart TV device, platform with OS, contents and service, and infrastructure including wideband network. Additionally, the smart TV requires cooperative eco system between different service players. Services of smart TV such as multi-screen service, personal customized intelligent service, augmented broadcast service, advertisement service, social service are expected to be hybrid, customized, augmented realistic, personal, and information producible. In this paper, after reviewing smart TV industry promotion policies of Korean government, important policy issues will be discussed. Creation of new smart TV service and contents, balancing of asymmetric growth of smart TV industry, echo system for vitalizing smart TV industry, network neutrality policy and increasing network quality, standardization of smart TV technology will be discussed as important policy issues.

Keywords: Smart TV policy issue, Smart TV service, Smart TV industry

I. , . 2009  
TV, TV, HD TV 3Gs  
IP TV, 가 가  
TV, TV .





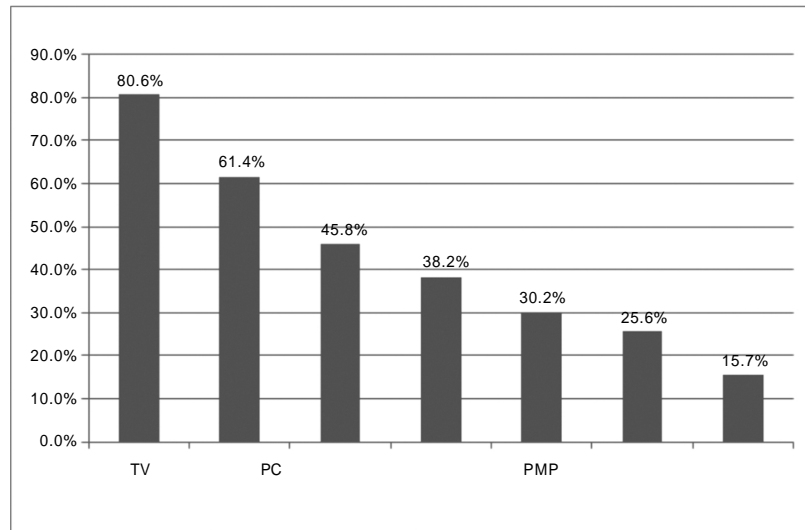


2. TV [6]

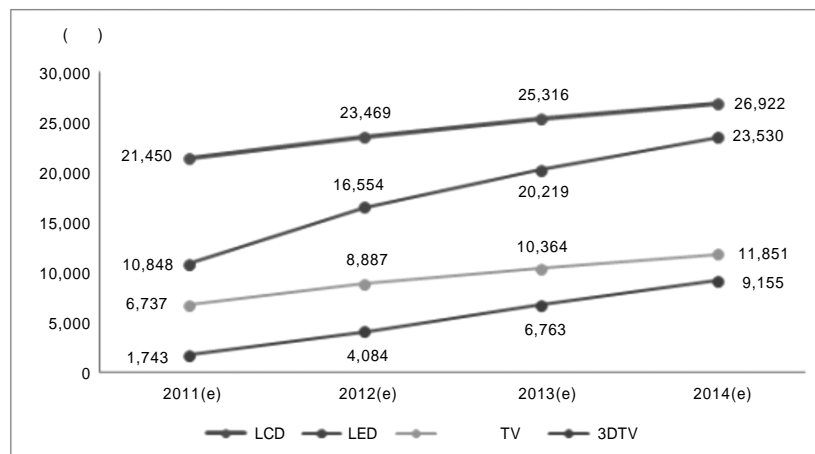
1. TV [6]

	2013	2014	2015	2016
		/		/
	TV			
			TV	

Figure 1: Comparison of the current and future TV market. The figure consists of two side-by-side diagrams. The left diagram, titled '현재 TV 시장' (Current TV Market), shows a central 'TV' node connected to 'HTML5', 'I/O', 'PVR', 'DTV', and 'VOD'. The right diagram, titled '미래 TV 시장' (Future TV Market), shows a central 'TV' node connected to 'PVR', 'VOD', 'PC', and 'DTV'. It also includes a box for 'iSuppli' with data for 2010 and 2013, and a box for 'TV가' with a percentage of 33.3%.



3. ( : OVUM, KT , (2010.06))



4. TV ( : DisplaySearch, 2011.01)

(iSuppli, 2010.10), 1 CES(Consumer Electronic Show) 2010  
 DisplaySearch 4 가 IT TV  
 2011 6,737 2014 1 가 TV  
 1,851 가 2010 5 TV  
 TV . KT 2010 TV 가  
 TV 226 29 가  
 12.8% TV 2013 131 가  
 TV 50.0% (KT , ,  
 2010.10). TV , I/O ,  
 TV 2010 5 , TV 가  
 “TV 가 가

” TV 2007 TV ‘ TV ’  
 TV TV (TV meets web, Web meets TV) ’ . 2010 9 99  
 TV , , SNS, 4가 TV 가  
 TV 가 1/4 TV Netflix가  
 TV가 , (mash-up) 4가 YouTube  
 TV , , , ,  
 , , , ,  
 ), Adobe(Chrome Flash TV  
 ( TV가 TV TV  
 ), ( TV  
 ), ( CPU  
 ATOM ,  
 OTT (Netflix  
 ), Dish Networks(  
 TV ), BestBuy(  
 TV )가  
 TV TV LG  
 TV PC TV IT  
 TV YouTube TV  
 , QoS가  
 TV TV 가  
 TV가 TV  
 CP TV IPTV TV  
 3 ABC, CBS, NBC 3 2010 10  
 TV ’ TV  
 TV 가  
 가  
 Hulu 가  
 TV가 (TV )  
 Fox 2010 11 TV TV  
 가 TV 2010 9  
 2010 TV  
 2011 1 CES 2011 TV  
 가 CP  
 TV

2011 . CEO TV CES SK IPTV

TV TV LGU+ 2010 11 ' TV 가 ' 7 ' IPTV

HD 3D TV TV 가 (time-to-market)

TV 2010 3 CP 가 TV OSMD(One-Source Multi-Device)

TV , 가 TV TV

TV 가 TV ( ) TV 가

2011 5 5 4. [7] TV DTV ATSC 2.0, Hybrid TV MPEG W3C

600 LG TV 3DTV TV LG CES HbbTV, OHTV ATSC (Backward Compatibility)

2011 TV ' NetCast 2.0' TV (GUI) ' Home Dashboard ' VoD GUI , , ,

ATSC 2.0 2012 NWIP(New Work Item Proposal) 2.0 . ATSC

2011 6 23 TV (Smart Share) IPTV IPTV KT SK

2010 IPTV CP가 , VOD (CUG), TV

KT 2010 12 TV 가

ATSC 2.0 and Standard Group)-6 Specialist Group S13-1(NRT 2.0) S13-2(TDO ATSC 2.0) ATSC-NRT TSG(Technology TV S13-1(NRT 2.0) S13-2(TDO ATSC 2.0) NRT

UI

가

가

S13-2 NRT 2.0 ATSC 2.0

TDO(Triggered

Downloadable Objects)

Declarative Content

OHTV

HbbTV

ATSC

ATSC

NRT

가

ATSC 2.0

HbbTV

MPEG

MPEG DASH(Dynamic Adaptive Streaming over HTTP)

VoD(Video On Demand), (Live Media Streaming)

가

S13-2

ATSC 2.0

ATSC

TSG

PT(Planning Team)

ATSC

3

PT가

PT-3

IETV(Internet Enhanced TV)

PT-3

ATSC

가

PT-3

(S13-2)

HbbTV

OHTV

HbbTV

Hybrid Broadcast Broadband

TV

2010 6 ETSI

HbbTV

가

TV

(Linear Broadcasting and Interactivity),

TV

(Catch-up), Web

(VoD)

III.

TV

TV

LG

TV

2009

OHTV(Open Hybrid TV)

OHTV

4

가

DTV

2011 4

TV

OHTV

( 4 LG, )

[2].



	TV	가
	<ul style="list-style-type: none"> <li>• TV , 1</li> <li>• TV</li> <li>• TV</li> </ul>	
TV	1.	
	2.	
	3.	
	4.	
	5.	
	6.	

5. TV [2]

5 가 , ' TV 2.

TV

3 가 .

1. TV [9,10]

TV , UI

가 .

(Lean- Back)

UI TV

2012 2

2 .

UI

PC 가 TV TV

가

TV

2012

2011 TV TV

TV

3- PC-

가

가

## 2. TV

	• N- TV
	•
	• TV CPNT TV
UI	• TV UI/UX
	• N-
	• 가
	• TV
	•
	•
	•

가  
가

3. [8,11]

가 1

TV IV. TV

가 1.

P2P TV

2012 BcN 10

가 100Mbps

LTE 2011

가

가

TV가

가

TV TV

TV

가

DTV TV

가

[6].

TV , ,

, TV

가



가 9 가

2011 5 26 [6].

, 2011 12 26 TV TV

가 2012

1 1

가 / ,

(5 ),

5 TV

QoS가

TV

QoS가

(Best Effort Network)

TV

가 :

TV

I/O TV

TV

가 TV

가

V.

2012 2

TV 가 ,

2010 183,000PB

2015 7 가 HD, 3D,

2014 TV

50% 2020 TV

[13].

[11]. TV

TV,

5. 가 TV

TV TV

TV TV





(Myung Hyun Yoon)

1982:

1984: KAIST

1994: Iowa State University

1994~2001:

2001~2009:

2009~ : KEIT / 가 PD

: , 가 ,

E-mail: mhyoon@keit.re.kr

Tel: +82-42-715-2120

Fax: +82-42-715-2149



(Dae Jin Kim)

1984. 2:

1986. 2:

1991. 8:

1991. 7~1996. 12: LG

2009. 3~2011. 2: / 가

TV/ PD

1997. 1~ :

: ,

E-mail: djinkim@chonnam.ac.kr

Tel: +82-62-530-1756

Fax: +82-62-530-1759