

## STRL Welcomes Visitors from the South African Development Community

Members of the South African Development Community (SADC) came to visit STRL on August 30, 2010. The SADC is a regional community of South African nations whose goal is to promote economic growth and improve the standard of living and quality of life in South Africa.



Meeting with SADC members



Technical tour of STRL

The purpose of their visit was to evaluate Japan's terrestrial digital broadcasting system, a technology that is gaining popularity in Latin America. South Africa has also shown interest in terrestrial digital broadcasting. The delegates from SADC watched with enthusiasm as we demonstrated some of the unique features of Japan's broadcast system, including mobile reception for HDTV and One-Seg reception for mobile terminals. We also introduced them to our ongoing research on Super Hi-Vision (Ultra High Definition TV), which represents a next-generation broadcast service. The delegates expressed great interest in NHK's research initiatives in science and technology.

We at STRL are determined to foster cooperation with various institutions in order to promote Japan's broadcast technology internationally.

## Experimental Use of a Technology Developed by STRL in Retrieving for Relevant Programs in NHK On-Demand

NHK On-Demand, which started its services in December 2008, added a new feature in July, 2010. This feature suggests relevant programs when a user chooses a program on its On-Demand website. This new function makes experimental use of EN-Vision, a system that performs the retrieval for relevant programs that was developed at STRL.

NHK On-Demand creates and manages information about the genre, actors, and program description (metadata), which are needed in delivery of the programs. A list of relevant programs is also drawn up as part of the metadata, and to streamline this process we are using EN-Vision as the system for retrieving relevant programs.

The EN-Vision system automatically chooses relevant programs based on program description contents included in the metadata of currently available programs at NHK On-Demand. Aside from this, it also makes use of information about common actors and genre to draw up a list of possibly relevant programs.

Using this experimental application of EN-Vision, we hope to come up with a more efficient program-recommendation technology in the future.



Example of recommended programs at NHK On-Demand Website

NHK On-Demand Website:  
<http://www.nhk-ondemand.jp/>