**Interactive Broadcasting**

The interactive broadcasting process is broadly defined to include studio technology and digital TV applications at consumer set-top boxes.

In particular, augmented reality studio technology employs smart-projectors as light sources and blends real scenes with interactive computer graphics that are controlled at end-user terminals.

Moreover, TV producer-friendly multimedia authoring tools empower the development of novel TV formats.

Finally, the support for user-contributed content raises the potential to revolutionize the hierarchical TV production process,

•Sound radio and television are the most important mass media and play a major and irreplaceable part in the lives of the people

• Radio is simple, ubiquitous, free service, non-expensive receivers, mobile and portable, user-friendly, informative and trusted medium

 • Television is more sophisticated, used in the home/family, provides entertainment, information and education

•Both radio and TV are in the process of radical changes and move towards digitisation and multimedia

The choice of TV services available to the average consumer has increased dramatically, but expenditure on new programmes has not kept pace with this expansion

•Traditional broadcast services (i.e. one-to-many & one-way) will continue to be important because mass audiences are required to cover the costs of high quality content production

•Broadcasters are embracing the opportunities offered by multimedia services and applications, including “interactive” and “on-demand” services

•Users will transform themselves from passive consumers to active creators able to choose the content and presentation

Radio broadcasters can choose from: –AM, FM, DAB (Digital Audio Broadcasting), DRM, Internet

•TV broadcasters will choose from: –analogue terrestrial, satellite and cable, –digital satellite (DVB-S), digital terrestrial (DVB-T), digital cable (DVBC), digital MMDS (DVB-MC & DVB-MS), –Internet and its successors, UMTS, broadband radio services (WLAN etc)

Interactive television (also known as ITV or iTV) is a form of media convergence, adding data services to traditional [television technology](https://en.wikipedia.org/wiki/Television_technology).

Throughout its history, these have included on-demand delivery of content, as well as new uses such as online shopping, banking, and so forth.

 Interactive TV is a concrete example of how new information technology can be integrated vertically (into established technologies and commercial structures) rather than laterally (creating new production opportunities outside existing commercial structures, e.g. the [world wide web](https://en.wikipedia.org/wiki/World_wide_web)).