

INTERNATIONAL STANDARD

IEC 62298-1

First edition
2005-05

TeleWeb application –

**Part 1:
General description**

© IEC 2005 — Copyright - all rights reserved

No part of this publication may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying and microfilm, without permission in writing from the publisher.

International Electrotechnical Commission, 3, rue de Varembé, PO Box 131, CH-1211 Geneva 20, Switzerland
Telephone: +41 22 919 02 11 Telefax: +41 22 919 03 00 E-mail: inmail@iec.ch Web: www.iec.ch



Commission Electrotechnique Internationale
International Electrotechnical Commission
Международная Электротехническая Комиссия

PRICE CODE

P

For price, see current catalogue

CONTENTS

FOREWORD.....	3
INTRODUCTION.....	5
1 Scope.....	6
2 Normative references	6
3 Terms, definitions and abbreviations	6
3.1 Terms and definitions	6
3.2 Abbreviations	7
4 General description of TeleWeb.....	7
4.1 Aims.....	7
4.2 Overview	8
4.3 OSI seven-layer model	8
5 Documentation structure.....	8
6 TeleWeb Application profiles	9
6.1 General	9
6.2 Superteletext profile	9
6.3 Hyperteletext profile	11
7 Display model.....	11
7.1 Display planes.....	11
7.2 Display priority	14
8 Control model.....	14
8.1 User control device	14
8.2 Control functions	14
9 Referencing.....	15
10 General decoder architecture	15
Bibliography.....	16
Figure 1 – OSI-style seven-layer model for different delivery systems.....	8
Figure 2 – Documentation structure	9
Figure 3 – Display planes and their priority order	12
Figure 4 – Screen layout example	13
Figure 5 – Block diagram of an example of a Superteletext TeleWeb decoder.....	15

INTERNATIONAL ELECTROTECHNICAL COMMISSION

TELEWEB APPLICATION –

Part 1: General description

FOREWORD

- 1) The International Electrotechnical Commission (IEC) is a worldwide organization for standardization comprising all national electrotechnical committees (IEC National Committees). The object of IEC is to promote international co-operation on all questions concerning standardization in the electrical and electronic fields. To this end and in addition to other activities, IEC publishes International Standards, Technical Specifications, Technical Reports, Publicly Available Specifications (PAS) and Guides (hereafter referred to as "IEC Publication(s)"). Their preparation is entrusted to technical committees; any IEC National Committee interested in the subject dealt with may participate in this preparatory work. International, governmental and non-governmental organizations liaising with the IEC also participate in this preparation. IEC collaborates closely with the International Organization for Standardization (ISO) in accordance with conditions determined by agreement between the two organizations.
- 2) The formal decisions or agreements of IEC on technical matters express, as nearly as possible, an international consensus of opinion on the relevant subjects since each technical committee has representation from all interested IEC National Committees.
- 3) IEC Publications have the form of recommendations for international use and are accepted by IEC National Committees in that sense. While all reasonable efforts are made to ensure that the technical content of IEC Publications is accurate, IEC cannot be held responsible for the way in which they are used or for any misinterpretation by any end user.
- 4) In order to promote international uniformity, IEC National Committees undertake to apply IEC Publications transparently to the maximum extent possible in their national and regional publications. Any divergence between any IEC Publication and the corresponding national or regional publication shall be clearly indicated in the latter.
- 5) IEC provides no marking procedure to indicate its approval and cannot be rendered responsible for any equipment declared to be in conformity with an IEC Publication.
- 6) All users should ensure that they have the latest edition of this publication.
- 7) No liability shall attach to IEC or its directors, employees, servants or agents including individual experts and members of its technical committees and IEC National Committees for any personal injury, property damage or other damage of any nature whatsoever, whether direct or indirect, or for costs (including legal fees) and expenses arising out of the publication, use of, or reliance upon, this IEC Publication or any other IEC Publications.
- 8) Attention is drawn to the Normative references cited in this publication. Use of the referenced publications is indispensable for the correct application of this publication.
- 9) Attention is drawn to the possibility that some of the elements of this IEC Publication may be the subject of patent rights. IEC shall not be held responsible for identifying any or all such patent rights.

International Standard IEC 62298-1 has been prepared by IEC technical committee 100: Audio, video and multimedia systems and equipment.

This standard cancels and replaces IEC/PAS 62298 published in 2002.

This first edition constitutes a technical revision.

The text of this standard is based on the following documents:

FDIS	Report on voting
100/922/FDIS	100/960/RVD

Full information on the voting for the approval of this standard can be found in the report on voting indicated in the above table.

This publication has been drafted in accordance with the ISO/IEC Directives, Part 2.

IEC 62298 consists of the following parts, under the general title *TeleWeb application*:

Part 1: General description

Part 2: Delivery methods

Part 3: Superteletext profile

Part 4: Hyperteletext profile (in preparation)

The committee has decided that the contents of this publication will remain unchanged until the maintenance result date indicated on the IEC web site under <http://webstore.iec.ch> in the data related to the specific publication. At this date, the publication will be

- reconfirmed;
- withdrawn;
- replaced by a revised edition, or
- amended.

A bilingual version of this publication may be issued at a later date.

INTRODUCTION

TeleWeb delivers World Wide Web-style content to the TV environment, giving the viewer an enhanced television experience. It can be seen as the successor to Teletext. TeleWeb is not restricted to the TV environment and can be deployed equally effectively in areas like DAB, DRM, and home automation.

This standard gives a general overview of the TeleWeb application.

TELEWEB APPLICATION –

Part 1: General description

1 Scope

This part of IEC 62298 gives a general overview of the TeleWeb application that allows Web-style text and graphics to be broadcast to, and displayed by, suitable decoders.

TeleWeb services can be broadcast in a number of different ways, for example, VBI, DVB, DAB, etc., and to a variety of decoder types, for example, TVs, portable decoders, PCs, etc. These transmission protocols are described separately.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

IEC 62297 (all parts), *Trigger messages for broadcast applications*

IEC 62298 (all parts), *TeleWeb application*

ETSI EN 300 231, *Television systems; Specification of the domestic video Programme Delivery Control (PDC) system*

ETSI EN 300 468, *Digital Video Broadcasting (DVB); Specification for Service Information (SI) in DVB systems*

ETSI EN 300 707, *Electronic Programme Guide (EPG); Protocol for a TV Guide using electronic data transmission*

ITU-R BT 1379-1:2004, *Safe areas of wide-screen 16:9 and standard 4:3 aspect ratio productions to achieve a common format during a transition period to wide-screen 16:9 broadcasting*