

Britain with high hopes for digital TV

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Traditional television broadcast services are not necessarily the best way to deliver interactive television content, the British government said Thursday.

In a report on the prospects of digital local content and interactive services, Britain's Office of Communications reported that "in a digital broadband environment, traditional linear television services are not the only, or necessarily best, way of delivering video and interactive content to audiences."

"New and emerging technologies have great potential for providers of local news, entertainment and information content. Broadband, with its powerful interactive and on-demand capabilities, will be particularly important, with several providers, including Homechoice and ITV, already exploring the possibilities," Ofcom added.

Currently, a wide range of organizations including local and national media groups and local authorities are looking into the potential for digital technologies to deliver enhanced content services to communities large and small.

"Ofcom welcomes the innovation and the diversity of approaches currently being explored by the market. It hopes and expects to see experimentation continue, with different services designed to meet the needs of different communities and new entrants adopting new approaches," the agency said in a news release.

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