

Intel's Interest in W3C Tracking and Privacy Workshop

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Participant's interest

Intel Corporation, a world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. As a participating member of the consumer electronics (CE) ecosystem, Intel is interested in helping CE OEMs, content providers and service providers to bring the richness of the Internet to Television. In support of that goal, Intel is working with industry leaders to enable Smart TV experiences that go far beyond traditional Internet-connected consumer electronics devices. Smart TV helps consumers enjoy a virtually limitless array of Internet content, broadcast programming, personal media and a range of applications, all available on a single TV screen. From a silicon perspective, Intel has developed a line of system-on-a-chip (SoC) products targeted to digital TVs, optical media players and advanced set-top boxes, all of which are optimized for bringing internet content and applications to TV. Intel is interested in collaboratively working in the W3C to enable web standards that will accelerate the market adoption of a truly connected, immersive and 'smart' TV experience.

As a supplier of silicon products to both the IT and CE industry, Intel brings an exclusive viewpoint and technical competence in developing, enabling, and promoting robust platforms for the environments that W3C's future TV group is targeting. In W3C, Intel already participates in a number of HTML related Working Groups, such as the HTML WG, the Web Applications WG and the Device API and Policy WG. Furthermore, Intel joined the recent W3C's Web and TV interest group to address the requirements of the smart TV.

Point of View

The HTML5 suite of specifications creates exciting new opportunities to bring the power and opportunities of the Web to new devices. Intel is appreciative of the W3C's efforts in organizing this workshop on Tracking and Privacy. As more internet content becomes available to users through connected TVs, personalizing browsing experience on TV to the user/family's viewing habits and interests is a key to the success of smart TV devices. However, when tracking is used as a tool to collect viewing information, it is critical that we ensure proper mechanisms are available to protect the privacy of the user. The privacy requirements for a 10 foot (TV) user experience are likely to be different from 2 foot (PC, SmartPhone, Tablet) user experience. We are interested to learn and contribute to the W3C's efforts to analyze this subject and create appropriate solutions.