**Interactive Application Platform:** interface that facilitates viewer interactivity and selectively delivers content.

Industry leaders:
- GoldPocket
- ICTV
- C-Core (nCube)
- NDS
- OpenTV (Wink)
- SeaChange
- TandbergTV (N2)

**Interactive Production Services:** provided by creative production studios that develop interactive interfaces and furnish tools necessary for specific interactive applications.

Industry leaders:
- Interactive gaming
digeo, NTN, OpenTV/Static, Universal

- Interactive Programming Guides (IPG)

- Digital Video Recording (DVR)
digeo, EchoStar, Motorola, Sci Ali, TiVo

- T-commerce (stand-alone applications)
Cauldron, OpenTV / Wink, Target TV

- Video-On-Demand (VOD)
Concurrent, C-COR, NDS, SeaChange, TandbergTV, TVN

**Data Collection and Response:** purveyors of technologies that harness addressable data to deliver personalized, targeted content.

Industry leaders:
- C-COR
- NDS
- Nielsen
- OpenTV (SpotOn)
- SeaChange
- TandbergTV

**Network Content Providers:** a broad category spanning all distributors of educational and entertainment content that provide the base for interactive TV.

Industry leaders:
- CNN/HBO/Turner
- Discovery
- Disney/ESPN/ABC
- GameShow Ntwk
- PBS
- Viacom/ShowTime/CBS
- Weather Channel

**Hardware:** primarily consists of digital set-top box (DSTB) embedded with application-specific microchips.

Industry leaders:
- Motorola
- Pace Micro
- Philips
- Samsung
- Scientific-Atlanta
- Sony
- Thomson / RCA
- Toshiba

**Middleware:** functions as a transition/conversion layer of network architecture that ensures compatibility between the basal infrastructure and diverse upper-level applications.

Industry leaders (with respective operating systems):
- Liberate / C2 (Java)
- Microsoft TV (XML)
- NDS / MediaHighway (Java)
- OpenTV (Spyglass)

**Broadband Delivery Systems:** distribution infrastructure responsible for content delivery to the home.

Industry leaders:
- Adelphia
- Cablevision Systems
- Charter
- Comcast Cable
- Cox Communications
- DirecTV
- EchoStar
- Insight
- Time Warner Cable

**User-level Applications:** a diverse category that spans the following primary services and their respective leading providers.

Industry leaders:
- Interactive gaming
digeo, NTN, OpenTV/Static, Universal

- Interactive Programming Guides (IPG)

- Digital Video Recording (DVR)
digeo, EchoStar, Motorola, Sci Ali, TiVo

- T-commerce (stand-alone applications)
Cauldron, OpenTV / Wink, Target TV

- Video-On-Demand (VOD)
Concurrent, C-COR, NDS, SeaChange, TandbergTV, TVN

**Middleware:** functions as a transition/conversion layer of network architecture that ensures compatibility between the basal infrastructure and diverse upper-level applications.

Industry leaders (with respective operating systems):
- Liberate / C2 (Java)
- Microsoft TV (XML)
- NDS / MediaHighway (Java)
- OpenTV (Spyglass)