The MPEG experts are currently developing the MPEG-21 set of standards and this includes specifications for digital rights management, delivery of services over heterogeneous networks, packaging of multimedia content and maintaining quality of service. Considerable research effort is being applied to these new developments and the capabilities of MPEG-21 technologies to address specific application areas are being investigated. One such application area is broadcasting, in particular the development of digital TV and its services. In more practical terms, digital TV addresses networking, events, channels, services, programs, signaling, encoding, bandwidth, conditional access, subscription, advertisements and interactivity. MPEG-21 provides an excellent framework of standards to be applied in digital TV applications. Within the scope of this research work we describe a new model based on MPEG-21 and its relevance to digital TV: the digital broadcast item model (DBIM). The goal of the DBIM is to elaborate the potential of MPEG-21 for digital TV applications. Within this paper we focus on a general description of the DBIM, quality of service management and metadata filtering, digital rights management and also present use-cases and scenarios where the DBIM’s role is explored in detail.