



# Digital Media Content Distribution

## What about WEB TV

Meeting #3

Sept 9th 2008

Customer experience Service Level Management Digital TV Alerts VOD Service Delivery VideoMOS Fixed and Mobile Convergence  
User Experience Call center Perceptual Quality Measurements ITIL Availability Performance Fidelity QoS FULL HD QoE monitoring solution  
VOIP Critical Applications Control Change Management Quality of Experience Real Time Supervision E-business Websites  
SLA Reporting AudioMOS Interactive Services End to End Monitoring Performance analysis Service Support Triple play

# Why speak about WebTV ?

W This group is about : **Digital Media Content Distribution**

W And what is WebTV ?

- ❖ Television on Internet ?
- ❖ Video on Internet ?
- ❖ Video content on a television through a browser ?

W What is IPTV ?

- ❖ IPTV is a list of specification (thanks Julien)
- ❖ IPTV it's not only Television via Internet Protocol

W IPTV means different things :

- ❖ Could be one of the triple play service (Internet / Telephony / Television)
- ❖ But are Cable or Satellite operator not doing IPTV ?
- ❖ And on Internet, isn't it IPTV ?

# WebTV is a part of IPTV ecosystem

- ❖ IPTV is starting to be a synonym of :
  - ❖ ATAWAD : Anytime, Anywhere, Any device
  - ❖ Interactivity : user centric
  - ❖ Personalization : No more channels, except my channel

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  - ❖ Interactivity : user centric
  - ❖ Personalization : No more channels, except my channel
- ❖ But at the same time, Internet pure player solutions are starting to deliver :
  - ❖ Youtube, Dailymotion ...
  - ❖ Balbegum, Joost ...
  - ❖ Channels themselves (BBC, TF1, M6, Canal, France Télévision ...)

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- Video on Internet was dominated by :
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  - ❖ H264 aka MPEG4-AVC approved in 2003 and rapidly adopted by Apple
  - ❖ Flash by Macromedia
- If I was an ETSI guy, I could say why DRM and Streaming technology lose ... ;-)
  - ❖ Because no interoperability
  - ❖ Because no standard

# Now, what happen ?

## Ⓜ People want to see video on their PC

- ❖ Streaming is difficult
  - Last mile before ADSL / FTTH don't really permit
  - NAT / Firewall problems
  - Too much different client software needed (Real, Windows media player, quicktime ...)
- ❖ So progressive download with Flash is everywhere

## Ⓜ Blogs, video blogs : vodcast appear ...

- ❖ *Video podcast (sometimes shortened to vidcast or vodcast) is a term used for the **online delivery of video on demand** video clip content **via Atom or RSS enclosures**. The term is an evolution specialized for video, coming from the generally audio-based podcast and referring to the distribution of video **where the RSS feed is used as a non-linear TV channel to which consumers can subscribe using a PC, TV, set-top box, media center or mobile multimedia device**. (wikipedia)*

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  - ❖ UPnP protocol

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  - ❖ UPnP protocol
- Internet services come to Telco Set top box : not fully open (H264 / XML-RSS)
  - ❖ Dailymotion with Neuf / Cegetel STB for example ... : H264 / XML - RSS

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- First Wimax STB was launch by Runcom Technologies in Jun 08
- Ethernet on TV and it’s not new : all is possible
  - ❖ Oct 2006 : acTVila.com
    - Matsushita (Panasonic), Sony, Sony Communication Network, Toshiba, Sharp, and Hitachi
    - Video-on-demand, "content downloading services" and "payment transactions" by 2008 ...
  - ❖ Sony W4500/X4500 TV arrives with Ethernet (DLNA) on TV
  - ❖ Panasonic with its own Vieja Cast (2009 ?) ...

# Result :

The screenshot displays the Miro website interface. On the left is a sidebar titled "Miro Guide" with a search bar and a list of categories and channels, each with a blue circular icon containing a number. The main content area has a blue header with the Miro logo and navigation links: Home, Browse, Popular, Top Rated, Channels You'll, Languages, and Support Open Media. Below the header is a search bar and a "Search Channels" button, with the text "5099 channels, all free." to the right. The main content area features two featured channels: "CHTV: CollegeHumor Original Videos" and "TronTV". Below these are three category-based recommendation sections: "Category: Sports" (featuring Terra TV Brasil, Fighter-Arts, and Plan B Skateboarding), "Popular Today" (featuring National Geographic, Discovery Channel Video, AnimeTV!! TJ, and Davey and Goliath - The), and "Just Added" (featuring The Atlantic: Foreign, Exploration with Uday, viBirth TV, and Comfia Televisión). At the bottom of the page is a video player interface with a search bar, playback controls, and a volume slider.

**Miro Guide**

- Rechercher une vidéo
- Bibliothèque
- Nouveau 3
- Téléchargement en cours
- Using Miro 12
- Actualités et technologie 307
  - EPIC FU 25
  - DiggNation (Large Quicktime) 42
  - Democracy Now! Video 89
  - Newsnight video podcast
  - NBC Nightly News (video)
  - TEDTalks (video) 11
- Divertissement 140
  - TERRA: The Nature of Our World 354
  - Ask A Ninja - iPod 200
  - TheBurg.tv 53
  - Onion News Network (Video) 42
- Haute Définition 193
  - HD Podcast | washingtonpost.com 133
  - Telemusicvision 17
  - ON Dating (AppleTV HD) 7
  - KQED QUEST Science Video Podcast 36
- Mac 10
  - Mac MediaCast 9
  - ScreenCastsOnline: Mac Video Tutorials (LS)
  - Macworld Video 1
  - Wild Chronicles Digital Shorts 2
- Les Guignols
- Zapping - CANALPLUS.FR
- VOD Cars (HD QUICKTIME) 1
- Exemple de liste de lecture

**miro** Home Browse Popular Top Rated Channels You'll Languages Support Open Media

login / register submit a channel

Search Channels 5099 channels, all free.

**CHTV: CollegeHumor Original Videos**  
CHTV is CollegeHumor's original videos section. Multiple times every week, it chews up pop culture and

**TronTV**  
Tron Studio Films' Internet TV Channel of http://www.tronstudiofilms.piczo.com

Add "Featured" Previews Channel or See All Featured Channels

**Category: Sports**

- Terra TV Brasil
  - Add
  - Details
- ...:Fighter-Arts:... -
  - Add
  - Details
- Plan B Skateboarding

**Popular Today**

- Add "Popular" Previews Channel
- National Geographic 542 subscribes today
- Discovery Channel Video 347 subscribes today
- AnimeTV!! TJ 331 subscribes today
- Davey and Goliath - The 226 subscribes today

**Just Added**

- Add "New" Previews Channel
- The Atlantic: Foreign 12 shows
- Exploration with Uday 2 shows
- viBirth TV 9 shows
- Comfia Televisión 4 shows

Rechercher une vidéo

And sometimes ...



Often ...

**hulu**<sup>TM</sup>

TV

Movies

Login

Forgot Password?

Sign Up

Popular Episodes

Popular Clips

Popular Shows

Alphabetical

Network

search

## Something's Wrong with Me

ALF

Season 2 : Ep. 8 | 21:27 | ★★★★★

ALF gets a severe case of hiccups after being excluded from Dorothy and Whizzer's wedding party. According to Melmacian medicine there are two cures: fresh cat juice and somethi...

We're sorry, currently our video library can only be streamed within the United States. For more information on Hulu's international availability, click [here](#).

If you're inside the United States and believe you've received this message in error, please click [here](#).

# Start to be annoying ...

Text only | Help Parental Guidance: OFF ?

**BBC**  Search [Explore the BBC](#)

**iPlayer** [Home](#) [TV Channels](#) [Radio Stations](#) [Categories](#) [A to Z](#)



**Currently BBC iPlayer TV programmes are available to play in the UK only, but all BBC iPlayer Radio programmes are available to you. [Why?](#)**

**[Go to Radio channels home page](#)**

**If you are in the UK and see this message please read [this advice](#)**

00.00 / 00.00 [SHARE](#)  

**Sky Cops: Series 2: Under Pressure**  
[Show Information](#)

# New mantra

- We are on the 3 screens war : Television / PC / Mobile
  - ❖ It's not a usage war
- It's also a technical vision war
  - ❖ TV centric world, like the telco operator world
  - ❖ PC / user centric world, like the Internet world
  - ❖ And the Mobile in the middle of the road (but iPhone shakes all)
- It seems we've finished the first step : Traffic area
  - ❖ To enter the second step : **the battle of ATTENTION**
- And it's much more difficult than broadcasting on a backbone !
  - ❖ Impossible to continue the same way, from production to delivery
  - ❖ Impossible to forget Internet world (open ...)
  - ❖ Impossible to not understand the need of symmetrical solutions (UGC ...)

# Next step

## Do we have to wait ?

- ❖ For the telco equipment world to converge with all the standards ?
- ❖ For the end user equipment world to converge around DLNA / UPnP ?
- ❖ For the "open" (computer based ?) world to adopt H264, Flash, RSS ?
- ❖ ...

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## W Too much time and like always, the very big few are moving :

- ❖ Apple have a solution, from mobile to TV with monetization ready
- ❖ Google have a solution, from Internet to TV with no problem of monetization
  
- ❖ Adobe with Flash 10 is something to consider very carefully
  
- ❖ And operators are on the middle of the road
- ❖ And Channels / producers can't wait to choose solutions



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