



What will drive convergence?"

Technical trends vs Business logic

Prof. Rui L. Aguiar, Instituto de Telecomunicações,
Aveiro

Dr. Klaus Illgner, Institut für Rundfunktechnik

Prof. Karl Jonas, Fraunhofer Gesellschaft

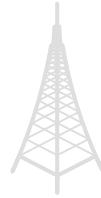
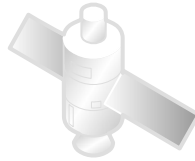
Simos Menexis, OTEplus

Dr. Bernhard Collini-Nocker, Paris Lodron University
Salzburg

Thomas Wächter, T-Systems Media & Broadcast



Conclusions



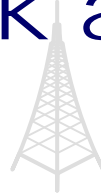
- ▶ How do you think (and if you do subscribe to the view) that convergence between BC and telco operators will be reached?
- ▶ Do we have technical (enough) solutions?
- ▶ Why is this convergence desirable?
 - ▶ mass media concentration,
 - ▶ public opinion manipulation
- ▶ Is there a business opportunity in this - specially because both BC and telcos have established MEGA-players?
 - ▶ No green field here. Remember UMTS – and the cost of starting it



Some points to think about

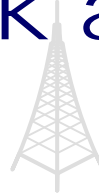
▶ Business

- ▶ Mergers vs fights
- ▶ Bring cultures together
- ▶ Is there a demand? Per group? Per country?
- ▶ Mass market interests tainted by technology?
 - ▶ Mobile is needed?
 - ▶ Terminals are enough?
- ▶ Regulation and content?
 - ▶ Central entities vs open system
 - ▶ Personalization is precisely that!



Some points to think about

- ▶ **Business**
 - ▶ Mergers vs fights
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- ▶ **Mass market interests**
 - ▶ mobile is needed?
 - ▶ Terminals are enough?
 - ▶ Central entities vs open system
- ▶ AOL bought Time Warner
 - ▶ Not a success?
- ▶ IP multicast technology already exists for year
 - ▶ Where?
 - ▶ Do you know the case of the BBC and Janet?
- ▶ iPod now is having a Video box
 - ▶ Access via a service?
- ▶ LG terminal is a trend in Korea
 - ▶ For wathcing soap-operas
- ▶ Personalised broadcasting in US:
 - ▶ TiVo and Tivo2Go
- ▶ Multicast and P2P



THE BIG PICTURE: AOL to buy Time Warner

In a stunning announcement, America Online says it will acquire Time Warner
January 10, 2000 2:30 PM

Case accepts blame for AOL-Time Warner debacle

By [Jim Hu](#), CNET News.com

Published on [ZDNet News](#): January 12, 2005, 11:15 PM PT



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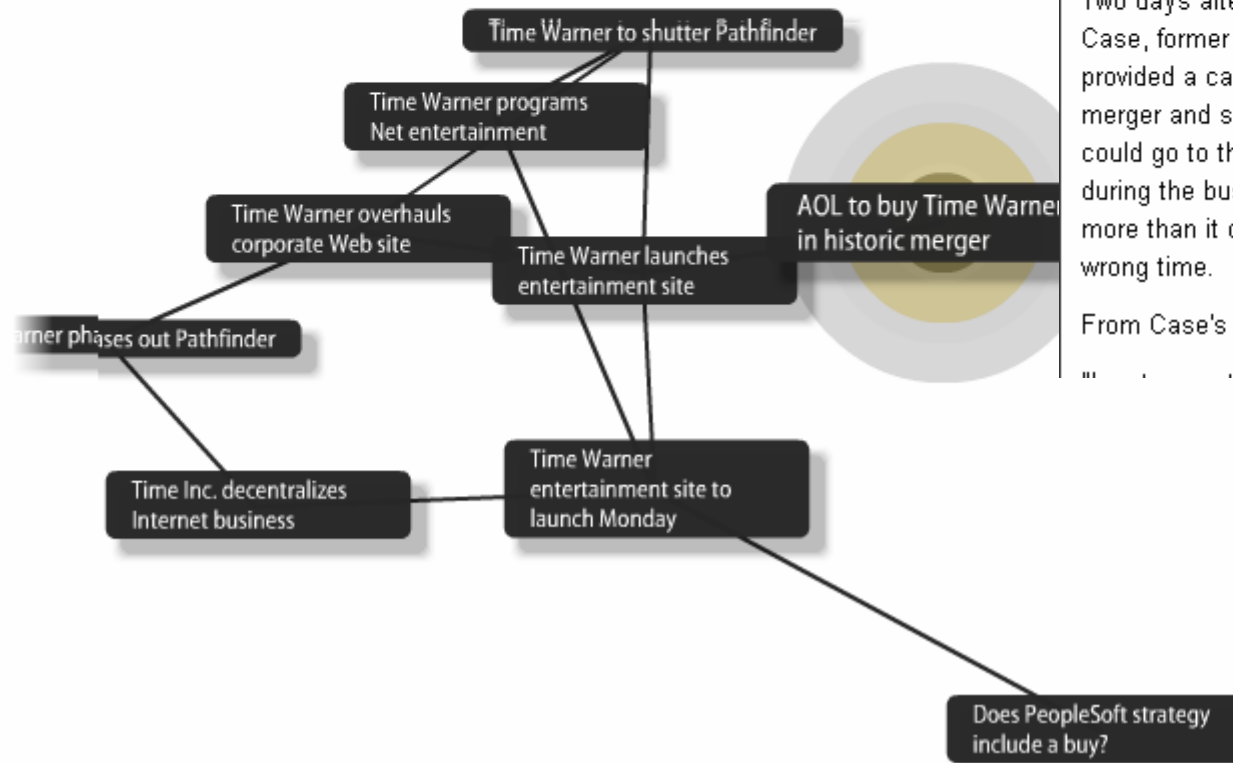
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MOUNTAIN VIEW, Calif.--Steve Case is not ashamed of taking the fall for the merger of America Online and Time Warner, perhaps one of the greatest failed deals in corporate history.

Two days after the fifth anniversary of the deal, a visibly graying Case, former chairman of what was then AOL Time Warner, provided a candid perspective into the factors that prompted the merger and some of the general reasons it failed. The blame could go to the billions of dollars in market value evaporating during the bust, or management's stubbornness in promising more than it could deliver, or doing all the wrong things at the wrong time.

From Case's view, the blame starts with him.





Authentication & Authorisation ▶

Content Infrastructure ▶

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JANET QoS

JANET Multicast

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JANET Wireless

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JANET MULTICAST

Announcement

UKERNA have established a direct multicast peering with the BBC. As a result, JANET connected organisations can watch BBC Sport's coverage of the World Athletics Championships from Saturday 6 August at:

<http://news.bbc.co.uk/sport1/hi/athletics/4737587.stm>

Events can be watched at rates of 350kbit/s or 1.5Mbit/s.

Please note that you will need [RealPlayer](#) installed on your machine prior to viewing, as well as multicast enabled on your site and regional networks.

IP Multicast is a bandwidth conserving technology that can reduce traffic by transporting single streams of information across the network backbone to regional and local distribution points where the data is replicated for simultaneous delivery to multiple users. Some applications that can take advantage of Multicast include videoconferencing, video serving and news distribution.

IP Multicast has been supported on JANET since 1991 using an overlay of IP tunnels forming a multicast backbone (MBONE) carrying encapsulated multicast data packets and multicast routing information (Distance Vector Multicast Routing Protocol - DVMRP).





Witness the evolution of the revolution. First it played songs. Then photos. Then podcasts. Now iPod plays video, changing the way you experience your music and more. Again. In lighter, thinner 30GB and 60GB models starting at \$299, the new iPod is music to your eyes.

▶ Next:

▶ Wireless service iPod?



Korea's DMB Market Takes Major Step Forward

The DMB (digital media broadcasting) business in Korea has dramatically grown, with over 100,000 subscribers for satellite DMB service since it commenced in May. According to TU Media Corp, a domestic satellite DMB service provider, around 1,200 subscriptions on average have been registering each day. The company revealed that out of the total number of subscriptions, 93,400 are for combined mobile phones and 6,600 are for in-car devices.

TU Media expects to expand the service to 58 cities across the country with additional investment in the existing 26 cities that will focus on settlements of dead spots. The company also plans to establish repeater systems in 84 cities and several subway lines by September. After August, in addition to cellular users, PCS (personal communication system) users will also be able to enjoy the service through the cooperation between major domestic PCS providers such as KTF and LG Telecom.

Terrestrial DMB Service

While satellite DMB service benefits from being launched earlier than terrestrial DMB, it is still yet to be commercialized. However, the number of subscribers is expected to increase according to industry observers. Obviously content plays a big role in attracting subscribers. Good content will have a positive impact on the industry, while lowering the service charges is promoting the service.

Originally, the Korean government established the principle of providing free terrestrial DMB service. However, service providers and broadcasting companies have proposed to charge for the services to offset the expenses of equipment investment and network construction.

The terrestrial DMB service in Korea is expected to succeed in earnest only if the government's plan to resolve the service providers' concerns on service charges is resolved. The government's plan to adopt a proprietary DMB standard ahead of media flow by Qualcomm or DVB-H is also a key factor.

Outstanding Issues

However, there are still some problems yet to be solved: a well-established repeater system are crucial for providing good services. The establishment of a national identification system (NIS) is required. Service providers insist that NIS (network identification system) is required for investing in the repeater network, while the government is asserting that the existing standard should be changed.

Another problem is with the availability of devices. Samsung Electronics has introduced new handsets but their performance has not been as expected. Samsung's latest models due to software defects. While these problems are being



engadget

LG's DMB phone lets you pause live TV for calls

Posted Oct 10, 2005, 9:42 AM ET by Peter Rojas

Related entries: [Cellphones](#), [Portable Audio](#)





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Distribution of Live Streams via “Pseudo-Multicast”

Example

AOL webcast of Live 8 concert
July 2, 2005

