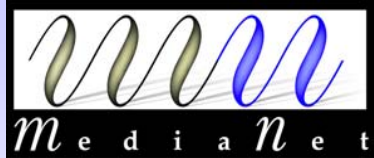


Adaptive Multicast Streaming with H.264 / AVC



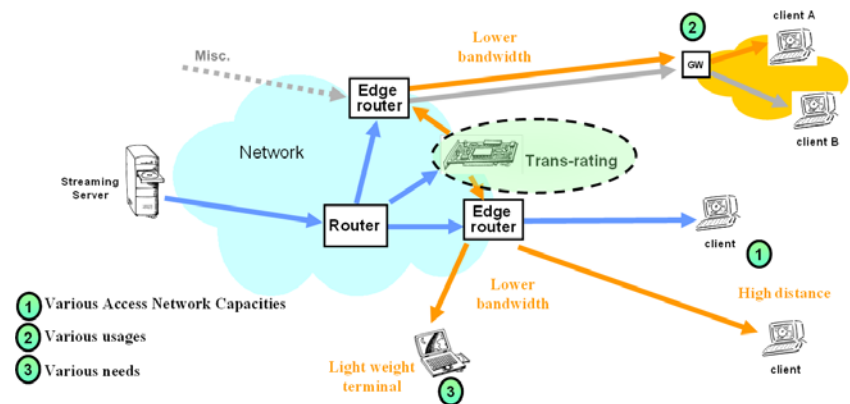
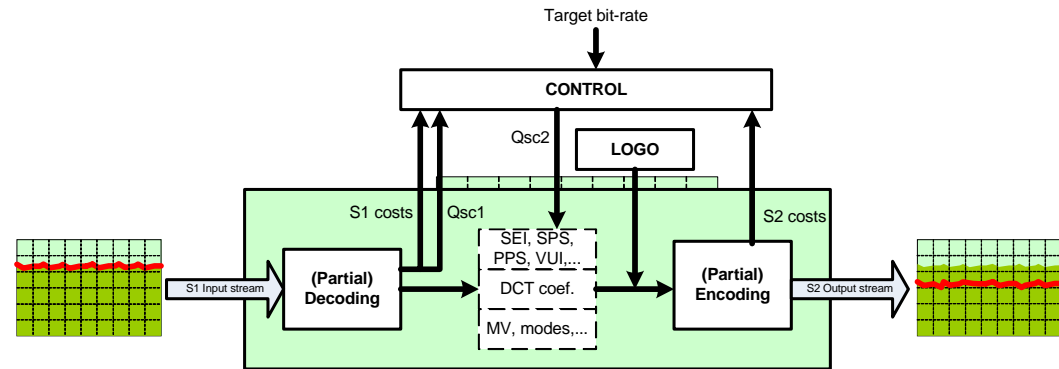
Philippe BORDES – Thomson R & D France

Application Area:

The trans-rating system is used in a multicast environment to adapt video contents to better fit to local capabilities of the network e.g. last mile configuration, or to offer extended features e.g. ad insertion.

Features:

Thomson exploits its know-how in video compression to study efficient MPEG-4 AVC Trans-rating algorithms. The Trans-rating technology consists in processing encoded streams in the compression domain in order to adapt their characteristics (bit rate,...) to particular broadcasting requirements (available BW, splicing, logo insertion, picture in picture,...).



Advantages of H.264/AVC Trans-rating:

- ❑ H.264/AVC trans-rating in Regional Access networks (near DSLAM for instance) allows to optimize the existing infrastructure by increasing the maximal distance between home access point and access network.
- ❑ Last user can choose to receive simultaneously several multimedia applications (triple play,...) tailoring the video quality to its needs or capacity.
- ❑ Trans-rating is a key feature in video broadcasting for splicing (add new stream, advertising,...) and logo insertion in a multiplexed transport stream.



Information Society

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