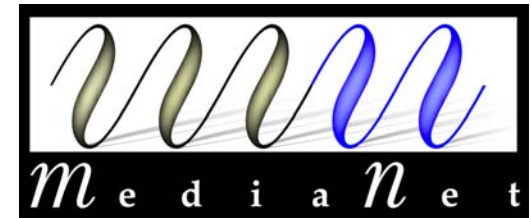


# MediaNet Workshop and Demo Day Agenda

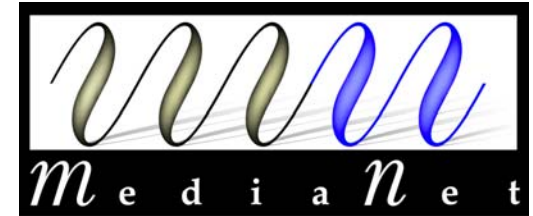
November 23rd, 2005  
Brussels - Belgacom

# Agenda: Overview (I)



W O R K S H O P				
09:00-09:30	Welcome Information package Coffee Break (patio)			
	Room I Auditorium	Room II To be completed	Room III To be completed	<b>Demos in parallell</b> (see page 2)
09:30-10:00	INTRODUCTION			
10:00-11:00	DRM	Video compression and streaming	DVB IP TV	
11:00-12:00	New applications in an open service delivery model	Residential Gateway and Home Network	Video compression and streaming	
12:00-13:00	L U N C H			
13:00-14:00	Economics (session 1)	New applications in an open service delivery model	DRM	<b>Demos in parallell</b> (see page 2)
14:00-15:00	Residential Gateway and Home Network	DRM	New applications in an open service delivery model	
15:00-16:00	Video compression and streaming	Economics (session 2)	DVB IP TV	
16:00-16:30	Conclusion within Roundtable			
16:30-17:30	C O C K T A I L			

## Agenda: Overview (II)



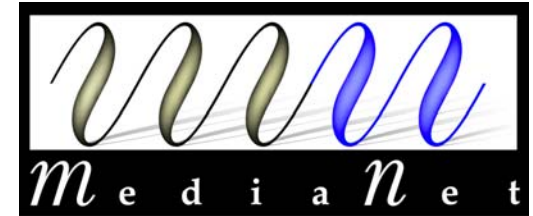
10:00-16:30 D E M O S				
Room Atlas Floor 00	Room Halley Floor 00	Room Vega Floor 00	Room Thalassa Floor 00	Surf Lounge Floor -1
QoS for Personal Multimedia Communication Services	<b>Demos in sequence (1)</b>	Personal Multimedia Communication Softswitch	Identity (Person) based DRM	Portable Multimedia Communications Terminal
	1. Amigo TV			Content Preloading
	2. MEDIABox			E-Voting over heterogeneous Terminals
	3. Multi-Platform Content			Buddyquiz and Jukebox
	4. E2E H.264 Streaming in a best Effort Network			Smarrtright protected Home Network based on MediaNet Content Security Framework
	5. Broadcast IP-TV			Video Over Wireless
6. Residential Gateway in the context of a Managed Home Area Network	Adaptive Multicast Streaming with H.264 / AVC	Advanced Video Compression <ul style="list-style-type: none"> <li>o H.264 Scalable Video Coding</li> <li>o Pre-analysis for Efficient H.264 Coding</li> </ul>		
				Post-processing tools for H.264 <ul style="list-style-type: none"> <li>o Error Concealment of Corrupted Bitstreams</li> <li>o Video Adaptive Playout System based on Physical Motion Field Estimation</li> </ul>

(1) Demos are not in parallel in room Halley.

10:00 – 11:30 and 13:00 – 14:30 One sequence of demos in the following order 1-2-3-4-5-6

11:30 – 12:00 and 14:30 – 16:30 Demos on request among the 6 demos in room Halley

# Introduction



MediaNet, as an Integrated Project of IST call 6, has built an open reference infrastructure consisting in different network segments belonging to different stakeholders and enabling the easy and controlled end-to-end exchange of digital media and audio-visual content.

This workshop proposes firstly a large number of sessions on specific technical topics as addressed during the project life. Details on these presentations are given in the following pages.

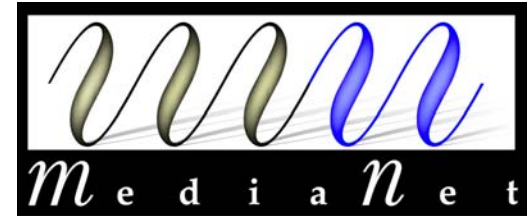
Additionally to these workshop presentations, MediaNet achievements will also be exposed as *live running demonstrations*. As an integrated project MediaNet targeted to assemble a number of converging activities into an integrated testbed pointing out the major technical progress for the openness of an electronic content distribution chain.

Participants will have the opportunity to see various demonstrations illustrating *real life use cases* and the underlying technical results supporting such use cases.

The coverage of these demonstrations from the use case viewpoint is emphasizing the *convergence of paradigms* related to collaborative behavior, commerce and security needs and content preparation and adaptation. Applications will therefore present concepts of Interactive TV, community TV, Personalized presentations, concurrent services in a harmonized home infrastructure with the best possible quality of service whatever the network capabilities currently are and automatic selection of the most adapted terminals to optimize the rendering.

The related *innovative technologies* supporting such applications will focus on Advanced compression techniques (H264), European standardized services signaling and streaming solutions (DVB-IP), DRM solutions, Home Network solutions capable to manage Quality of Service requirements and including wireless connectivity segments, and finally multi-communications capable platforms as an "all-in-one" terminal solution.

## Presentation: DRM



Session Coordinator: Eric DIEHL (Thomson)

Room I (10:00-11:00) / Room II (14:00-15:00) / Room III (13:00-14:00)

Speaker (1): Jean Marc BOUCQUEAU / Thomson

Title: [The MediaNet vision of interoperability](#)

Summary: Presentation of the MediaNet Security Framework, an approach based on a common protection layer for the interoperability in the home network.

Speaker (2): Miguel DIAS / ADETTI

Title: [The NAVSHP requirements](#)

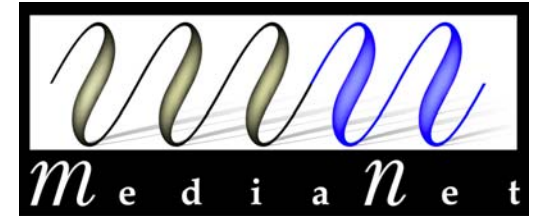
Summary: Presentation of the common deliverable on DRM requirements elaborated by the NAVSHP Projects.

Speaker (3): Eric DIEHL / Thomson

Title: [The Crystal ball for DRM](#)

Summary: Since so many years, DRM is a sensitive subject with many promises and few concrete realizations. This presentation quickly paints the current status. In a second part, it paints potential future trends. The last section describes a possible roadmap for Digital Rights Management (DRM) applied to audiovisual content.

## Presentation: New applications in an open service delivery model



Session Coordinator: Michiel PELT (Alcatel)

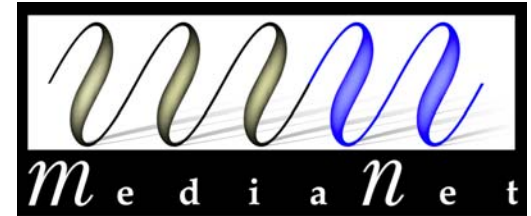
Room I (11:00-12:00) / Room II (13:00-14:00) / Room III (14:00-15:00)

Speakers: Michiel PELT (Alcatel), Nico JANSSENS (Alcatel)

Title: [New applications in an open service delivery model](#)

Summary: Introducing an open model introduces significant additional complexity regarding interoperability to assure end-to-end service delivery. At the interfaces between the stakeholders, agreements are to be made between the stakeholders to assure a continuation of the service delivery. During the talk we will address how a network access provider can offer new services towards applications by introducing the N-services platform. The positioning of the platform, the architecture and the capabilities will be discussed as well as how different collaborative, content and commerce applications interact with the platform. The development of platforms and innovative MCD applications will be shown at the conference.

## Presentation: Economics (session 1)



Session Coordinator: Olivier BOMSEL (Ecole des Mines)

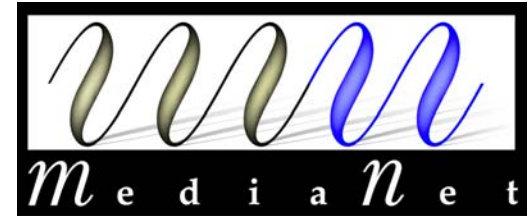
Room I (13:00-14:00)

Title: Economics of copyright in a digital environment

### Summary:

- Copyright laws in a digital environment
- Network effects and vertical competition
- Competition between content distribution systems
- DRM standards war
- Perspectives

## Presentation: Economics (session 2)



Session Coordinator: Olivier BOMSEL (Ecole des Mines)

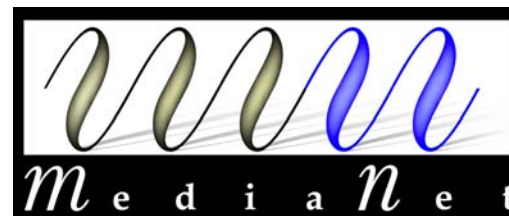
Room II (15:00-16:00)

Title: Digital distribution network Roll-out

### Summary:

- Network effects in open communication and broadcast networks
- Subsidization of network effects
- How may content subsidize equipment ?
- The case of the DVRs' roll-out
- Influence of regulatory parameters in content and network industries

## Presentation: Residential Gateway and Home Network



Session Coordinator: Peter VAN GRINSVEN (Philips)

Room I (14:00-15:00) & Room II (11:00-12:00)

Speaker (1): Peter VAN GRINSVEN / Philips

Title: [Home Network Management](#)

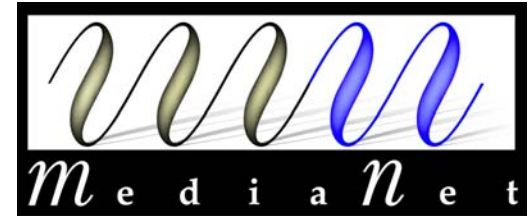
Summary: Users want to have seamless access at the best possible guaranteed QoS to any local- and/or network content/service anytime and anywhere in the home. In this session we will present concepts that were developed within MediaNet to manage all resources (devices and bandwidth) inside the home to enable QoS.

Speaker (2): Jacques BRUYNEN / Philips

Title: [The Residential Gateway as Home Server](#)

Summary: The Residential Gateway is considered a crucial part of the network infrastructure that links the WAN and the HAN. Since it is also an always-on device, it is the envisioned platform for hosting in-home applications as well as applications delivered by service providers. This session will cover some concepts in this area related to the MediaNet mission.

## Presentation: Video compression and streaming



Session Coordinator: Gérard BRIAND (Thomson)

Room I (15:00-16:00) / Room II (10:00-11:00) / Room III (11:00-12:00)

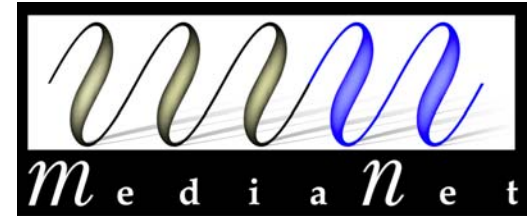
Speakers: Gérard BRIAND (Thomson), Hervé DENIEUL (Nextream), Richard BRAMLEY (ST Microelectronics)

Title: [Video compression and streaming](#)

Summary: Although transport networks as well as access networks are proposing broadband capabilities there is on the other hand a growing need for transmitting new media or higher quality media demanding extra bandwidth. In this context audio compression and video compression are still recognized as mandatory technologies for networking. MediaNet has devoted a specific Sub-Project to these technologies and associated streaming techniques more specifically focusing on video contents.

The session "Video Compression and Streaming" will give an overview of the objectives and achievements of this sub-project and will present particularly new IC architecture concepts that have been adopted for next generation of video encoders and decoders especially targeting the new MPEG-AVC/H.264 standard.

## Presentation: DVB IP TV



Session Coordinator: Franck ADAM (Thomson)

Room III (10:00-11:00) & (15:00-16:00)

Title: [Open multi-provider delivery of TV services over IP networks](#)

Speakers: Franck ADAM (Thomson), Damien ALLIEZ (NDS Technologies)

Title: [Introduction to DVB-IPI and its application to MediaNet open system vision](#)

Summary: DVB-IPI is the DVB initiative to support service discovery on IP networks. In the area of TV services, these tools will provide horizontal solutions where multiple service providers can compete independently of underlying IP connectivity solution.

Title: [Challenges in realistic application of this concept](#)

Summary: Consumer products for broadcast and advanced TV services, so called set-top boxes, must offer top class user experience at ultra low price. MediaNet concepts are applied to broadcast and advanced TV use cases, through implementation of multiprovider TV service, over IP network. Consumer grade hardware and software need careful redesign to support these extensions, and the genericity of DVB-IPI.

Title: [Outcomes and conclusion](#)

Summary: How well does DVB-IPI fit with the open content distribution architecture defined in MediaNet? Can we use IP networks to enhance broadcast and advanced TV offer in a competing environment? Does multi-service approach apply realistically to mass deployment of audio-visual services?