

Digital Media over Internet Protocol

An Executive Briefing

Description:

Media types such as print, audio, video are used to carry information of all sorts from news, information and entertainment right through to Massive, Multi-player Online Games (MMOG) and High Definition Television (HDTV). Advances in bandwidth mean that virtually any type of content can be digitised and communicated to the home or office. A key enabler is Internet Protocol or IP - capable of carrying media from any publisher to any home, office or handset in the world.

The purpose of this half day briefing is to explain the history and development of this fascinating technology and detail the business models, key drivers and leading players. Using plain English, this briefing aims to give delegates an understanding of the challenges and opportunities together with a practical guide for planning and application of this technology, in the light of the latest technical innovations

The briefing begins with history of media together with the development of the technologies that enable media over IP. It continues with current trends in network technologies, the application of standards and the development of innovative compression algorithms.

A key section of the briefing covers business drivers and market forces worldwide. In particular, the prospective impact on industries such as TV, music publishing, news, medical diagnostics, education and the gaming Industry is considered.

Audience:

This briefing is suitable for Senior Managers and Directors involved in the strategic planning of business communications initiatives within their organisations who need an appreciation of the operational as well as cost issues presented by this technology.

Duration:

Half Day

Objectives:

On completion of this briefing, delegates will:

- ✧ Understand the business impact of Media over IP and know the key business drivers.
- ✧ Know the international and regional market forces that are forcing technology advances.
- ✧ Be aware of the new services that coming on stream.
- ✧ Appreciate, at a high level, how pervasiveness of IP will impact on key industries.



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Content:**Introduction**

Technology Backgrounder
What is Media?
Development of IP
Dr Vinton Cerf
How has IP Evolved
MPLS
IPv6 - the next generation

Market Context

Triple Play
Market Opportunity
Voice, Video, Data
Digital Video Broadcasting (DVB)
Analyst Coverage
Perspectives
What the world is saying ...

Data Communications

IP and Ethernet
Protocol Stack
Packet Switching
Compression advances
Codecs
File formats
Bandwidth Requirements
Downloading and streaming
Convergence

Application Areas

Television Industry
Digital TV
Video on Demand
IP-TV
DVB-Handheld (DVB-H)

Entertainment Industry

Online Music
Movies on Demand
Gaming

Business Applications

Remote diagnostics
Distance training
Web conferencing
Voice over IP
Web publishing

Medical Diagnostics

Remote GP
Telemedicine

Industry Players

Sun, IBM, Microsoft, ...
Alcatel, Siemens, ...
IP Encapulators
Broadcasters
Cable operators
Telephone, Internet, TV
Fixed and mobile carriers
Other Players

Other Issues

Hacking and Security
Digital Rights Management
Piracy
Silicon Technology Solutions
Encryption solutions
Storage, search and tagging

Summary and future trends

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