Introduction to OCEAN project

Open ContEnt Aware Networks

Joint EBU – OCEAN Workshop on Internet Content Delivery
EBU Headquarters, Geneva, 7 September 2010

www.ict-ocean.eu

Outline

- Overview of OCEAN Project
  - Structure and Timeline
  - Context and Challenges
  - Objectives

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Project Consortium and Timeline

- ICT FP7 Project funded by the European Commission
- February 2010 – February 2013

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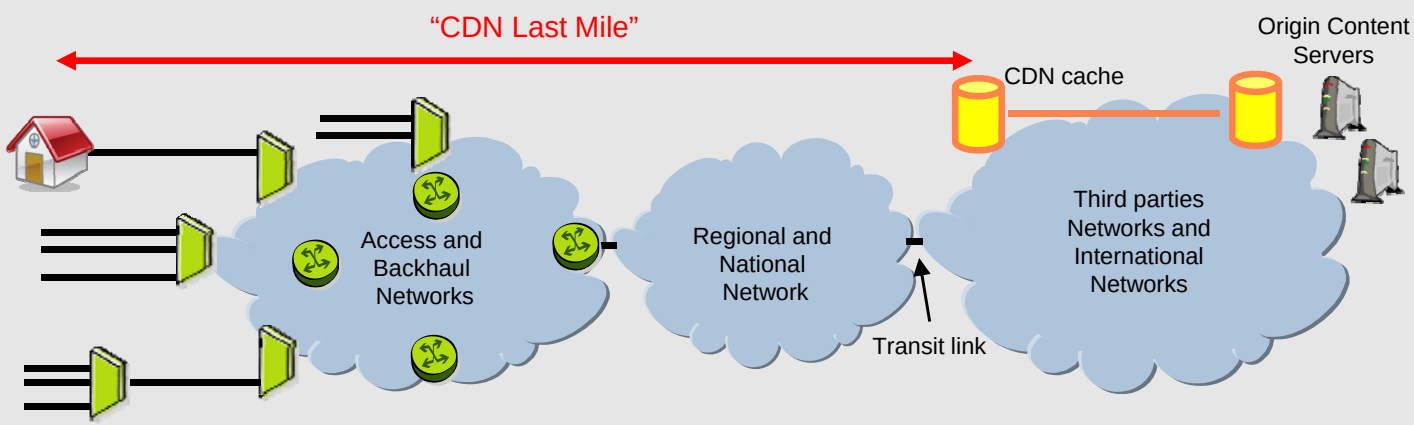
Project Context and Challenges

- Tremendous evolution of online multimedia content delivery
  + 50 to 60% traffic volume growth per year the last 5 years
- Key role of CDN players in the Internet
  1/3 of all Internet traffic delivered through a CDN
- … And shortcomings
  - QoS and network cost in the "CDN last mile"
  - Lack of Openness in Content Delivery Systems
  - Current state of the art leaves large space for innovation, traffic reduction and QoS improvement
  - Business challenges (network & CDN intercos, services & regulation evolution)

Typical CDN deployment for online content delivery



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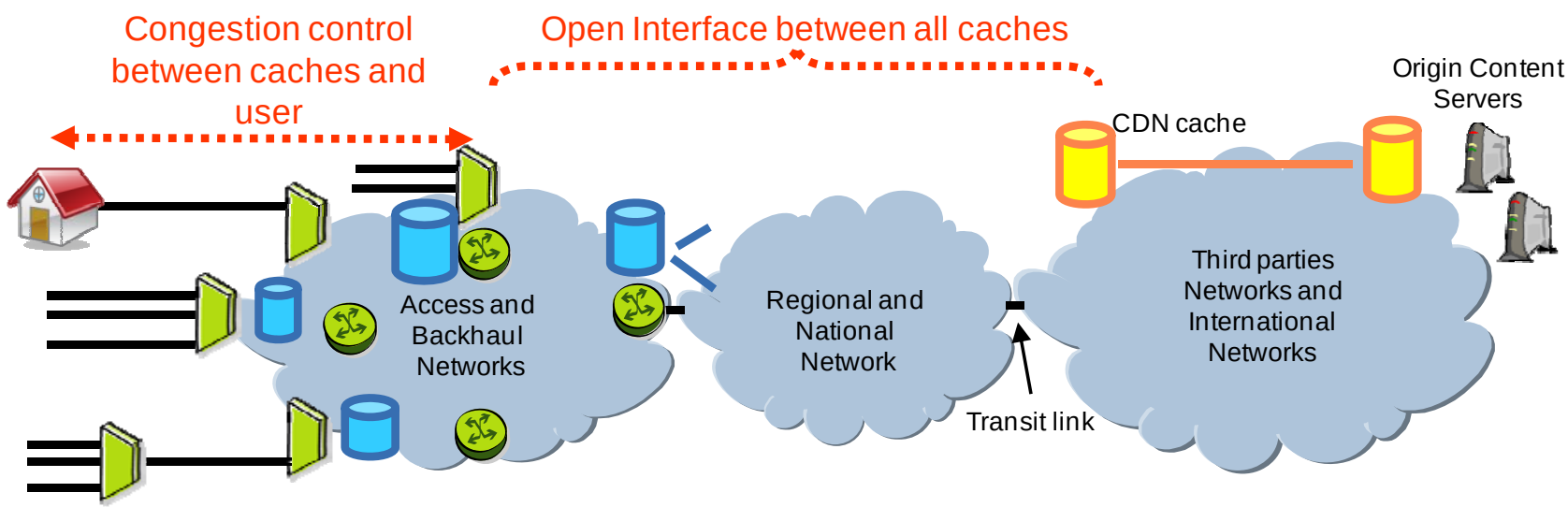
Project Objectives and Structure

1) **Go-to market strategy (WP2)**
   To give better incentive for investments for the various types of players and new ways of consuming audiovisual contents over Internet
2) **Open ContEnt Aware (OCEAN) Architecture (WP3)**
   - A new OPEN architecture to foster interco and multi-vendor systems
3) **Technical innovations on key building blocks (WP4 & WP5)**
   Popularity tracking and caching algorithm, content aware congestion control, distributed delivery systems
4) **Experimentations (WP6) and dissemination (WP7)**



WP2 Organisation

- Objectives
  - WP2 aims at understanding the context for future architectures and preparing future-proof go-to market strategies for OCEAN. This leads to active work in Business fields through the following key actions:
    - Analyze the consumption patterns from end-users and their expectations regarding new content services (through quantitative surveys and focus groups)
    - Assess the perception of stakeholders (content providers, media distributors, regulators, network operators) regarding the current state and the future of online media content offerings and strategies
    - Anticipate on possible evolution of regulation ecosystem
    - Define specific service use cases derived from expected future offerings and demand
    - Derive market and business elements related to online media content delivery in the current context and in the future, taking in account new consumption trends and new delivery architectures from WP3

Overall structure of WP2

WP2 Main tasks

End-user consumption

- *Current usage and trends for traffic*
- *Online surveys on 3 countries (1200 p in 3 countries)*
- *Focus group for future developments*

- **Providers requirements**
- *Case studies of 10-15 major services*
- *Technical requirements, esp for QoS (interviews & 2 joint EBU workshops)*
- *Regulation constraints*

- **Business models**
- *Revenue models for online video*
- *Costs for video delivery (in coordination with WP3) for OCEAN*
- *Market scenarios*

Indicators & technical requirements

- OCEAN architecture (WP3)

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Question & Answers

Thank you