Open IPTV Forum Overview

OIPF Presentation for EBU / ETSI Hybrid Broadcast / Broadband Workshop

Open IPTV Forum Mission

- The mission of the OIPF is to support providers and suppliers of the IPTV ecosystem by driving a consistent global IPTV market for both managed and unmanaged services in ongoing iterative stages to provide a quality IPTV consumer experience

- The OIPF will deliver specifications, profiles, testing, interoperability and certification in promotion of the Forum's mission

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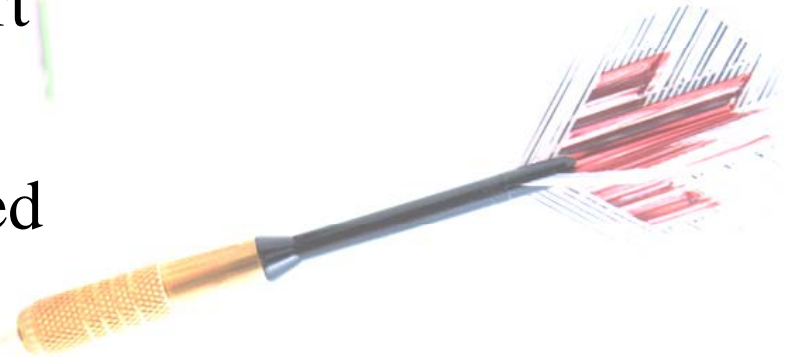
OIPF Members: Now 58!

Network Operators	CE/Mobile/Home Device Vendors	Public Network Infrastructure	Service / Content Providers	Technology Providers
Bouygues Telecom	Panasonic	Alcatel·Lucent	BBC	ACCESS
BT	ADB	CISCO	CANAL+ GROUPE	MEDIATEK
T	PIRELLI BROADBAND SOLUTIONS	ERICSSON	IRT	amino Shaping IPTV
ftgroup	ant	HUAWEI	Rai	Netgem
FASTWEB	PHILIPS	Nokia Siemens Networks		Digisoft.tv
ASTRA	D-Link	THOMSON images & beyond		OPERA software
SK telecom	SAMSUNG	UTStarcom		dts Digital Entertainment
swisscom	FUNAI	ZTE中兴		SIGMA
TELECOM ITALIA	Hwacom 華電聯網			DOLBY
Telefónica	SHARP			SecureMedia
TellaSonera	TOSHIBA			Fraunhofer
	LG			QUATIVE
	ZyXEL			intel
	MOTOROLA			smartlabs
	NEOTION Innovation Attitude			intertrust
	wyplay			Sun microsystems
				工業技術研究院 Industrial Technology Research Institute
				verimatrix

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OIPF Standards Landscape

REFER to	Cooperate with	LIASE with

REFER to:
DVB, ITU, tispan, IETF, dlna, ETSI, CEA, marlin, ISO, IEC, CI+, 3GPP, mpeg Industry Forum, SCTE, W3C, oma Open Mobile Alliance, OASIS, DTLA, broadband forum, UPnP FORUM

+ Java, DCP, LCC

Cooperate with:
CEA, DVB, ETSI, tispan, marlin, dlna

LIASE with:
3GPP, ITU, atis, broadband forum, IETF, HGI Home Gateway Initiative, mcd ETSI Media Content Distribution, oma Open Mobile Alliance, UPnP FORUM

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Single Architecture
Supporting Multiple Service Models

Managed Network

3rd Party Content Provider

Open IPTV Common UNI

Access Provider

Service Platform Provider

SLA

IPTV Provider

SLA

SLA

CP

Home Network

* Triple play Walled Garden

Open Internet

Same UNI for Managed Network and Open Internet

Access Provider

Service Platform Provider

SLA

IPTV Provider

CGM

* Portal site Walled Garden

CGM (Consumer Generated Media)
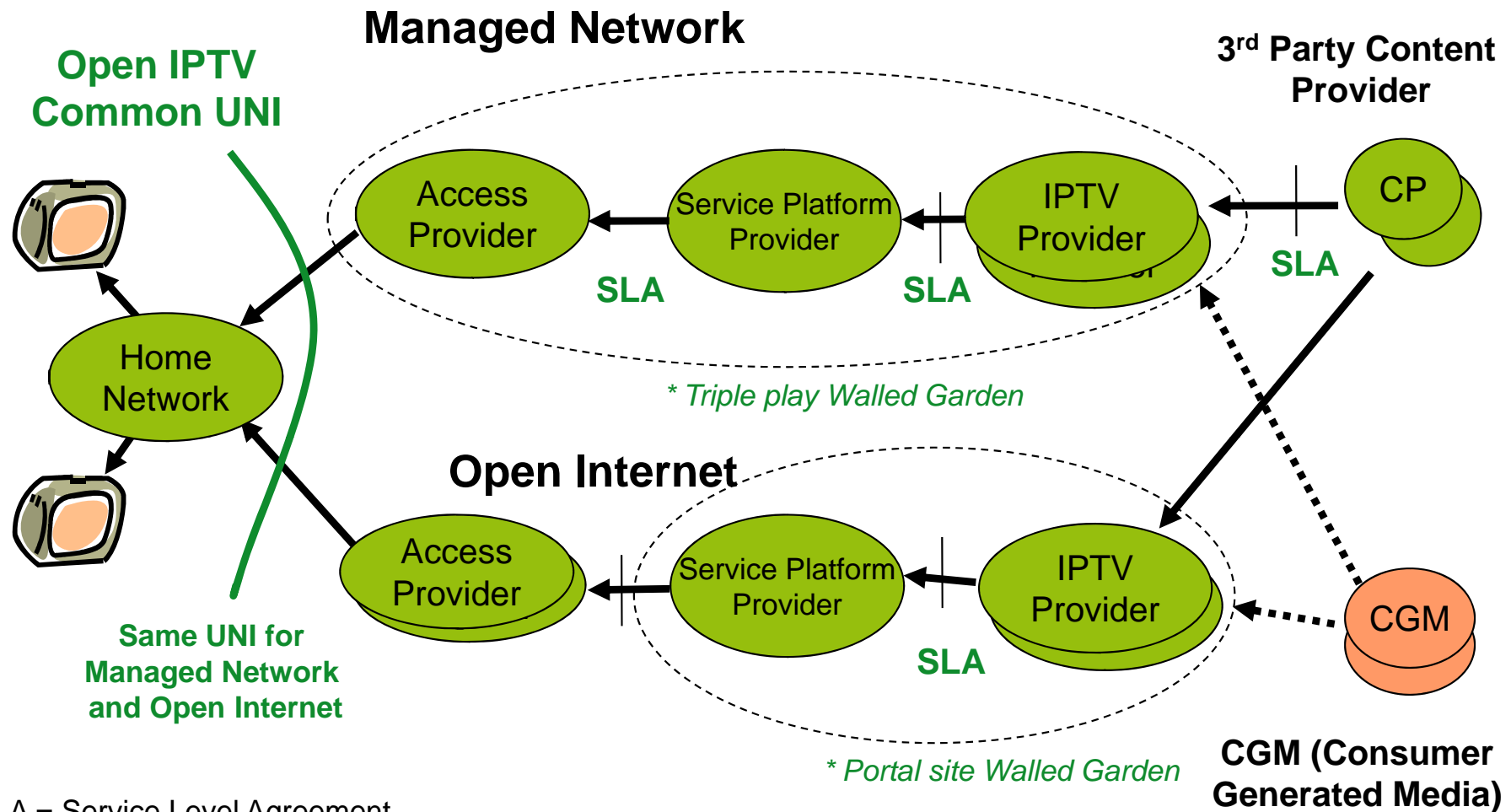
SLA = Service Level Agreement

UNI = User Network Interface

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OIPF Specifications

- OIPF specifications cover all aspects of the solution:

  – Media delivery – Codecs and Formats

  – Session management – Session Setup, Resource Management and Stream Control

  – Asset Management – Service Discovery and Content Metadata

  – Service logic and interactivity – Enhanced browser and optional local procedural application execution environment

  – Service and Content Protection – full specified e2e solution and support of proprietary solutions

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Service Logic and Interactivity

- 2 "application environments" defined for interactivity and service logic in the home

    - Declarative Application Environment (DAE)

        - Based on web technologies

        - Starts from CE-HTML - the only recent standardised selection from the W3C specifications

            - Adds things and subtracts things

        - Mandatory for terminals

    - Procedural Application Environment (PAE)

        - Based on Java and DVB-GEM

        - Optional for terminals and may also be deployed in gateways

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DAE and APIs

- OIPF defines many interfaces for HTML pages to access TV functions and features

    - Content download

    - DRM

    - On-demand content

    - Metadata about TV channels and on-demand content

    - Parental rating

    - PVR

    - TV channels (aka scheduled content)

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Hybrid Broadcast / Broadband

- Release 1 supports basic TV watching in hybrid systems
  - Integrated list of available TV channels
  - API to present a TV channel from an HTML page
  - Both regardless of how channel is delivered (multicast IP or classical broadcast)

- Release 2 requirements include more hybrid support
  - Delivering URLs for HTML pages associated with a TV channel via classical broadcast
  - Delivering HTML pages via classical broadcast

- Technical solution used in HbbTV proposed for R2

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OIPF and HbbTV

OIPF and HbbTV address separate and distinct market segments.

	OIPF	HbbTV
Typical service provider	IPTV service provider	Broadcaster
Typical TV content	Premium, VoD, other payTV	Free to air, catch-up TV
Typical User / Service provider relationship	Close relationship with one service provider	More distant relationship with multiple service providers
Geographical Focus	Global	European / DVB
IP connection	Always required	Useful but not essential
Service logic and interactivity	HTML, JavaScript, JavaScript APIs	

OIPF sees HbbTV as supporting its development work and taking elements of its specifications to market segments that are not the primary focus of OIPF, adding overall market weight through overlap and commonality.

OIPF is planning to publish a profiling specification at the end of September.
OIPF think its profiling specification could fit the Hbb TV Forum needs and would like to encourage the Hbb TV Forum to jointly evaluate if the HbbTV requirements are met by the Profiling specifications.

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Interoperability & Certification

- Specifications for Release 1 completed by January 2009
- Solution Profiling for Release 1 nearly completed, including
  - Open Internet profile
  - Combined profile (i.e. Open Internet & Managed Network)
  - Migration from Open Internet towards Combined profile ensured to allow for early market adopters
- OIPF plans for Member demonstrations at IBC 2009 in Amsterdam
- OIPF plans for Members only Interop fest end 2009 followed by an open Interop fest begin 2010
- OIPF plans for Release 1 certification by mid 2010

OIPF drives the next generation IPTV market

OIPF new overview presentation for approval in Torino

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