Tutorial EOL for EuroiTV 2009
Standardized IPTV services in Managed IP Infrastructures: An insight on approaches from the Telco & CE industry with a focus on NGN & IMS

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Interactivity, IPTV, NGN, Prototype, Standardization

1. Tutorial Description
This document provides information on a half day tutorial proposal on standardized IPTV solutions to be held at EuroITV 2009 conference in Leuven, Belgium.

1.1 Tutorial Characterization
This tutorial is classified as intermediate or advanced with regards to the Tracks on Technical Insights. Introductions, Tack 1, 2 and 4 including Live Demonstration and usability Track are not requiring any knowledge about the topic.

1.2 Target Audience
Information given in this tutorial will address anyone interested in getting a deep insight into IPTV standardization, service signaling, service creation, prototyping and usability. Prerequisite telecommunications knowledge is not mandatory but will help to understand some of the aspects more deeply.

2. Detailed Tutorial Outline
This half day tutorial will give a deep inside on IPTV over telco driven Next Generation Networks and other concurrent approaches from the Consumer Electronics Industry.

In detail this includes ongoing IPTV standardization activities under the umbrella of Next Generation Networks (NGN) and the IP Multimedia Subsystem (IMS) at involved Standard Development Organizations (SDOs) as ETSI TISPAN, Open IPTV Forum, ITU-T IPTV GSI and DVB. Furthermore the different views of Telco operators & industry, Consumer Electronics (CEs) and content providers will be analyzed which includes a discussion of so called Telco walled garden vs. Portal walled gardens or "Who owns the customer" issues. In a third track available services, service signaling & user experience issues will be presented followed by a fourth track introducing a real world test bed for converged media services called FOKUS MI Lab (www.mediainteroperabilitylab.org) using the well known Fraunhofer FOKUS Open IMS Playground as signaling infrastructure. A live demonstration and hands on session might be included in this tutorial.

Track 1: An introduction to IP based streaming services & IPTV

This track will introduce and analyze the basic IPTV scenarios and requirements towards IPTV infrastructures and will try to find a definition for IPTV and corresponding services, e.g.:

- IPTV vs. Web TV
- Managed vs. unmanaged infrastructures
- Basic Scenarios & Requirements

Track 2: Standardization &Stakeholder Analysis

This track will give a deep overview on the different Standard Development Organizations (SDOs) working on standards for IPTV. In additions this track will analyze the different views and strategies of the key players in the IPTV market. This includes:

- Telecom Operators
- Broadcasters
- Content Providers
- Consumer Electronics
- Advertisement Industry

Track 3: Technical insights on NGN based IPTV systems

This track addresses details on NGN based conversational and media services evolving towards all-IP, converged Rich Media Infrastructures. In detail this includes a presentation on:

- Architectural Approaches
- IPTV service signaling
- Interaction with telecommunication services
- Application Server Models

Track 4 Live Demonstration & Usability

In this track the Fraunhofer FOKUS Media Interoperability Lab will be presented by showing the ecosystem in live action. In addition participating conference guests are invited to take part in a short usability test having a hand on the ecosystem by using the different services and the different Remote Control devices available (e.g. RC, Wii-Remote, iPhone

Live Demonstration

Usability Experience

3. Tutorial Presenters

3.1 Oliver Friedrich

Oliver Friedrich is a senior research engineer at the Competence Center Smart Environments at the Fraunhofer Institute for Open Communication Systems (FOKUS). He holds a M.Sc. in Computer Engineering from the Technical University of Berlin, Germany with specific emphasis on telecommunication networks.

Currently he is leading the IPTV & Converged Media activities at the Fraunhofer FOKUS Media Interoperability Lab (MI Lab) managing the integration of new services and working on architectural issues. In addition he is preparing his PhD in the field of personalized and interactive IPTV services delivered over Next Generation Networks.

He is actively involved in the IPTV standardization process at ETSI TISPAN and published several papers and articles in this context.

3.2 Robert Seeliger

Robert Seeliger is research engineer at the Competence Center Smart Environments at the Fraunhofer Institute for Open Communication Systems (FOKUS). He received his M.Sc.in Multimedia and Communication Technology from University of Jena in 2006.

He is responsible for the technical maintenance and ongoing developments within the FOKUS Media Interoperability Lab.

Robert is involved in several projects with regards to IPTV dealing with the integration of these services onto vehicular environments as well as FOKUS' cooperation with partners from the media and advertisement industry.

4. Contacts

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