



CONNECTING TV TO THE FUTURE

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The information in this presentation is public



AGENDA

- Introduction to the OIPF
 - OIPF Specifications
 - Service Delivery Profiles
 - Certification Testing
- OIPF and the Home Environment
 - Device discovery (Protocol, DAE vol 5*)
 - Content distribution (Protocol, CSP vol 7*)
 - Content transfers (Protocol, CSP)
 - Content protection (CSP)
 - Social TV (DAE, Protocol)
- OIPF Supported Service Examples
 - Multi-room
 - Content Sharing (tablet, mobile and TV)
- Co-operation and collaboration proposals



OPEN IPTV FORUM

OPEN IPTV FORUM OVERVIEW

NOT-FOR-PROFIT INDUSTRY ASSOCIATION FOUNDED MARCH 2007

- 50+ members from all areas of the end-to-end IPTV eco-system
- Working groups cover:
 - Requirements
 - Architecture
 - Technical Solution
 - Interoperability & Testing
 - Certification
 - Marketing
- Two releases of end-to-end solution, structured in seven focused volumes:
 1. Functional Architecture
 2. Media Formats, including HTTP Adaptive Streaming
 3. Content Metadata
 4. Protocols including examples of main IPTV Protocol Sequences
 5. Declarative Application Environment
 6. Procedural Application Environment
 7. Authentication, Content Protection and Service Protection
- The latest approved version of the free specification is published at www.oipf.tv



OIPF MEMBER COMPANIES 2012

Network Operators	CE/Mobile/Home Device Vendors	Public Network Infrastructure	Service / Content Providers	Technology Providers
				



OIPF CONTRIBUTIONS TO IPTV MARKET

- Technical Solution Specifications
 - Defining detailed requirements for end-to-end IPTV solutions
 - Divided according to logically distinct components
 - Providing additional functionality to other industry initiatives (e.g., HbbTV, UK DTG)
- Profiles
 - Selection of functions addressing specific market needs
 - Aligned with expected deployment models
- Certification and Testing
 - Certification formally verifies adherence of OIPF-based products & services to the specifications
 - Removes barriers to interoperability
 - Cooperate on testing with local/regional activities that reuse elements of OIPF specifications for open standards-based IPTV deployments



WHY OPEN STANDARDS FOR IPTV?

MOBILE INDUSTRY IS PERHAPS THE STRONGEST EXAMPLE OF HOW STANDARDS HAVE GROWN EVERYONE'S BUSINESS

- Need for an IPTV eco system of devices and services that bring value to both consumers and service providers
- Consumer benefits from standardization
 - Avoid consumer lock-ins towards "incumbent" service providers
 - Reduce or remove switching costs when changing service providers
- Service provider benefits from standardization
 - Open standard based IPTV solutions will avoid vendor lock-ins
 - Reduces capex, opex through certified retail products
 - Differentiate at the service level rather than spend effort on integration to multiple devices



OPEN IPTV FORUM GOALS

The Open IPTV Forum enables the creation of a mass market for IPTV by certifying devices and services against the forum's end-end specifications for IPTV services of the future.

- Addressing both Managed Network and Open Internet IPTV business models whilst maintaining a single interface towards the home environment
- Attracting all key stakeholders across the IPTV ecosystem
- Profiling industry-accepted standards from other SDOs & Forums into interoperable end-to-end solutions
- Adding value for IPTV consumers
 - Retail market for TVs supporting managed and unmanaged media consumption
 - Rich interactive applications & blended communication services
- Adding value for IPTV providers
 - Providing Interoperability Testing & Certification to create a timely ecosystem of retail consumer devices



OIPF PRACTICAL OBJECTIVES

- Stimulate real-world IPTV deployments based on OIPF solutions
 - Speed up integration and deployment for Service Providers
 - Create vibrant multi-source market for relevant vendors
 - Coordinate new routes to market for content owners
- Encourage and support local/regional activities to reuse OIPF specifications for open standards-based IPTV deployments
- Ensure the timely adoption of market-relevant requirements and technical specifications in the OIPF solution
- Ensure that OIPF specifications reused by other bodies are kept up-to-date
- Pursue endorsement of OIPF specifications as International Standards



THREE MARKET-DRIVEN PROFILES

Supporting different business models, the basis for interoperability and certification

1

Open Internet Profile (OIP)

- ▶ Intended for Over-The-Top services

2

Baseline Managed Profile (BMP)

- ▶ Adds support for QoS and end device management

3

Enhanced Managed Profile (EMP)

- ▶ Adds native support for advanced managed network functions



OPEN IPTV FORUM

OIPF CERTIFICATION PROGRAM

Certification facilitates the creation of IPTV services for delivery to a wide choice of terminals and devices

- Eases selection & integration of interoperable components for IPTV solutions
 - Identifies components which have passed a formal Certification Process
 - Indicates a level of interoperability with other certified equipment
- Certification Process
 - preparatory Self-Test by the manufacturer
 - Initial products tested at an approved Test Centre
 - Formal Certification awarded upon successful test completion at an approved Test Center
 - Submission of Self-Test results for re-Certification of (minor) updates of products or services



OIPF STANDARDS LANDSCAPE

Referring to ...



Liaising with ...



Co-Operating ...



OIPF ORCHESTRATING THE IPTV STANDARDS LANDSCAPE

- Standardization landscape fragmented
- Only parts of the e2e solution covered
- Market dominated by proprietary solutions
- Interoperable specifications needed to establish IPTV market growth and ensure effective, horizontal retail market

OIPF blends existing and emerging standards that have broad industry backing to create an interoperable e2e (end-to-end) IPTV solution

e2e



IPTV



Service Layer



Control Layer



Transport



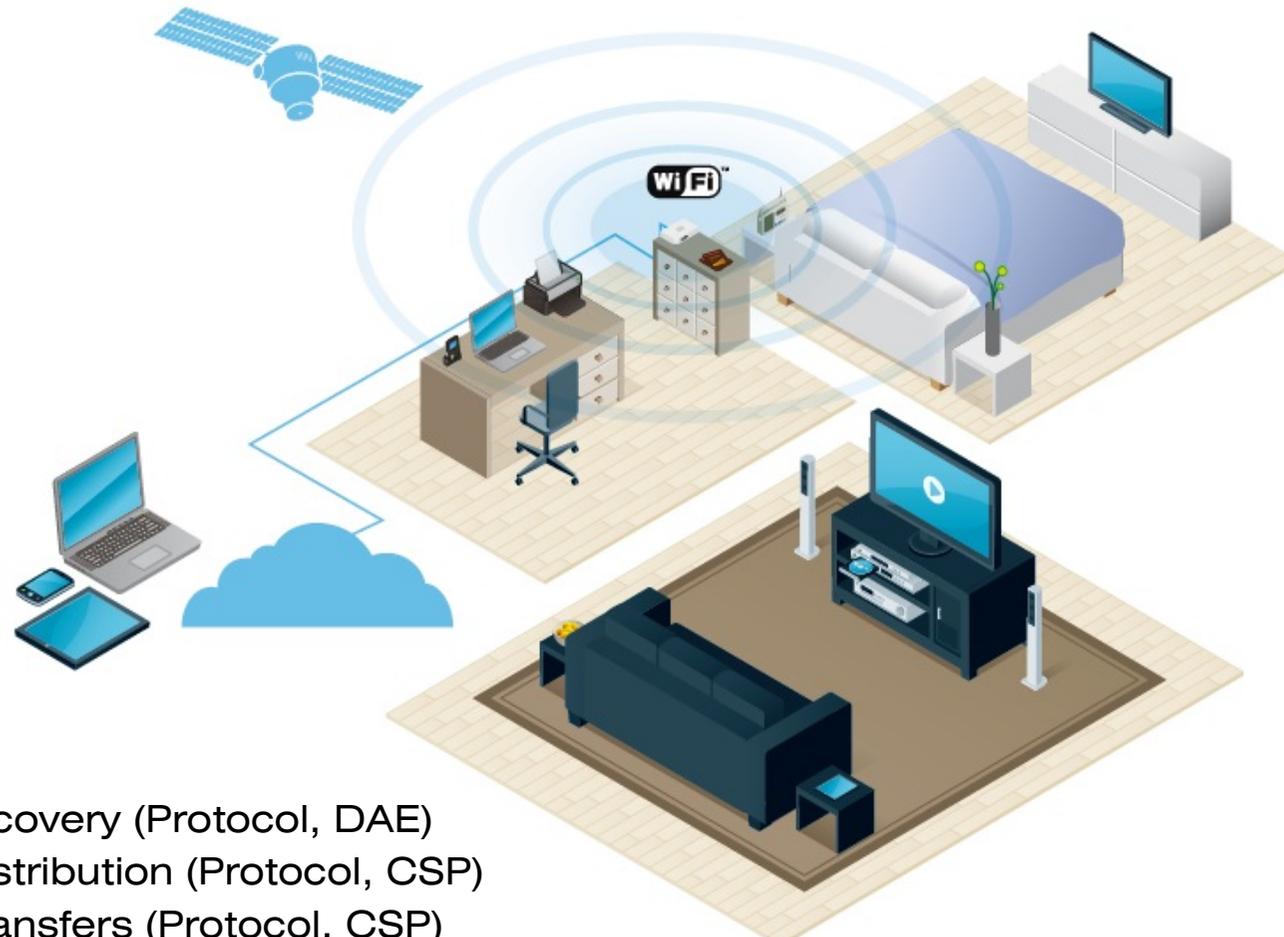
CPE - Home Devices



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OIPF AND THE HOME ENVIRONMENT



- Device Discovery (Protocol, DAE)
- Content Distribution (Protocol, CSP)
- Content Transfers (Protocol, CSP)
- Content Protection (CSP)
- Social TV (DAE, Protocol)

 OIPF

OPEN IPTV FORUM

OIPF SUPPORTED SERVICE EXAMPLES

- Multi-room
- Content Sharing (tablet, mobile and TV)



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Thoughts on design, culture & behaviour: www.designbynotation.com/#journal



CO-OPERATE & COLLABORATE NOW!

- We are actively looking for the opportunity to collaborate with OMA members
 - Become a member
 - Make a proposal for IOT
 - Liaisons opportunity?
 - New Member Levels in consideration
 - Apps developers and broader eco-system input to market requirements
- OIPF and OMA have worked successfully in the past, as with many other liaisons
- We already have agreement templates in place
- Speak to us today!



OIPF SUMMARISED

**NOT A STANDARDS BODY, BUT A GLOBAL INDUSTRY CONSORTIUM
CREATING END-TO-END INTEROPERABLE SPECIFICATIONS AND
CERTIFYING IPTV DEVICES**

- OIPF creates relevant market-deployable solutions by:
 - building upon existing and emerging standards that have strong industry backing
 - profiles the options within such standards
- OIPF drives converged service models for Managed and Unmanaged (e.g. OTT) content delivery
- OIPF includes almost all TV Manufacturers covering more than 3/4 of the retail TV market
- OIPF is driving a commercial go-to-market activity that is unique in the standardization landscape through Interoperability events, a Certification program and encouraging commercial pilot deployment projects
- OIPF is creating and accelerating a mass market for IPTV



PLEASE JOIN OR GET IN TOUCH!

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