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IMS enabling interactive IPTV services

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IMS enabling interactive IPTV Services

- An interactive IPTV service concept
- The enabling functionalities
- Discussion about architecture
- The hot topics TI is investigating
- Conclusions
- Question and answers

An interactive IPTV service concept

My picture is now on the TV… all spectators can see the video coming from my house… and I can talk with the cameramen and with the champion… let's start my PERSONAL INTERVIEW… What an unforgettable race !!

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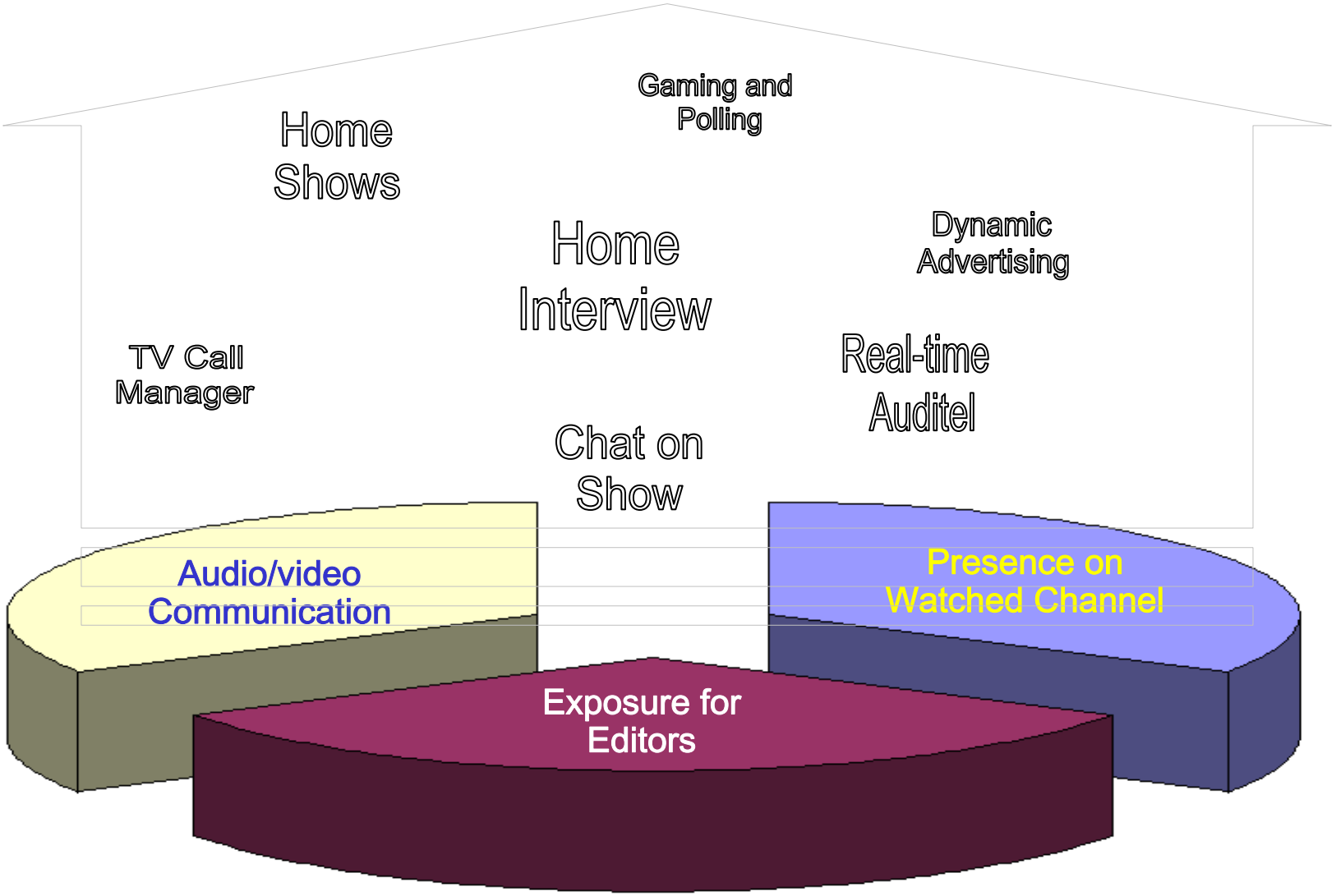
Enabling functionalities



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Enabling functionalities - details

Comm/IPTV Integration

- Audio/Video communication
  - bringing communication as close as possible to the TV-set (user perspective)
- Presence on watched channel
  - adding the watched channel in the RPID, and using it with the other presence attributes.

Service Layer Architecture

- Exposure for editors
  - creating a flexible infrastructure to enable new TV formats offered together with other players (content and service providers).

Architecture: Comm / IPTV integration

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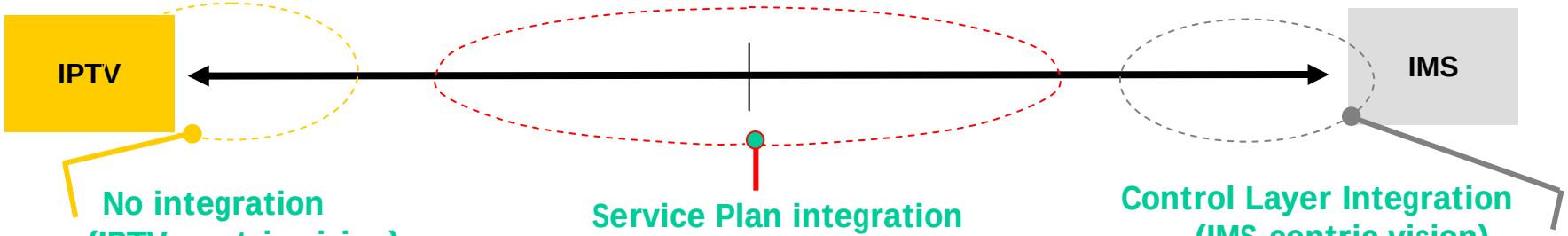

No integration (IPTV-centric vision)

- custom communication infrastructure embedded in proprietary interactive IPTV solutions
- vertical communication infrastructure dedicated to IPTV services
- one custom "combo" device

Service Plan integration

- several coupling relations allowed, with different level of integration
- reuse of IMS communication enablers
- several device integration solution allowed (combo, separated, coupled, …)

Control Layer Integration (IMS-centric vision)

- IMS core network used to deliver "IPTV", seen as "just another" IMS application
- reuse of IMS enablers to deliver communication services
- "combo" IMS device

The integration should follow the following priorities

- Market (increasing value on IPTV services)
- Architecture (re-using legacy as much as possible)

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Architecture: IMS/IPTV integration

Complexity (time?)

Network integration	Client Integration	Enabled scenarios
Integration of IMS enablers (service layer level)	No integration	o Services based on watched-channel Presence (real-time auditel, prize games on watched channels, building od temporary buddy lists based on watched channel and other RPID attributes) o 3° party calls started by IPTV apps (e.g. MHP) o No use of IMS for security, AAA, and charging, Qos
Integration of IMS enablers (service layer level)	Slightly integrated IMS and IPTV clients	o Services based on watched-channel Presence (see above) o Sharing of the TV display for IMS applications (e.g. IM client, incoming call manager, etc.) o No use of IMS for security, AAA, and charging, Qos
Integration on both service and control layer	Tighly integrated IMS and IPTV client	o Services based on watched-channel Presence (see above) o Full integration of IPTV and communication features (audio/video calls, IM, etc.) o Use of IMS for security, AAA, charging, Qos

Architecture: Flexible Exposure and business models

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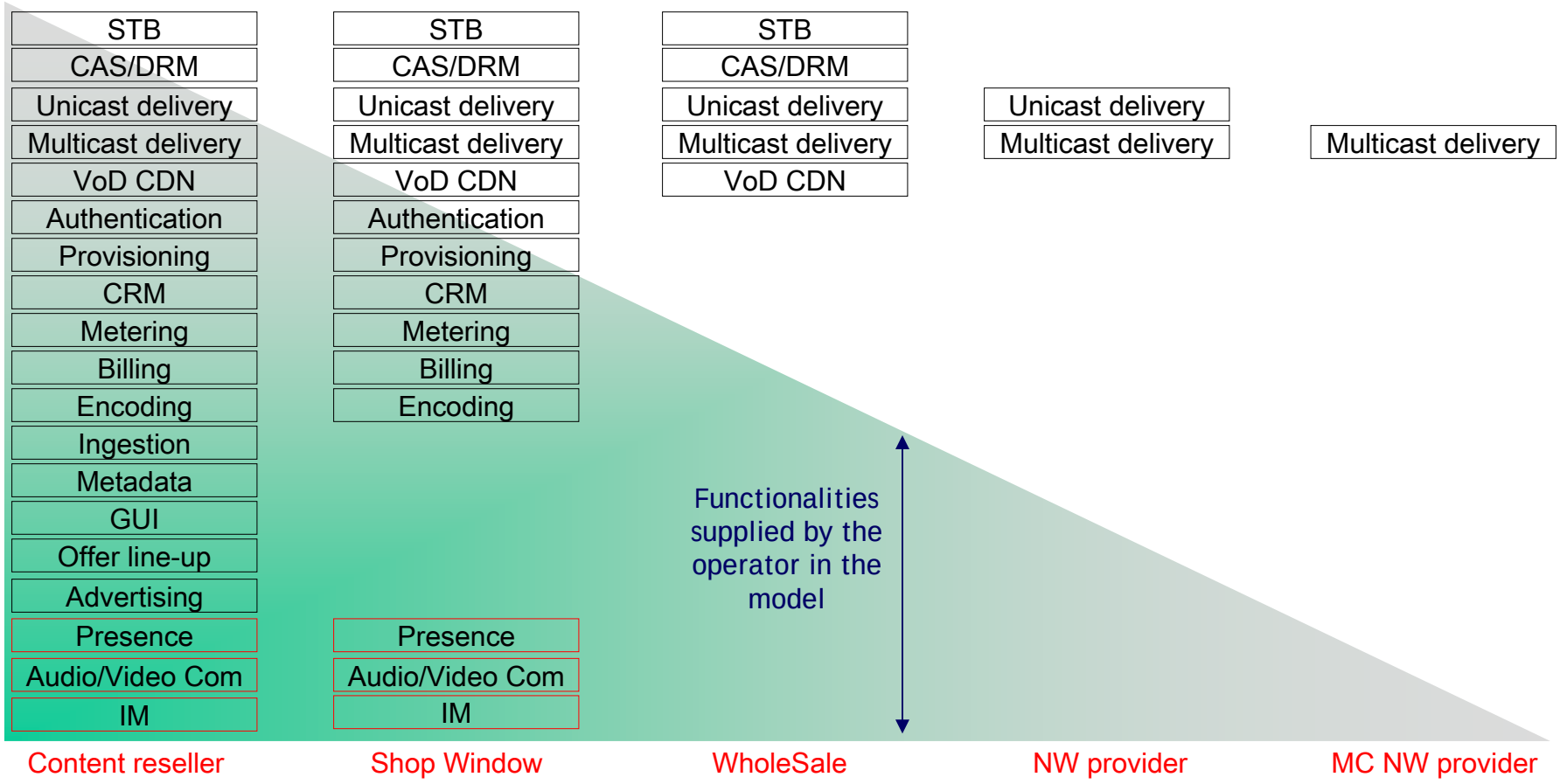

A modular composition (SOA) of the functionalities/enablers allows multi-model approach in 3° party integration

Architecture: The target schema

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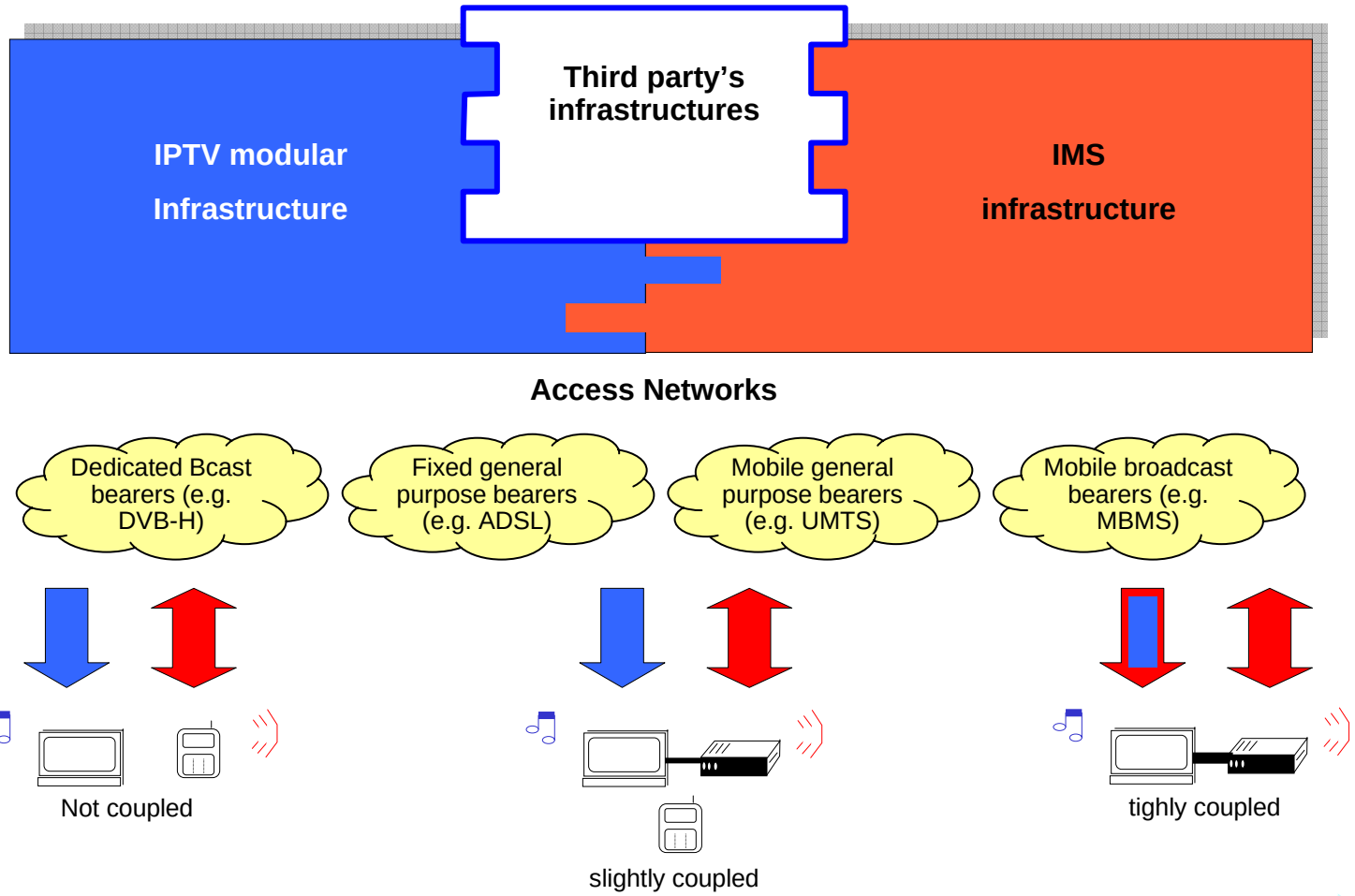

Complexity (deployment time)

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Hot topics

- Interactive TV formats
- Identity management in the home
- IMS/IPTV integration (step-by-step)
- CE vision and business models
- SL SOA architecture (modularization of infrastructure)

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Conclusions

- IMS is the right technology in order to PUSH interactivity on IPTV services, but the focus must be set on market requirements and legacy rationalization.

- The architecture, in order to allow flexibility on business models, must be designed to be open, but controlled, to third parties.

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Questions & Answers

Q&A