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MediaCom 2004

ITU-T Standardisation Framework for Multimedia Services and Applications

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Chairman SG16/ITU-T Multimedia Services, Systems and Terminals

Workshop on Satellites in IP and Multimedia
Geneva, 9-11 December 2002



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Created in recognition of

- the rapid growth in digital, wireless, and IP networks;
- the convergence of technologies e.g. broadcasting, communications, information technology, etc.;
- the growth in multimedia services and applications;
- the need to study performance, interworking, interoperability, interfaces etc. for user satisfaction;
- that multimedia topics are addressed in many SDOs;



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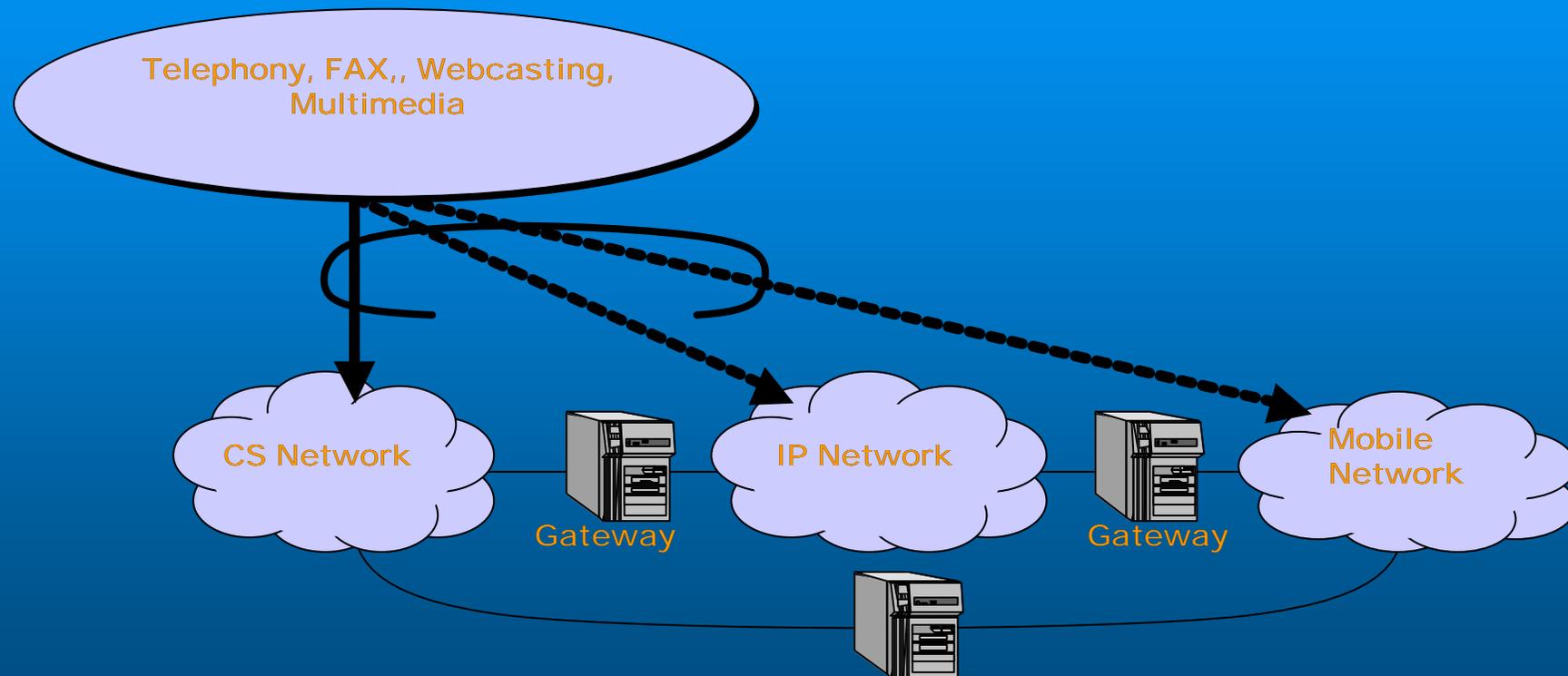
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Project Objective:

to create a framework for the harmonized and coordinated development of multimedia communication standardization for use across all ITU-T and ITU-R Study Groups, and in close cooperation with other regional and international SDOs and industry forums.



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Seeking to work with:

- Other ITU-T Study Groups
- ITU-R Study Groups
- IETF
- ISO/IEC
- Regional bodies, e.g. ETSI
- Industry & other bodies as required



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Progress SG16 work via

1. 8 Framework Study Areas (FSAs)
2. Aligned 'Questions' in Study Group 16
3. Database of multimedia related standards
4. Mediacom 2004 Steering Committee



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MediaCom 2004 - Project management

- Permanent review of the project is performed (see SG16 website)
- The Workshops represent an excellent opportunity to improve the communications among the different entities involved in the development of MM standards
- The coordination is in general performed at working levels
- Role of the SC is to address coordination issues at high level



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MediaCom 2004 - Steering Committee

- High level body
- A tool to help coordination across all SDOs working on multimedia communication standards
- Address multilateral issues
- Co-operation through discussion to provide customer oriented solution
- Members: SGs ITU-T, SGs ITU-R, IETF, MPEG, ETSI, W3C,



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Project Status

- Scope and plan drafted 1999/2000
- Approved by ITU-T WTSA Oct. 2000
- Workshops
 - IP Networking/Mediacom 2004 (Geneva, April 2001)
 - MM in the 21st Century (Brazil, June 2001)
 - MM Convergence (Geneva, March 2002)
 - Security (Seoul/Korea, May 2002)
 - IP Optical (Chitose/Japan, July 2002)
- Steering Committee meetings:
 - 23 April 2001
 - 14 March 2002
- Project updating:
 - SG16 meetings (May 2001, February 2002, October 2002)
- Next review:
 - Other ITU-T Workshops (Sat, TDR, E-Health,...)
 - next SG 16 meetings



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MEDIACOM 2004 Framework in SG16

MEDIACOM 2004 (Q A/16)

Generic Questions B/16 to I/16

Framework Standardisation Areas (FSA)

Equipment and system questions
1/16 to 15/16



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Framework Study Areas:

1. Project MediaCom 2004 (A/16)
2. MM Architecture (B/16)
3. MM Applications and Services (C/16)
4. Interoperability of MM Systems and Services (D/16)
5. Media Coding (E/16)
6. QoS & E-to-E performance in MM Systems (F/16)
7. Security of MM Systems and Services (G/16)
8. Accessibility (H/16)
9. Emergency Telecommunications Service (draft new question!) (I/16)



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MediaCom 2004 - Project results

Highlights from the first workshop
(IP-Networking and MediaCom 2004):

- Transition towards NGN
- E-Commerce/E-business
- MM service evolution
- Convergence/Interactive broadcast
- Service billing/accounting
- IP VPN
- MM mobility
- MM access platform

--> *for more details, please consult the final report of the WS
(SG 16 ITU-T website).*



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MediaCom 2004 - Project results

Highlights from the discussion on MM Convergence during the two workshops (1):

- **Architecture/Services** : open model common to the different SDOs developing convergence services
- **Network resources**: network and system design allowing the use of asymmetrical resources
- **Transport platform**: specific requirements to allow evolutionary approach
- **API**: common APIs to allow separate evolution of services and networks
- **Roaming**: interactivity over different networks
- **Services**: common model for service description allowing customisation including location based services



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MediaCom 2004 - Project results

Highlights from the discussion on MM Convergence during the two workshops (2):

- **Services** : service models (incl. QoS) and description methods should support specific business models (content/transport/etc...)
- **Digital Rights Management**: Services and system should support DRM
- **Digital Cinema**: impact on A/V codecs and transport networks
- **Media coding**: functional model and speech recognition
- **Terminals**: development of a common model



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MediaCom 2004 - Project results

Highlights from the discussion on MM Convergence during the two workshops (3):

- **Convergence:** several dimensions
- **Spectrum:** coordination between network/system - designer and the bodies dealing with spectrum issues
- **Business cases:** coordination among organisations developing convergence services to define market expectations
- **Service provisioning and regulatory framework:** better assess the impact of the regulatory framework on the provisioning of MM services



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Conclusions

- Coordination and harmonisation in the development of standards for convergence services IT/Telecommunications is under way
- Urgent need to progress in the coordination and harmonisation in the development of standards for convergence services Broadcasting/IT/Telecommunications
- MEDIACOM 2004 of SG16 is the umbrella for this activity in the field of services and applications
- The workshops represent an excellent opportunity to progress in the understanding of the work in this field and to coordinate the work of our respective entity with other SDOs and involved organisations.