

MPEGIF Supersession

Standards Based Technologies in IPTV Ecosystems

Sebastian Moeritz -- President, MPEGIF / David Price – Vice President, MPEGIF

Welcome and Good Morning

- Our Program ...
 - 2 Keynotes
 - 2 Panel Sessions
 - MPEGIF Logo Qualification Program Update

- What counts most – cool content or cool delivery?
- Are the content owners still scared of the I in IP?
- Will network PVR replace the PVR in the home?
- Is there a role for hybrid where catch up TV and PVR co-exist?
- Is DRM doomed to be proprietary and what DRM is expected to be dominant (if any)?
- What is the minimum a new service provider needs to be competitive?
- Will Microsoft IPTV rule the world or will alternative middleware / ecosystems be popular?
- Does Instant Channel Change (i.e. <250ms) give a true discriminator against digital cable or satellite?
- When will both SD and HD services be offered and generally available via IP over DSL?

- What effect has the patent pools and the licensing authorities had on standards based technology?
- Does VC-1 have the same license costs as MPEG-4 Part 10?
- Will a royalty free codec ever become a reality such as AVS or Dirac?
- How will advertising change over the next 5 years?
- Youtube.com and net neutrality – will “over the top” services beat the walled garden approach?
- Will a-la-carte be mandated?
- How quickly will cable move to IPTV if the numbers of 40 to 80 million telco TV subs by 2010 are to be believed?
- How about satellite; are they forced to go to DBS/terrestrial hybrid solution?