

# **The Name of the Game?**

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# **DISCLAIMER**



***These are my opinions, not my  
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# **For Viewers, the Name of the Game is Content**

- **When they want it**
- **Where they want it**
- **How they want it**
  - in HD where available
- **And everyone wants it simultaneously!**

# Bandwidth Isn't Infinite

- **Satellite: 500 MHz per bird**
- **Cable: 750 MHz per ~300 households**
- **Telco: 20 Mb/s per drop**
- **Broadcast: 19.39 Mb/s per station**

# **Advanced Codecs Are the Enablers**

- **AVC**
- **VC-1**
- **AAC and AAC+**
- **E-AC-3**
- **And no doubt more in the future**

# **And it's Going to Get More Complex**

- **Home Networking**
  - **Media servers**
  - **Content discovery and indexing**
    - **EPGs are only the beginning**
  - **Taking it with you**
- **Everything that comes in, on whatever media, has to play together**
- **And you need DRM**

# Gatekeeping Won't Work

- **Viewers want a seamless solution**
- **Home networks will carry compressed signals and metadata**
- **DRM has to work across the network**
- **Set-tops as media servers**

# Standards

- **IP**
- **RTP**
- **MPEG-2 Transport**
- **CEA R7**
- **Can we build a common protocol stack everyone can live with?**