

## Video Ecosystem: An ADB Perspective

William G. Luehrs President, ADB Americas www.adbglobal.com

### Introduction to ADB

- Global STB & mediacenter technology company
  - founded in 1995, Revenues of \$176m in 2004
- ADB Division: High-end Set Top Boxes for Satellite, Cable, Terrestrial and IP Delivery
- Osmosys Division: MHP and OCAP based middleware, related tools and services
- Headquartered in Switzerland, strong R&D, global sales and marketing, outsourced manufacturing, 400+ employees
- Leadership position in key growth markets: MHP STBs in Europe
- Partnerships with leading end to end system suppliers worldwide

4NF

#### **Convergence is happening**





Consumer market demand for voice, data, and video is exploding as digital technology finally enables real convergence

#### How will this convergence come together?

- A three legged stool:
  - Compelling content
  - Effective content distribution
  - Underlying technology platforms

All must come together in a way that rewards the participants for their contributions... and is affordably delivered to the consumer

**ADB** 

### **Compelling content**

It's out there, its available, and it's exploding:

•Digital video content, hundreds of channels, growing VOD libraries, and HDTV put huge pressure on bandwidth...

•High Speed Data getting larger by the day, file sharing, rich bulky files, photos, video clips...

•Voice, VOIP, SMS, MMS, mobile/land line based..

#### How will this content be delivered to the customer?

Key operator partners will be STB suppliers who can integrate "best of breed" partners:

- •Middleware (differentiation, back office integration, multi-vendor STB environment, DRM)
- •CAS suppliers
- Content providers
- •NEPs (high speed backbones, encoders)

•Chip suppliers with highly integrated cost effective solutions

**ADR** 

There will be two places in the home where interactivity and convergence come together

ADB

Advanced Digital Broadcast

•The home entertainment (media) center, for the enjoyment of light information and entertainment Stocks, weather, simple ordering, chat, SMS, caller ID, WWW.walled garden, video and audio entertainment...

•The den, for real work

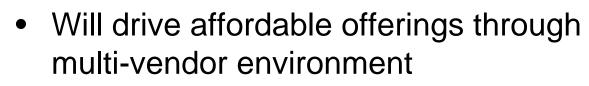
e-mail, pay bills on line, surfing, blogging...

# ADB believes the center of this interactive world will be the STB as a "Mediacenter"



- Video home entertainment centers are at the epicenter
- The PC in the den is one connected appliance to the network
- STB will require
  - Very high data rates, both up and downstream
  - Mass storage capability (DVR)
  - Wired and Wireless connectivity through the home
  - Memory and headroom for applications

# A rich opportunity for standards to emerge that easily interconnect appliances



- Shorter development cycles
- Protect investments
- Reduce support costs
- Takes the operator out of the vendor integration role affording more time to focus on growing and supporting the business

#### What is the winning formula and who will win?

- Players that embrace standards based technologies
- Emphasis on high quality, affordable technology
- End to end system capabilities and willingness to partner for "best of breed" solutions
  - Encoders and decoders, middleware, CAS...
- Flexible Solutions:
  - HDTV capability is a given
  - MPEG2 +H.264 AVC + VC-1 +AAC

#### **Looking Forward**

- The consumer will have more choices than ever and operators must focus on customer acquisition and retention
- The technologies and standards will be in place over the next 36 months
- The content is out there, its available, and it's exploding
- Suppliers and operators must work together to accelerate this exciting new era!