

Detecon predicts Video Streaming improvements will create a “New Economy” among service providers

Predicts emergence of new competitors for video streaming, similar to what Skype did for voice.

New framework for Video on Demand quality control can better meet consumer expectations for content.

SAN MATEO, CA – Emerging technologies, industry convergence and consumer demand for high-quality content will drive service providers to make significant changes in the way they deliver streaming media and Video on Demand (VoD), according to leading industry consultants, Detecon, Inc.

Detecon recently released its new Opinion Paper entitled, “Playout Intelligence: Generate winning margins in the video on demand market.” Based on an in-depth study, Detecon’s paper describes how service providers will need to combine a highly available playout platform with business supporting features such as digital rights management (DRM), billing, data mining and an interactive feed forward/backward quality framework for the whole video delivery chain. This includes the pre-processing, encoding, complete data transmission, decoding, post-processing and the display of the content with a framework for end-to-end quality. Detecon calls this unique framework “Playout Intelligence.”

“Playout Intelligence starts with what end users value – the content – and ends with what end users experience, the consumption of rich media services,” said Craig Malone, Vice President, Detecon, Inc. “We’ve identified ways that service providers can fill in the gaps which exist in today’s media delivery.”

Detecon’s Opinion Paper details the current market situation, identifies areas where improvements are needed, and recommends cost-effective solutions. “A pure network management approach for quality cannot satisfy an end user’s needs for a media experience,” added Malone.

Detecon also makes several interesting predictions that can help industry players better prepare for changes to come in streaming media and VoD. These predictions include:

New Competitors

As technology standards improve, new entrepreneurial providers of VoD and IPTV services will emerge, as seen with voice services like Skype, which are not operated by a transport provider, but merely rely on the available basic network quality.

Independent “Seal of Approval” – End-to-End

Service providers will seek to brand their offers with an independent “Seal of Approval” that connotes a quality experience for end users, such as THX™ and Dolby™. Products and services are no longer defined by the functions they are fulfilling, but by their excitement and sensation.

Customer Service Nightmares

Customer service will be a significant challenge for service providers delivering new offers which combine multiple technologies, interfaces and CRM infrastructure. They need to begin planning – today – how to overcome complexities in their CRM infrastructure, tools and training.

Quality Control for Other Applications

Detecon's Playout Intelligence framework could also better enable other end user applications:

- Applications beyond VoD and IPTV – rich VoD and rich IPTV
- Seamless content roaming
- Environmental feedback and context awareness
- Add-on information, advertisement, and Viral Marketing
- Peering of 'quality' bandwidth and superdistribution of content

Playout Intelligence is a more holistic approach, focusing on end-to-end quality. It generates a multiple-win situation for the customer, the service platform provider, the mobile service operator, the content provider and the audio/video quality enrichment players. It heavily contrasts currently-used quality monitoring methods that rely only on transmission network parameters and a few playout server logging values.

An Executive Summary of Detecon's Opinion Paper on Playout Intelligence is available at www.deteconamericas.com/playout_intelli_study.shtml.

About Detecon

With over 3,000 projects in 120 countries and more than 600 consultants on staff, Detecon is one of the world's leading global consulting firms for the communications and information technology industry. Providing business insights and technology services that help clients succeed, Detecon serves enterprises, service providers and government entities in the Americas, Europe, Asia and Africa. Detecon Inc. is headquartered in Reston, Virginia, with other North American locations in San Mateo, California; Seattle, Washington and Mexico City. Additional Detecon offices are located in key markets throughout the world. Detecon is a fully owned subsidiary of T-Systems International GmbH, a division of Deutsche Telekom. Please visit us at www.DeteconAmericas.com.