



Welcome  
to the World  
of Standards



## ETSI CLUSTER ON CONTENT DELIVERY

Main achievements and current activities

Gaby Lenhart

[Networked Media 8th FP7 Concertation Meeting](#)

# Topics standardized in this ETSI cluster



# Main achievements since last presentation



- Content Delivery Network (CDN)
  - Internal architecture of CDN
  - Global study on the various CDN solutions
- Survey of current activities in audience measurement
- Study on 3D gaming graphics delivery
  - Streaming model for 3D games on consumer electronic devices
  - Conclusion was to define protocol specification

- Analysis of current situation and perspectives
  - With subtitling distribution
  - With Programme guide information distribution
  - Results sent to other SDOs/Fora to see if any need for further standardization

- ETSI has delivered standards on DVB technologies
  - Such as DVB-T2 mixed mode including “T2-Lite profile” (mobile TV)
- Connected TV standardization
  - DVB Globally Executable MHP (GEM) revised for hybrid
    - Adding Over The Top (OTT) and Hybrid Broadband Broadcast targets
  - MHEG-5 broadcast profile revised
    - Including support for encrypted content delivery by back channel
  - Hybrid Broadcast Broadband TV

- Study for a possible interoperable CA/DRM solution
  - Would help the user
- Definition of a platform independent protocol and framework for streaming of 3D games output to a client
- CDN
  - CDN interconnection
    - Use cases and requirements being identified
  - TISPAN work on protocol definition is progressing

# What next



- Standardization of CDN interconnection protocols
- Possible new Work Item on multi-screen convergence
- Possible new Work Item on TV-Applications

## Contact Details:

[chantal.bonardi\(at\)etsi.org](mailto:chantal.bonardi@etsi.org)

[gaby.lenhart\(at\)etsi.org](mailto:gaby.lenhart@etsi.org)

[sonia.compans\(at\)etsi.org](mailto:sonia.compans@etsi.org)

**Thank you!**