



CELTIC-NEXT Proposers Day

23rd of September 2021, Online via WebEx

Pitch of the Project Proposal

iMeTrans **Innovation Media Transport**

agile content + edgeware

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Teaser



Media Broadcasting is evolving and in the process of deep digitalization and is going to the cloud.

MEDIA TRANSPORTATION is happening in internet

¿HOW can we assure a RELIABLE media transport in INTERNET?

This project will research about how to improve and assure media transportation for broadcasting





About Agile Content Group

We are a leading provider of digital TV/OTT and video delivery solutions, offering a competitive end-to-end portfolio of products and services for telecom and media companies.

Our modular technology is already serving more than 50 million broadband households worldwide and enables companies to deliver high quality and customer centric TV services.





About Agile Content



agile content

OTT platform: content & subscription management

Cloud Environments centralized

edgewise

Video processing & Delivery, for Broadband and 5G streams

Cloud Environments
Nodes in local operator networks

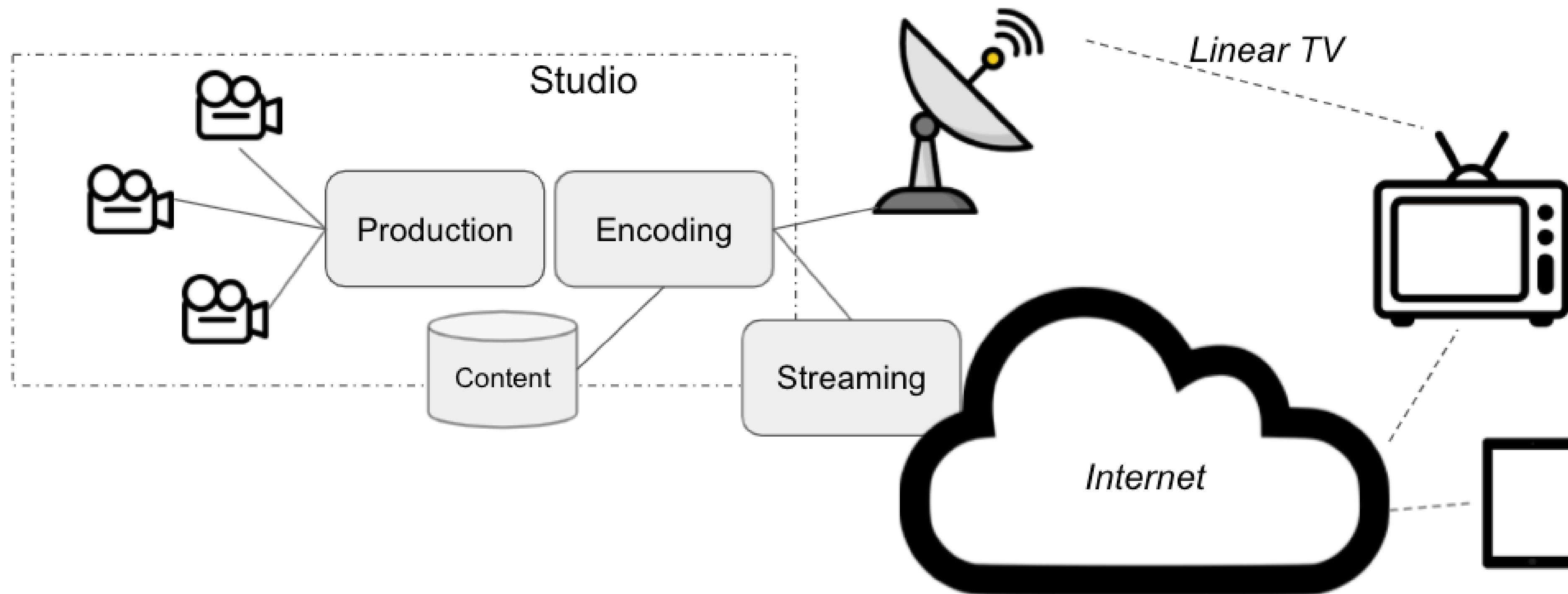


Home video experience optimization, device management

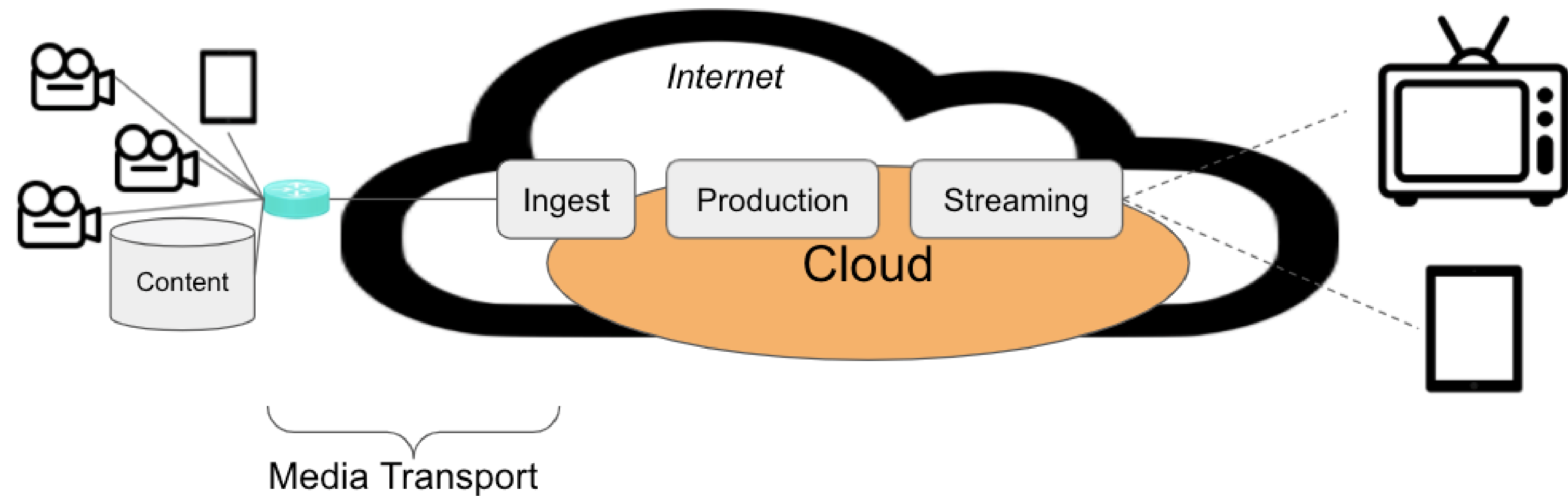
Client environments: home & device EDGE optimization centralized



TV and Video Content distribution now



New generation Cloud Based Broadcasting



- *It's all about connectivity*
- *Media Transport will be more relevant for ingestion content in cloud based broadcasting*
- *Broadcasters will need the confidence to move the production to the cloud*

Media Broadcasting context (movement to the cloud)



Internet as Media transmission method

With massive Internet deployment, bandwidth is cheap and available
Fiber and Wireless faster and more reliable. Connections available everywhere
Consumer equipment are becoming good enough for production
Production applications are becoming Software and SaaS (Cloud)
Cloud Video processing services has been consolidated and Cloud services are a real standard de-facto
Streaming Video over the Internet is a killer application

Video Content Production

Production is about producing as much content as possible and monetizing as much of it as possible
Production must be and can be agile, flexible and fast
Video content production still happens in physical studios based on hardware
Remote production is a requirement after covid-19 scenario



Expected outcome

IMETRANS has 5 main goals

- 1. Research a new underlying protocol with several mechanisms to optimize and adapt transmission to different scenarios*
- 2. Create Smart framing to transport “any protocol”-“any content” in the most optimal way*
- 3. Dynamic protocol adaptation to increase resilience to congestion, packet loss, delay , etc.*
- 4. Research new ways of adding redundancy and multi-path for robust reliability*
- 5. Research new products/services and new businesses*

Partners



OPEN CALL

- *Media transport expertise,*
- *Protocols, codecs researchers*
 - *Broadcasters*
 - *Producers*
 - *Others ...*



Consortium Building Session



Follow-up session.

30th of September at 12:00



Contact Info

For more information and for interest to participate please contact:

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30 th September 13.00 CET

Join the follow-up Telco

[Join meeting](#)

Join by meeting number

Meeting number (access code): 175 087 6724

Meeting password: uBspWEaf358

Join by phone

+49-6196-7819736 Germany Toll

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