CELTIC-NEXT Proposers Day
23rd of September 2021, Online via WebEx

Pitch of the Project Proposal

iMeTrans
Innovation Media Transport

Iñaki Etxebarria
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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

IMETRANS --Iñaki Etxebarria, inaki.etxebarria@agilecontent.com
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

OTT platform: content & subscription management

Cloud Environments centralized

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

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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 confident 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

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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

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Partners

OPEN CALL

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

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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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Join the follow-up Telco

30th September 13.00 CET

Join meeting

Join by meeting number
Meeting number (access code): 175 087 6724
Meeting password: uBspWEaf358

Join by phone
+49-6196-7819736 Germany Toll

Can't join the meeting?

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