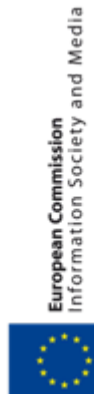


Networked Media and 3D Internet

Francisco Medeiros
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Unit INFSO D2

*An event organised by the European Commission (DG INFSO)
& the South Korean Ministry of Knowledge Economy (MKE)*

*December 1-2, 2008
Radisson SAS Royal Hotel
Brussels, Belgium*



▪ Directorate General Information Society and Media

- ✓ Support **innovation and competitiveness** in Europe through ICT research and development
- ✓ Define and implement a **regulatory environment** enabling rapid development of ICT services
- ✓ Encourage widespread availability and accessibility of **ICT-based services**
- ✓ Foster the growth of **content industries** drawing on Europe's **cultural diversity**
- ✓ Promote **international cooperation** in ICT research and development.

▪ Directorate INFSO D “Converged Networks and Services”

✓ **'Future Internet'** is our federating research theme. The current Internet architecture was not designed to cope with a growing number of networked applications, business models, edge devices, heterogeneous networks. Its structural limitations in terms of scalability, mobility, flexibility, security, trust and robustness (networks and services) is becoming evident. **Our challenge is to address the multiple facets of the Future Internet.**

✓ Four Dir. INFSO D units addressing:

- ✓ Future Networks
- ✓ Networked Media Systems
- ✓ Software and Service Architectures and Infrastructures
- ✓ Networked Enterprise and Radio Frequency Identification

▪ Unit INFSO D2 “Networked Media Systems”

- ✓ Content-aware networks and network-aware applications
- ✓ 3D Media Internet
- ✓ Networked search and retrieval
- ✓ Immersive media experiences beyond HDTV and electronic cinema

- **FP6 Call 1: ENTHRONE IP (ended 31 March 2006)**
 - ✓ **Partner ETRI: Electronics and Telecommunications Research Institute, Daejeon**
 - ✓ **End-to-End QoS through Integrated Management of Content, Networks and Terminals**

- **FP6 Call 4.1: ENTHRONE IP (ended 30 November 2008)**
 - ✓ **Partner ETRI: Electronics and Telecommunications Research Institute, Daejeon**
 - ✓ **End-to-End QoS through Integrated Management of Content, Networks and Terminals**

- **FP6 Call 4.1: INTERMEDIA NoE (ongoing till 30 September 2010)**
 - ✓ **Partner ICU: Information and Communications University, Daejeon**
 - ✓ **Interactive Media with Personal Networked Devices**

■ **Content-aware networks and network-aware applications**

✓ Architectures and technologies for converged and scalable networking and delivery of multimedia content and services.

■ **3D Media Internet**

✓ Architectures and technologies for future Media Internet and 3D processing enabling mass distribution, caching, filtering, aggregation and networking of 3D content and enhanced user QoE.

■ **Networked search and retrieval**

✓ Networked technologies and architectures for optimised search, adaptation and access to large-scale distributed multimedia content from diverse sources and scenarios, including physical world information.

■ **Immersive media experiences beyond HDTV and electronic cinema**

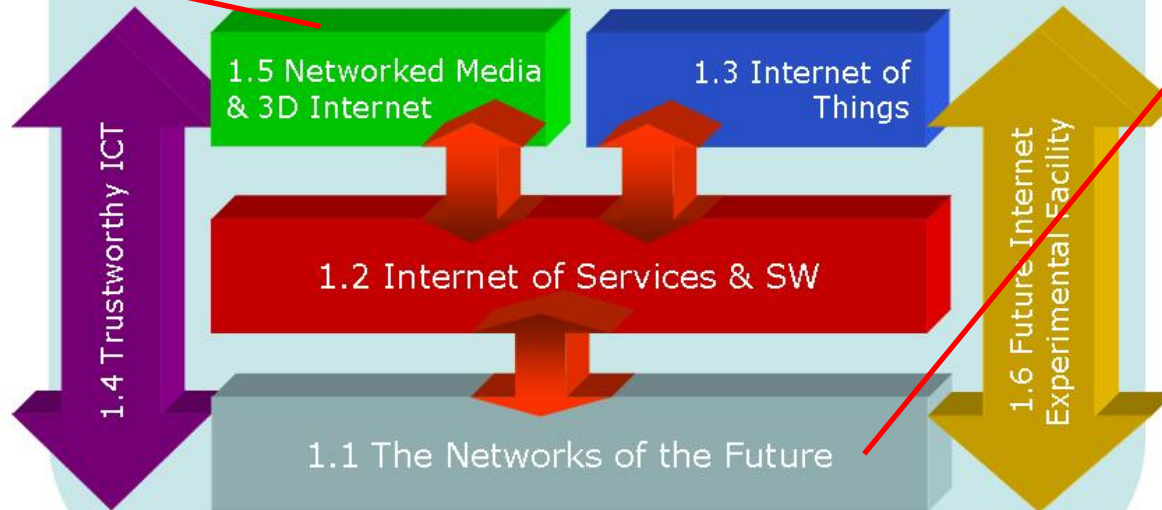
✓ E2E architectures for next generation multimedia and cinema experiences beyond HDTV and current digital cinema, with better QoE.

ICT Call4 publication: 19 November 08
Deadline for submission of proposals: 1 April 09

http://cordis.europa.eu/fp7/home_en.html

Challenge 1 - "Pervasive and Trustworthy Network and Service Infrastructures"

THE FUTURE INTERNET



Call 4
80 MEuro

Call 4
110 MEuro

'Future Internet' as a federating research theme across the six objectives in Challenge 1

■ **Industrial initiatives**

- ✓ NEM Technology Platform
- ✓ ICT Testbed Island - Jeju

■ **IPTV aspects**

- ✓ IPTV standardisation (Europe)
- ✓ Next generation IPTV (Korea)

■ **Mobile multimedia aspects**

- ✓ Mobile 3D TV content delivery
- ✓ Personalised mobile multimedia services

Informa Telecoms & Media report on “IPTV: a global analysis”
2008: 18.6 million IPTV subscribers = **2%** of all TV households
2013: 57.0 million IPTV subscribers = **4%** of all TV households
(Asia Pacific region: 22.2 million subscribers)

Looking forward to your presentations!

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