

Alcatel 5900 My Own TV

Introduction

Alcatel 5900 My Own TV is an end-to-end solution to provide dedicated advertisements, niche content (e.g. music), local or regional content and user generated content in a cost effective way on television, respecting the passive television watching experience.

With My Own TV, anyone can create open or closed My Own TV channels and upload content to these channels. Channels are being defined as an aggregation of on-demand clips linked to the same interest field, and are brought in a unicast way (like Video on Demand) and not broadcast way to end users. Open channels are channels to which everybody can subscribe to via a yellow pages system or via links originating from broadcast channels or other open channels. Closed channels are channels to which someone only can subscribe if an invitation has been sent out to this person.

From a My Own TV trial which Alcatel is performing since May 2006, in the Belgian city of Lommel, we see that My Own TV is used to create local city and street channels, sports club and video club channels, family and friends channels, as well as for the creation of local commerce (SME, retailers) channels.

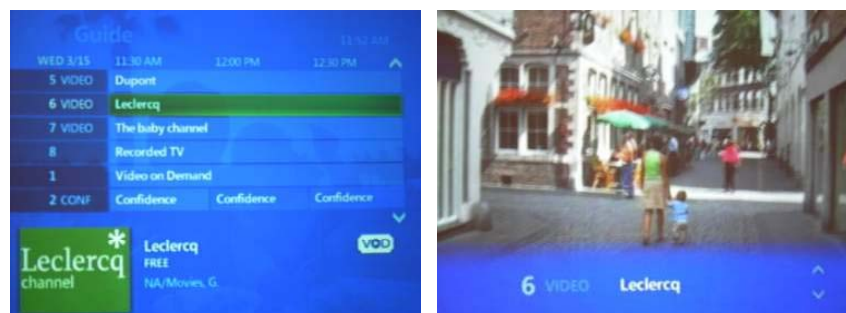


Figure 1 Alcatel 5900 My Own TV on Microsoft IPTV Edition

My Own TV provides a unique opportunity to IPTV operators as it exploits the inherent unicast possibilities, which are hard to replicate by DTT, DTH and most Cable operations. With My Own TV, operators can generate extra revenue, differentiate from competition and install entry barriers for competition as the user generated content needs to be uploaded to the network and operator's buddy lists will be used, which are typically things end users only want to do once. My Own TV can play an important role when addressing, with IPTV, a customer segment, which is not waiting for a pure entertainment proposition with e.g. HD Videos on Demand, but which is more interested in an infotainment proposition with more local, personalized and relevant information. With My Own TV, many new advertising mechanisms (dedicated brand channels, sponsoring,...) can be brought onto IPTV, providing extra revenues to IPTV operators. Furthermore, intelligent delivery mechanisms like trickle VoD enable operators to use the already installed infrastructure during non-busy hours to provide non-time critical community generated content to end-users set-top boxes.

My Own TV brings the long tail of content, i.e. 90% of the content worldwide available on television as a standard television experience to end-users. Consumers can zap from broadcast channels to community channels, by using the same remote control

and with the same user interface and look and feel as they have for broadcast content. My Own TV brings thus content sharing facilities, currently only available on the Internet, to the television world, in a lean backward manner. This is done in a secure and managed way in order to prevent spam and quality degradation.

My Own TV will come to its full strength when it is provided complementary to internet media sharing solutions, i.e. content available on the internet can be accessed on television and content of My Own TV can also be viewed on the internet. Mobile content upload and consumption will be important as well to really guarantee a 24x7 solution to the consumers, with the best consumption experience available at any moment: lean backward on television in the evening, lean forward on internet during the day and on the mobile while on the move.

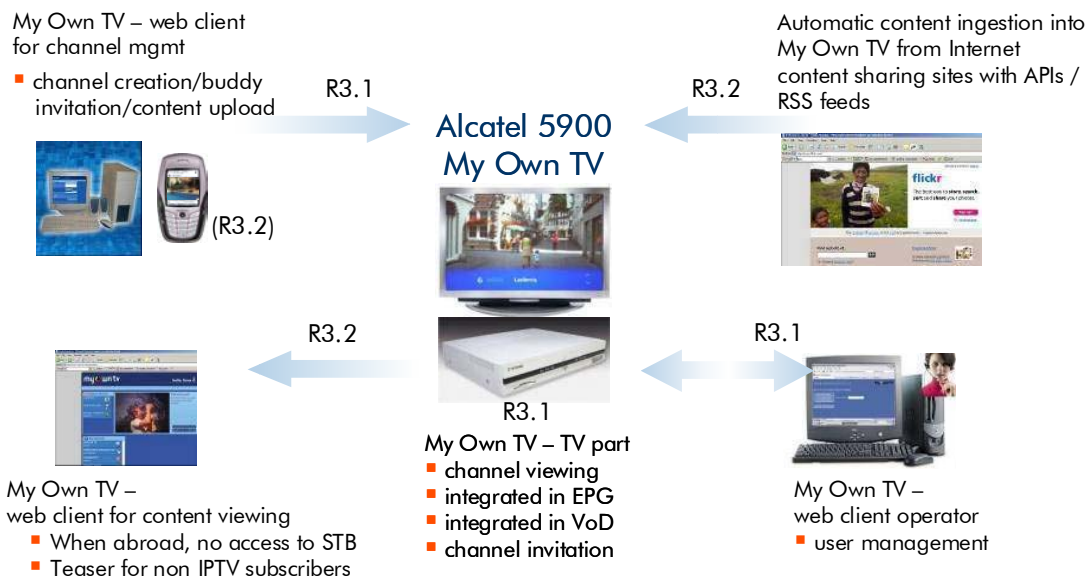


Figure 2 Alcatel 5900 My Own TV solution overview

✓ **On the IPTV side: consumption**

Content sharing with community through personal television channels: My Own TV channels are available integrated in the electronic program guide as well as integrated in the VoD menu as a separate category. The latter enables the end user to individually watch clips in a more lean forward manner.



Figure 3 My Own TV integrated in the VoD menu

✓ **On the IPTV side: basic channel management**

Channel recommendations and subscription on invitation from a family member or a buddy via an RDP application (will be upgraded to browser application when My Own TV is integrated with Microsoft IPTV Edition Release 1.2).

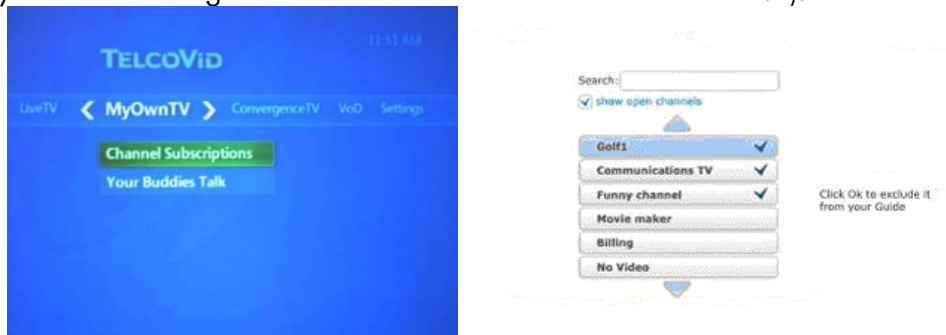


Figure 4 Basic My Own TV channel management on TV

✓ **Web client for My Own TV channel management, buddy management and content upload:**

Channel management: create, modify or delete channel, as well as clip management per channel: add or remove clip from channel

Buddy management: invite buddies to closed channels, add or delete buddies

Content upload: batch upload, upload recovery, WMV videos supported

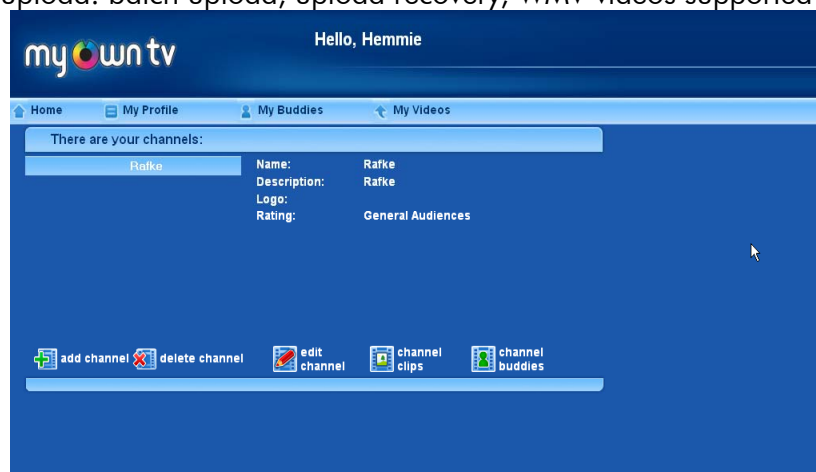


Figure 5 My Own TV web client for channel management

✓ **Operator interface for end user management:** ability to set per user the number of channels that can be created, the available storage and the number of viewers per channel.

The current My Own TV architecture re-uses the VoD system, RDP terminal server and Notification subsystem of Microsoft IPTV Edition Release 1.1. This is being extended with the My Own TV Application server, keeping track of community content management, the web client linked to the storage and trans-coding server and the operator interface for My Own TV management.

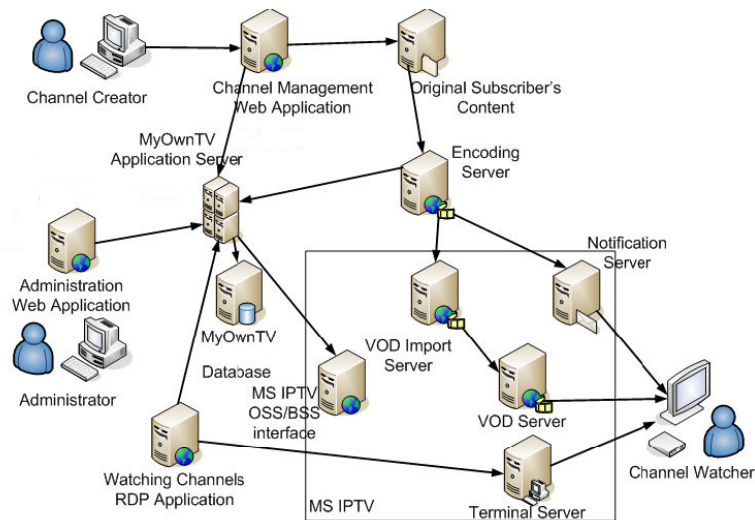


Figure 6 My Own TV 3.1 architecture

My Own TV Business Model

There are multiple ways to monetize My Own TV, from the basic monthly subscription to pay per view or more advanced advertising and revenue sharing models. For a monthly subscription, end-users can be provided with the means to create a number of channels, with amount of storage in the network and number of viewers, which can subscribe to the channels. Channel viewing would be for free. Up selling is then done based on the need for more channels, storage or a larger audience. This also enables operators to differentiate small communities like families with family channels with limited audience from city or brand channels with 1000s of subscribers. Future models can include revenue sharing between operator and My Own TV channel owners for paid channels or between operators and advertisers for sponsored channels provided by government, non profit, T-learning...

My Own TV and Content Rights

Related to content rights, illegal and or inappropriate content, the issues and solutions are alike ISP based web page proposition: a code of conduct is needed to shift liability for the My Own TV channel to the content owner/producer ie the end user, and make him aware of not being able to publish inappropriate, illegal or offensive content a.o. Next, authentication in My Own TV happens via the physical STB address, which makes anonymous content sharing impossible. Next, people will have to pay for storage they occupy in the network, which will keep illegal content sharing via free and anonymous means on the Internet preferred over doing this via My Own TV alike solutions. Manual or automatic content screening of My Own TV content and channels is off course the ultimate solution when needed.

My Own TV and Personalized Music Video Playlists

My Own TV can also be used to access niche content in personalized manner. With the Music Playlist TV solution, based on My Own TV, users can create their personalized favorite My Own TV music channel, which is then composed of individual video clips which can be selected from a dedicated location (via e.g. RDP application showing top 10 music clips or providing search for video clips) or from selecting the songs when they are broadcasted on a music channel or when they are streamed on a

genre music channel. Operators will have a revenue share with the music video clip provider.

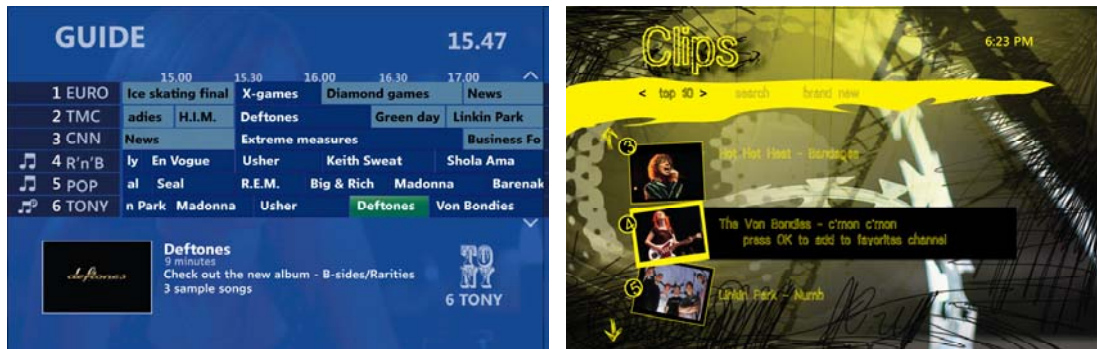


Figure 7 Music Video Playlist Channels via My Own TV

Conclusion

Alcatel 5900 My Own TV is a solution which is ready today and which provides many opportunities for end users, niche content providers and brands to reach the audience of their choice. Operators can use My Own TV to differentiate, to get more ARPU from existing IPTV customers or to get more customers, which are attracted by personal, local and relevant content. My Own TV brings long tail content on television, as television, respecting the current consumption behavior of television viewers.