

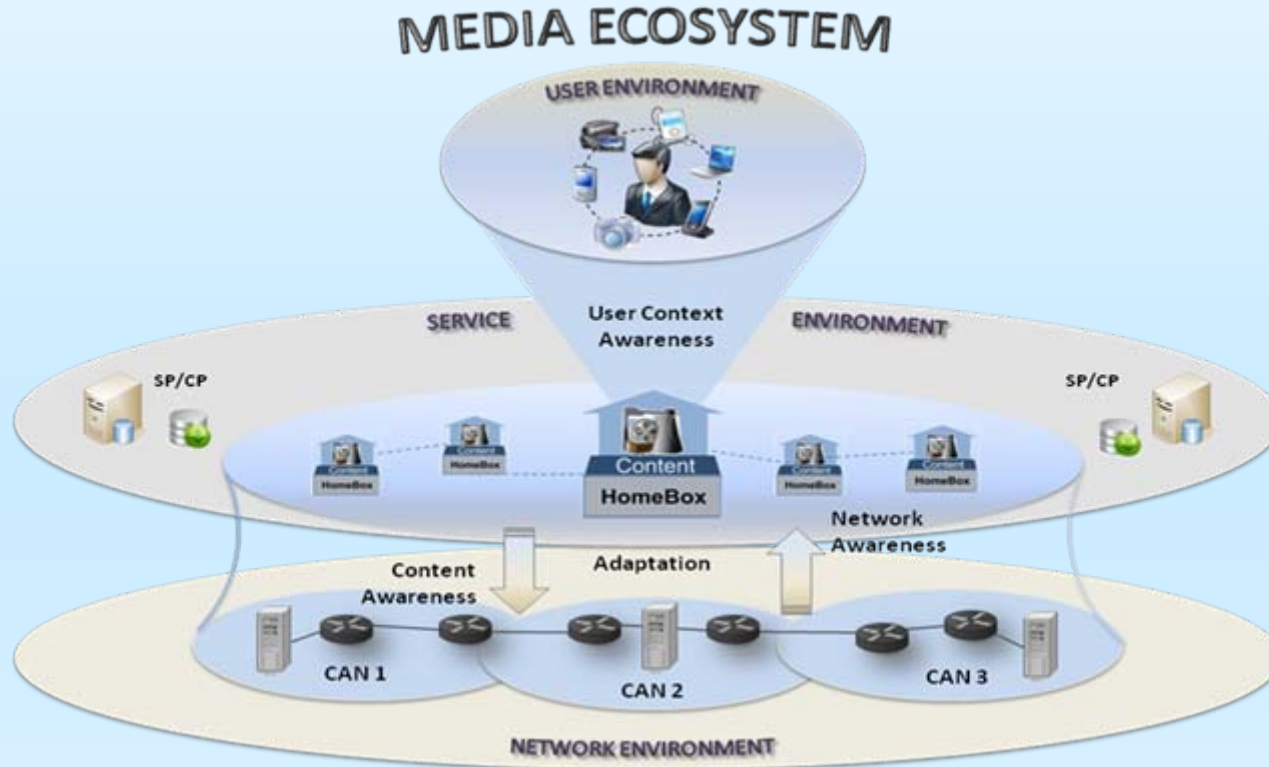
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# The Future Internet Public-Private-Partnership

**Daniel Negru (CNRS-LABRI)**  
**Tasos Kourtis (NCSR-DEMOKRITOS)**

**12 March 2010 – Acropolis, Nice.**

## Deployment of a new networked ‘Media Ecosystem’”



A 3 layer architecture, supported by : (a) “vertical awareness” in all layers, (b) virtualisation of resources, (c) adapted network management and (d) service adaptation

- **Deployment of a new networked ‘Internet Media Ecosystem’ based on:**
  - Provision of Content-Awareness to Network Environment;
  - Provision of Network- and User Context-Awareness to Service Environment;
  - Adaptation of services and content to the End-User for the best QoE.
  - Dynamic virtualisation of network resources to enable rapid and affordable deployment of service-oriented virtual overlay networks

## ■ Solution:

- **Network Virtualisation** by using overlay approach and slicing techniques, on top of IP, towards an efficient flexible and distributed architecture for Future Internet to support a large range of services and applications;
- **Flexible, hierarchical, autonomic, adaptable and virtualization-capable management solution**, in terms of traffic prioritisation, trust and security, to accommodate different degrees of local autonomy of the sub-networks/ sub-systems depending on the business model applied;
- **Application awareness at the network level and network awareness at the application level**, to facilitate Virtualised network services and Application- Aware traffic-handling, thus offering a dramatic improvement of Quality of Experience for a variety of services
- Inclusion of **new business model** features in defining use cases, capable to satisfy the Network Providers, Operators, Service Providers, End-Users, and/or third parties as stakeholders.

# PPP

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**THANK YOU !**

