SAIL and EFRAIM Welcomes you to a day of workshops, presentations and demonstrations around Future Media Distribution using Information Centric Networks.

Two large research projects with partners from both vendors, operators, the media industry and academia are brought together for a unique opportunity of insight.

The needs and opportunities around Future Media Distribution will be discussed, both regarding business models and technical solutions. Information Centric Networks will be explained and proposed as a solution. Challenges and the way around them will be identified.

Registration and latest information: http://www.sail-project.eu/future-media-distribution-information-centric-networks/

VENUE
Oceania, Kistavägen 25 and Ericsson Studio, Grönlandsgången 4, Kista, Sweden
FUTURE MEDIA DISTRIBUTION USING INFORMATION CENTRIC NETWORKS

WEDNESDAY, FEBRUARY 13
Venue: Oceania, Kistavägen 25

08:30 Registration Coffee and Sandwiches

09:00-09:10 Welcome and Introduction
Thomas Edwall, Ericsson
Andreas Aurelius, Acreo

09:10-09:45 Media distribution today and in the future
Marcus Lindén, TV4

The keynote presentation will outline the current status of over the top media distribution. Distribution formats and business aspects will be covered. The speaker is Marcus Lindén from the major Swedish broadcaster TV4. He is responsible for the TV4 Play service and Content delivery for the TV4 group.

09:45-10:45 Business models, value networks and mechanisms to support future media distribution
Tapio Levä, Aalto University
Jörgen Gustafsson, Ericsson
Tommi Anttila, TeliaSonera

This session will outline the current situation regarding market and traffic growth in the area of media distribution over the Internet. Current actors and business models will be discussed, as well as projections for the future. Challenges regarding collaboration and possible solutions will be discussed.

10:45-11:15 Short break

11:15-12:00 Information-Centric Networking for Future Media Distribution
Dirk Kutscher, NEC Lab Europe
Dave Oran, Cisco

- A NetInf perspective
- A vendor perspective

Information-Centric Networking is a technology that provides access to named data -- such as media content items -- as a native network service, aiming at higher efficiency and better security than today’s connection-based distribution mechanisms. This session will feature presentations on how Information-Centric Networking can be beneficial for media distribution. Fundamental ICN concept as well as specific approaches will be presented, and the speakers will share their views on the potential and challenges of applying ICN to media distribution.
12:00-12:45 When is it time to deploy? A panel on the commercial outlook and opportunities.

When is the time to deploy a solution for Future Media Distribution? A panel will discuss and provide their view on when you should implement and launch a solution based on Information Centric Networks.

Moderator: Holger Karl, Paderborn University
David Oran, Cisco
Bruno Kauffmann, Orange
Vinicio Vercellone, Telecom Italia
Ignacio Más, Ericsson

Venue: Ericsson Studio, Grönlandsgången 4

12:45-14:00 Lunch buffet at Ericsson Studio, second floor

14:00-14:10 Welcome to Ericsson Studio

Conference room: Tomas

14:10-14:40 Opening/Introduction
- Summarise the EwLC scenario
- Describe the benefit of NetInf/ICN in this scenario
- Present the NetInf interactions with OConS and CloNe
- Overview of the tour

14:40-17:10 Demotour

Studio Area: Operation Center
Event with Large Crowd (emulation framework) (15 min)
Same EwLC scenario as above, but running an emulated NetInf network including a significant number of nodes, showing the efficiency gains of using NetInf.

Operation Center
Event with Large Crowd (EwLC) (physical nodes) (15 min)
Proof-of-concept implementation of the EwLC scenario, showing the actual functioning and benefits of NetInf for content access/distribution in such an environment.
FUTURE MEDIA DISTRIBUTION USING INFORMATION CENTRIC NETWORKS

Niklas
NetInf Device and nilib (sw library) (20 min)
- The demo will show: 1) A NetInf device, integrating NetInf with DTN, based on the DTN2 reference implementation and the nilib NetInf code, and 2) the nilib code performance.

Gail
GIN demo (20 min)
- The prototype will demonstrate the feasibility of the GIN architecture and show the potential of the ICN paradigm. ICN concepts like name-based routing, ubiquitous caching, improved data availability and content locality will be demonstrated.

Dianna
Caching Visualisation (15 min)
- Shows a visualisation of how caching works in a hierarchical manner.

Jari
SAIL Open Connectivity Services (OConS) Multi-path Content Delivery with NetInf (15 min)
- Shows the benefits of using multi-path connectivity techniques for improving the quality of experience in video content delivery.

TV Area
SAIL Open Connectivity Services based Distributed Mobility Management (DMM) (15 min)
- The demo shows OConS orchestration procedures so as to bring about a dynamic access solution in a mobility scenario by the cooperation of OConS mechanisms.

Blue Area (OSS/BSS)
SAIL Cloud Networking Admin Perspective (15 min)
- The demo will provide the audience an insight to the CloNe service administrator perspective.

Blue Area (OSS/BSS)
Adaptive Deployment of NetInf on SAIL Cloud Networking (CloNe) Infrastructure (20 min)
- Shows integration of SAIL work packages B and D, demonstrating the power of dynamically deploying virtual infrastructures.

Conference Room: Tomas

17:10-17:30 Questions and Feedback