ECO SYSTEM FOR FUTURE MEDIA DISTRIBUTION

EFRAIM PROJECT

How do users access media today, and how will they do it in the future? What are the aspects that influence the performance of the media distribution, and what can we do to ensure optimal performance and end user experience, especially since there are so many different actors involved in the distribution chain?

These questions, and several others are dealt with in the EFRAIM project, partly funded by VINNOVA and coordinated by Acreo. The project started in September 2012 and will be running for two years. The project partners are: Acreo, SICS, LTH, Ericsson, SVT, TV4, TeliaSonera, Spotify, Qbrick and Peerialism.

The purpose of the project is to identify and develop distributed network solutions for media distribution. The solutions should be robust, scalable, cost efficient and above all energy efficient, without sacrificing the experienced quality. Great challenges in this respect are common requirements from the involved actors, for instance on interfaces, agreements and business models. In order to meet up to these challenges, the project comprises a consortium with different types of business actors from all parts of the eco system governing the media delivery. The consortium includes content owners, producers, distributors, vendors, operators and researchers. The mix of partners in the project will ensure that the identified solutions will be technically relevant and commercially attractive.