

# OVER-THE-TOP TV – The Future of Television

**Course No. 1911**

**Duration: 2 Days**

## Course Overview:

By 2015, 380 million people will be viewing internet based TV via connected TV's, game consoles, Apple and Google like STB's and other connected devices.

Many have already boarded the OTT-TV train. Don't be left behind! In the following course we will explore OTT-TV principles, architecture and trends; how to build an OTT-TV solution and what are the challenges within. We will also explore leading solutions and vendors from all around the globe and learn about their story of success!

## Who should attend?

Engineers, Marketing Personnel, Product Managers, Technical & Marketing Managers and everyone who wishes to enter the OTT-TV world.

## Lecturer: Yaron Bloch

Yaron Bloch is a leader of product management at AOL Video, one of the top online video networks in the US, where he is responsible for video products' development and strategy.

Previously, Yaron was the manager of multimedia technologies at Orange Israel. He was responsible for all multimedia backend systems and products on four screens: mobile, tablet, PC and TV. Yaron also led the mobile applications development and was responsible for the first 3G application launched in Israel. Yaron won several prizes for his work including nomination for most innovative service at the GSMA Mobile World Congress. He possesses specialized knowledge in OTT-TV, the mobile domain and multimedia services. Yaron holds a B.Sc. in Computer Science from Haifa University and an MBA from the Executive Program at Ben-Gurion University.

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## Course Content:

### 1. Overview

- The YouTube Evolution
- Netflix Model
- What allowed OTT
- OTT vs. IPTV
- Cord-cutters
- Who's Involved: from operators to social networks

### 2. OTT principles

- Anytime, Anywhere
- Multi screen
- Personalization, recommendation and social
- New business models
- New world of ads

### 3. OTT Architecture

- Content Preparation - Ingestion, Transcoding, QC, Subtitling, DRM, Distribution
- DRM - Google Widevine, MS Playready, Adobe access, Token based authentication, RTMPE
- CMS - asset management, catalog management, user management, business models
- CDN - architecture, types
- STB and other devices - Game Console, Connected TV, Smartphones, Tablets
- Leading vendors

### 4. Protocols and Codecs

- Leading codecs (H.264 etc.)
- PDL vs. RTP

- Protocols (HLS, Smooth streaming, Dash)
- Standards (Ultraviolet etc.)

### 5. Challenges

- Non-Managed network
- Home Network (emule and PLC)
- Bandwidth Caps

### 6. OTT & The Cloud

### 7. HTML5

### 8. Hybrid models

- IPTV/Cable/Satellite & OTT
- DTT & OTT (UK freeview and BBC iPlayer)

### 9. Future trends

- The end of linear channels
- NUI
- Filters
- Social
- Gaming
- The new studios

### 10. Case studies

- Google TV
- Boxee
- Comcast Xfinity

### 11. Conclusion