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   Nota di contenuto   About the Authors. -- Abbreviations and Acronyms. -- List of Figures. -- List of Tables. -- 1. Introduction. -- 2. Multicast. -- 2.1 Idea of multicast. -- 2.2 Justifying the cost of multicast. -- 2.3 Drawbacks of multicast. -- 2.4 IP multicast. -- 3. Internet Protocol Datacasting. -- 3.1 System architecture. -- 3.2 Digital Video Broadcasting. -- 3.3 Electronic Service Guide. -- 3.4 Streaming. -- 3.5 Data transmission. -- 3.6 Interaction channel. -- 4. Multimedia Broadcast/Multicast Service (MBMS). -- 4.1 MBMS overview. -- 4.2 MBMS architecture. -- 4.3 MBMS services. -- 4.4 Performance of MBMS. -- 5. Alternative technologies. -- 5.1 MediaFLO. -- 5.2 Digital Multimedia Broadcasting (DMB). -- 5.3 Terrestrial Integrated Services Digital Broadcasting (ISDB-T). -- 5.4 Comparison of technologies. -- 6. Digital Right Management (DRM). -- 6.1 OMA DRM V2.0. -- 6.2 Windows Media DRM 10. -- 6.3 IPsec. -- 6.4 Secure Real-time Transport Protocol. -- 6.5 ISMACrypt. -- 6.6 DVB Conditional Access. -- 6.7 Limitations of DRM systems. -- 7. Business model. -- 7.1 Common component. -- 7.2 Components

Sommario/riassunto	Introducing mobile multimedia / the technologies, digital rights management and everything else you need to know for delivering cost efficient multimedia to mobile terminals Efficiency and cost effectiveness within multimedia delivery is fast becoming a hot topic in wireless communications, with mobile operators competing to offer inexpensive, reliable services. The selection of an appropriate technology and matching it with the offered mix of services will be essential to achieve the market success. This book discusses multimedia services introducing the potentials and limitations of multicasting and broadcasting technologies. It addresses the key points related to the development of these technologies, including digital rights management issues, which are particularly important in terms of large business scale deployment of multimedia services and business models. Multimedia Broadcasting and Multicasting in Mobile Networks: . Offers a tutorial introduction to multicasting in wireless cellular networks . Provides an overview of the current technologies that deliver mobile multimedia, weighing of the potentials and limitations of various solutions . Includes the early trials and deployment of Internet Protocol Datacasting (IPDC) and Multimedia Broadcast/Multicast Service (MBMS) . Details Digital Rights Management (DRM), MediaFLO, Digital Multimedia Broadcasting (DMB), Terrestrial Integrated Services Digital Broadcasting (ISDB-T) and others . Contains business models, trials and user feedback This book provides mobile operators, graduate engineers, network designers and strategists in mobile engineering with a thorough understanding of mobile multimedia and its impact on the telecommunications industry. Undergraduate and postgraduate students studying telecommunications will also find this book of interest.