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Nota di contenuto	-- Acknowledgments ix -- Preface xi -- Chapter 1: Interactive, Personal, IPTV: From TV over Internet andWeb TV to Interactive Video Media 1 -- Introduction to IPTV 1 -- The Value Chain 3 -- Business Models and the Value Chain 5 -- Interactivity in Reality: The British Red Button 13 -- How IPTV ServicesWork 16 -- What is Next for IPTV Users? 21 -- Shape-Shifting Television: New Media for a New Millennium 23 -- Project LIVE: Interactive Sports Events 28 -- Me on TV: Five Minutes of Fame for Everyone with a Mobile Phone 31 -- Chapter 2: IPTV Standards and Solutions 33 -- Standardization of IPTV 34 -- The Open ITPV Forum Architecture 37 -- The ETSI IPTV Standard 42 -- Applying Standards to IPTV: An Implementation 49 -- Chapter 3: The Next-Generation Consumer Electronics and Interactive, Personal, IPTV 53 -- Home Connectivity: Ethernet,WiFi and Beyond 55 -- Making Home DevicesWork Together: UPnP and DLNA 58 -- What is UPnP? 59 -- Connecting the Home to the Outside: the Home Router 66 -- The Set-top Box Meets the Internet Model 72 -- The Browser in the Set-top Box 79 -- XML and Style Sheets / Format and Structure for Metadata 80 -- How does the Multimedia Home PlatformWork? 86 -- Channel

Switching 89 -- Speeding Up Channel Switching 91 -- IPTV in Japan 92 -- IPTV in the Mobile 96 -- Chapter 4: Designing Interactive IPTV Applications 99 -- Dynamic Creation of Interactive Television 101 -- Integrating Interaction in the Script 103 -- Using Profiles to Adapt the Show 105 -- Design of Interaction Objects 107 -- How to Handle Colors 109 -- Generic Interaction Models 110 -- Designing Menus and Text 113 -- Testing Interactive Applications 116 -- Quick and Dirty User Testing 118 -- Making Mashups in IMS-Controlled Interactive IPTV 119 -- User-Provided Content 123 -- Chapter 5: Monetizing IPTV: Advertising and Interaction 127 -- An IPTV Toolbox for Advertisers 134 -- The IPTV Advertising Design Project 137 -- Splicing Advertising into the Media / Or Putting it in the IPTV Set? 139.
Inserting Advertising 140 -- Chapter 6: P2P, TV on theWeb, VoD and (n)PVR 143 -- Getting Paid for VoD: Advertising 148 -- Getting Paid for VoD: Charging for the Service 151 -- User-Provided Content 155 -- The Network and User-Provided Content 156 -- Peer-to-Peer Versus Central Server 156 -- P2P in the European Broadcasting Union and EU 159 -- Chapter 7: Digital Rights Management and Next-Generation IPTV 163 -- Exceptions to Copyright 166 -- Attaching Strings to Copyright Gifts: Creative Commons 168 -- Legal Constraints on User-Provided Content 171 -- Digital Rights Management 174 -- DRM: Simple Philosophy, Complicated Mechanism 175 -- Standards for DRM 177 -- Designing Copyright Policy 182 -- Chapter 8: Identities, Subscriptions, User Profiles and Presence 185 -- Managing and Federating User Profiles: XDMS and PGM 187 -- Presence in IMS 187 -- Presence Data Format, Lists and Profiles 193 -- The Presence Document 193 -- Lists in XDMS 199 -- IPTV Profiles 201 -- Advertising and Presence 204 -- Measuring Advertising in IPTV 205 -- Chapter 9: Beyond the EPG / Metadata in Interactive IPTV 211 -- Recommender Systems, Social Software, Presence and Personalized EPGs 215 -- Filtering and Personalizing IPTV Content 218 -- Metadata Types and Models 219 -- IPTC News Codes, NewsML and SportsML 220 -- Dublin Core 222 -- P/Meta 224 -- SMPTE Metadata Dictionary, MXF and UMID 224 -- Metadata and the EPG: TV-Anytime 225 -- TV-Anytime Document Structure 226 -- Identifying the Data: the CRID 234 -- Metadata for Production: MPEG-7 and MPEG-4 237 -- Drawing Conclusions from Metadata 244 -- Chapter 10: Protocols for Interaction 253 -- The HyperText Transfer Protocol 255 -- HTTP for IPTV Signaling 258 -- Caching in HTTP 260 -- Video on Demand: RTSP 265 -- SIP for IPTV Signaling 273 -- SIP MESSAGE 277 -- SIP SUBSCRIBE and NOTIFY 279 -- SDP in SIP and RTSP 281 -- Chapter 11: Next-Generation IPTV Encoding / MPEG-2, MPEG-4 and beyond 285 -- Transporting the MPEG Stream 291 -- RTP 292 -- MPEG-2 Transport Stream and the MPEG-4 File Format 294.
Forward Error Correction 295 -- Chapter 12: Next-Generation IPTV Networking and Streaming with IMS 297 -- What is IMS? 301 -- Registering in IMS 307 -- How IMS works with SIP 307 -- SIP INVITE 308 -- SIP SUBSCRIBE and NOTIFY 308 -- Forking and Redirecting Sessions 308 -- Identity in IMS: the SIP URI, PUID and PSI 309 -- SDP 310 -- Setting Up and Tearing Down the IPTV Multicast 312 -- IMS Communications Services 314 -- Handling Quality of Service 317 -- Service Discovery 320 -- Control Function 320 -- NPVR Function 320 -- Connecting Application Servers: the ISC Interface 325 -- Chapter 13: Developing and Deploying IPTV 329 -- It's life, Jim, but not as we know it 330 -- Enhancing Voting 331 -- Automating Scriptwriting 333 -- Inserting Advertising 336 -- Personalizing Television 341 -- Electronic Program Guides 343 -- Using the IPTV Technology 344 -- References 349 -- Index 355.

Sommario/riassunto

Find out how modern IPTV technologies will change your experience of television. Internet Protocol Television (IPTV) is rapidly being deployed as a compliment service to existing distribution technologies. Why IPTV? traces the changes in Internet Protocol Television since the mid-1990s and examines what IPTV means today. The author analyzes what delivery of TV over an IP network means, both in terms of possibilities for new services, and in terms of the impact on the network and how it has to be managed. In addition, Why IPTV? helps you understand how introducing IPTV into the Web 2.0 world will impact the new services. It looks at the current trends in the consumer electronics industry as well as the network industry, and describes how the new technology can enhance and extend the existing business models in the TV industry, particularly in advertising; and also how it creates new possibilities, for instance, through personalization. Why IPTV? Interactivity, Technologies, Services: . Provides an accessible introduction to IPTV. . Covers the technology to build IPTV systems, and shows what lies beyond traditional business models and existing distribution technologies. . Considers how IPTV technologies can exploit and change the current trends in consumer electronics and network industry. . Explores how the merging of Web 2.0 and IPTV will open new opportunities for services. . Addresses hot topics such as IPTV Interaction and Channel Switching, Networking and Streaming with Information Management Systems, Advertising and Personalization of IPTV. Why IPTV? will provide engineers in networking, TV broadcast companies, technology specialists in content creation companies and people in the IPTV industry (including management) with an engaging and insightful reference into Internet Protocol Television.