

About ETSI

ETSI is one of the world's leading standards development organizations for Information and Communication Technologies (ICT). Founded initially to serve European needs, ETSI has grown rapidly to become highly-respected as a producer of technical standards for worldwide use.

ETSI membership is composed of manufacturers and network operators – all the “big names” and many smaller companies too – plus national administrations, ministries, regulators, universities, research groups, consultancies and user organizations. A powerful and dynamic mix of skills, resources and ambitions, all working together to bring the very best ICT solutions to the global marketplace. Geographically, our membership of over 700 companies and organizations is drawn from more than 60 countries on 5 continents.

ETSI is independent of all other organizations and structures, a key feature for ensuring neutrality and trustworthiness. That brings benefits not only in the acceptance of our standards and other publications, but also in our growing range of ancillary services, such as interoperability testing. And because standardization inevitably draws upon the bright ideas of our members, we have an Intellectual Property Rights (IPR) policy in place that has become the model for many other organizations.

Your company can be part of this dynamic organization. For more information, please visit and contact:

ETSI MCD: <http://portal.etsi.org/MCD>

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Media Content Distribution



Interoperability and cross-platform solutions for media distribution

The worlds of broadcast and telecommunications traditionally have had their own standards tracks, based on different commercial requirements. Convergence between both worlds for content delivery results in a proliferation of technical options and specifications, which result in a “standards maze”, a siloed approach and a lack of clear business models supported by an accepted technology.



In addition, commercial solutions developed by different market players do not interoperate across platforms. The crux of the matter is that at one end of the chain content providers face the costly challenge of providing different content formats to the various distribution pipes, whilst at the other end customers’ buy-in remains well below expectations.

ETSI's role

ETSI has undertaken the task of guiding and co-ordinating standardization work for Media Content Distribution within the scope of the convergence of broadcast, internet and telecommunications standards. The goal of this activity is a successful overall development of multimedia systems (television and communication, managed and unmanaged networks) that respond to present and future market ambitions.

With a strong industry support (broadcasters, content providers, IPSPs, telcos, suppliers etc), *ETSI's* Media Content Distribution technical committee (TC MCD) addresses the domain of interoperability of content distribution and related services in a converged environment that supports IPTV, Mobile TV and broadcast TV. This includes initiating standardization work in areas where significant gaps are recognized and where *ETSI* is recognized as the best player.

TC MCD's current work is focused on use cases, Content Distribution Networks, concepts for improving the interfaces to existing and developing interactive systems, the regulatory landscape and audience measurement. Future work for TC MCD is expected to include:

- Service Convergence
- Content Protection
- Programme Aggregation
- Personal TV
- Advertising
- Rights Management

TC MCD is part of the *ETSI* “Media Delivery” Cluster, in which it works alongside other *ETSI* technical committees including JTC Broadcast and TISPAN IPTV, as well as 3GPP MBMS, to provide the industry with end to end open and interoperable solutions.