

Standardization to ensure Interoperability

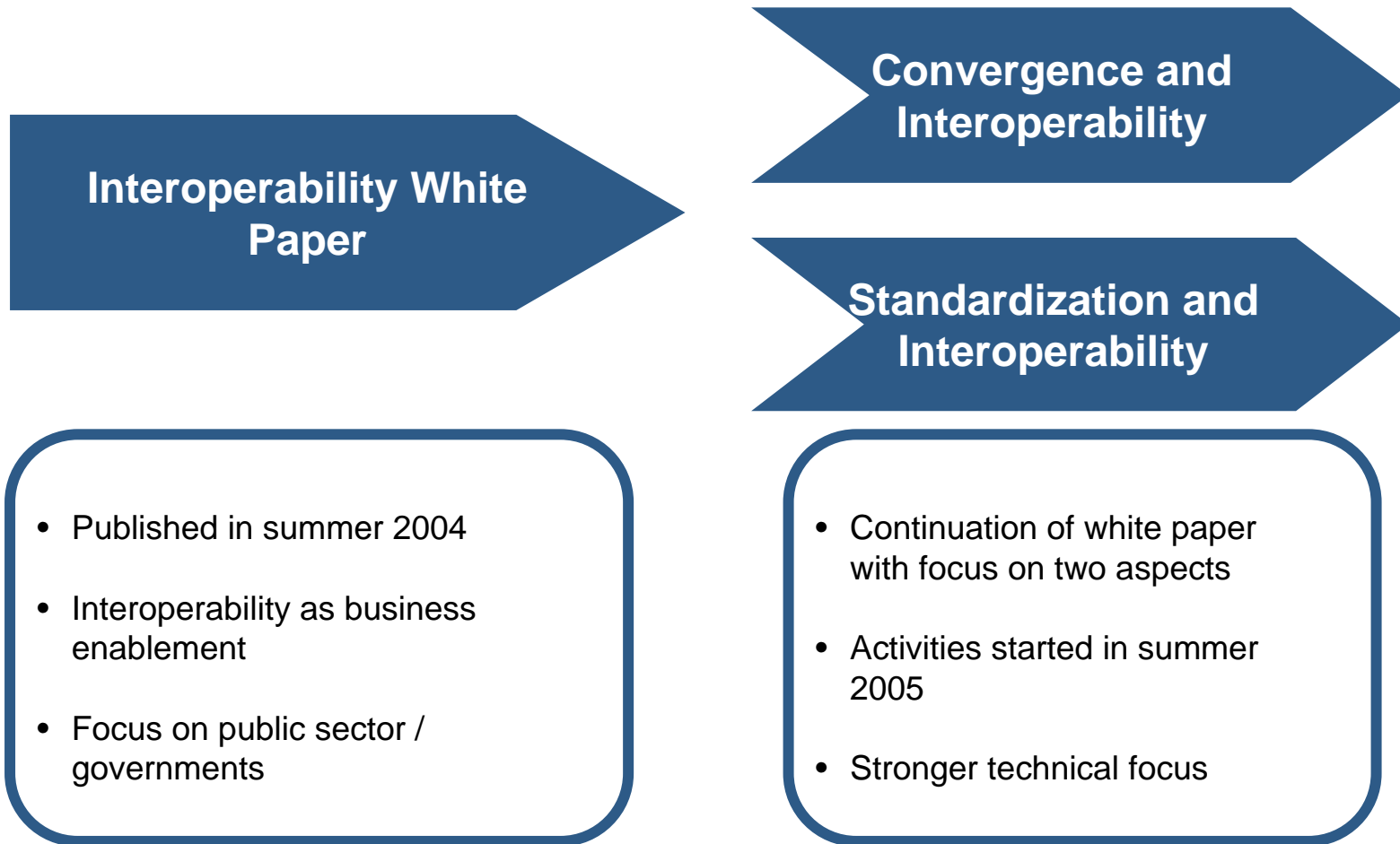
TELECOMMUNICATIONS TECHNOLOGY.//.CONSUMER ELECTRONICS.//.INFORMATION TECHNOLOGY

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Focus Area Interoperability



EICTA and Interoperability

- ➔ EICTA has long advocated interoperability in specific contexts: eEurope, software, mobile communications, digital broadcasting
- ➔ Interoperability Task Force set up in September 2003
- ➔ Task force produced generic “White Paper on Interoperability” approved by Executive Board on June 21, 2004: systematic analysis, policy summary

EICTA definition: Interoperability

The ability of two or more networks, systems, devices, applications or components to exchange information between them and to use the information so exchanged

- EICTA focus here: ***technical capability***
- note: other important factors influence actual ability to access and consume a service

Interoperability more important than ever

- ➔ Digital Technologies promise a world of any content, any service - anytime and anywhere
- ➔ Without sense and simplicity this promise will fail
 - ➔ do not force consumers to care about underlying technologies
 - ➔ if it only works “sometimes”, ever more functionality amounts practically to ever less use
- ➔ No mass markets without seamless interoperability between devices and services

Convergence

Business in Converging Environments

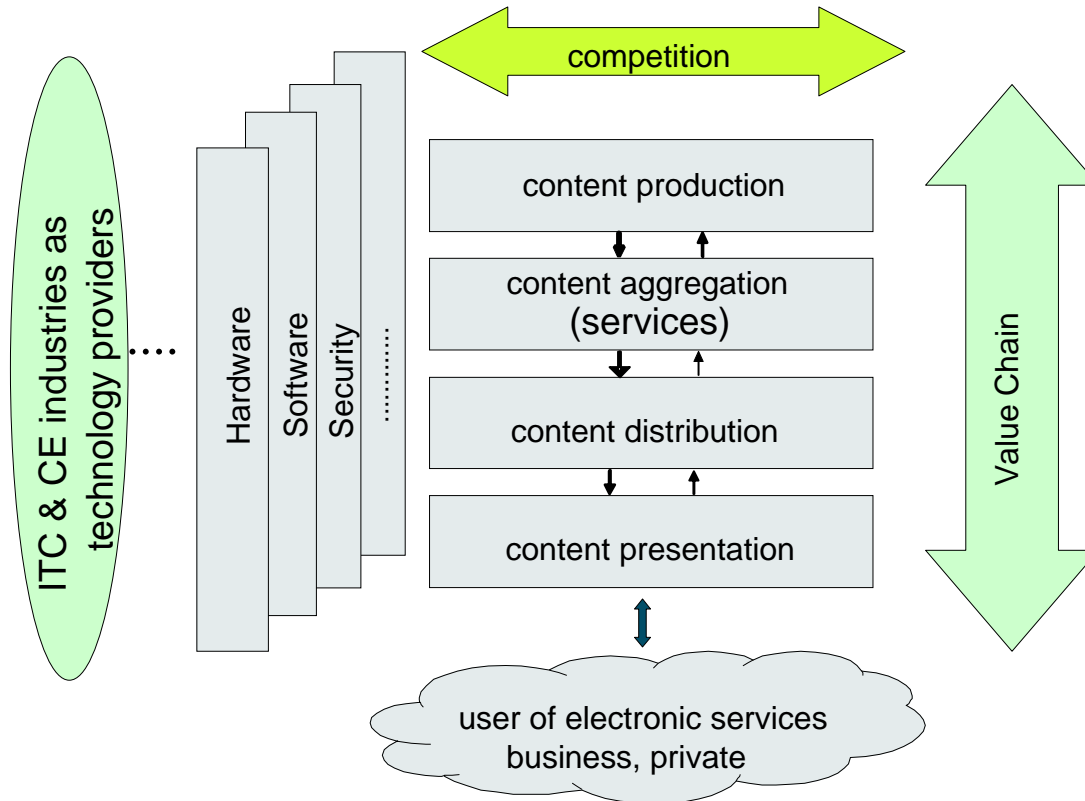
- ➔ Convergence caused by digital technologies offers new opportunities
- ➔ End-to-end interoperability makes value chains happen
- ➔ Convergence of networks and services (fixed and mobile) is about combining existing value chains and their traditions into new ones
- ➔ Maintaining interoperability in this process is the key challenge

Interoperability decisive for how rapidly we get to mass market benefits of convergence

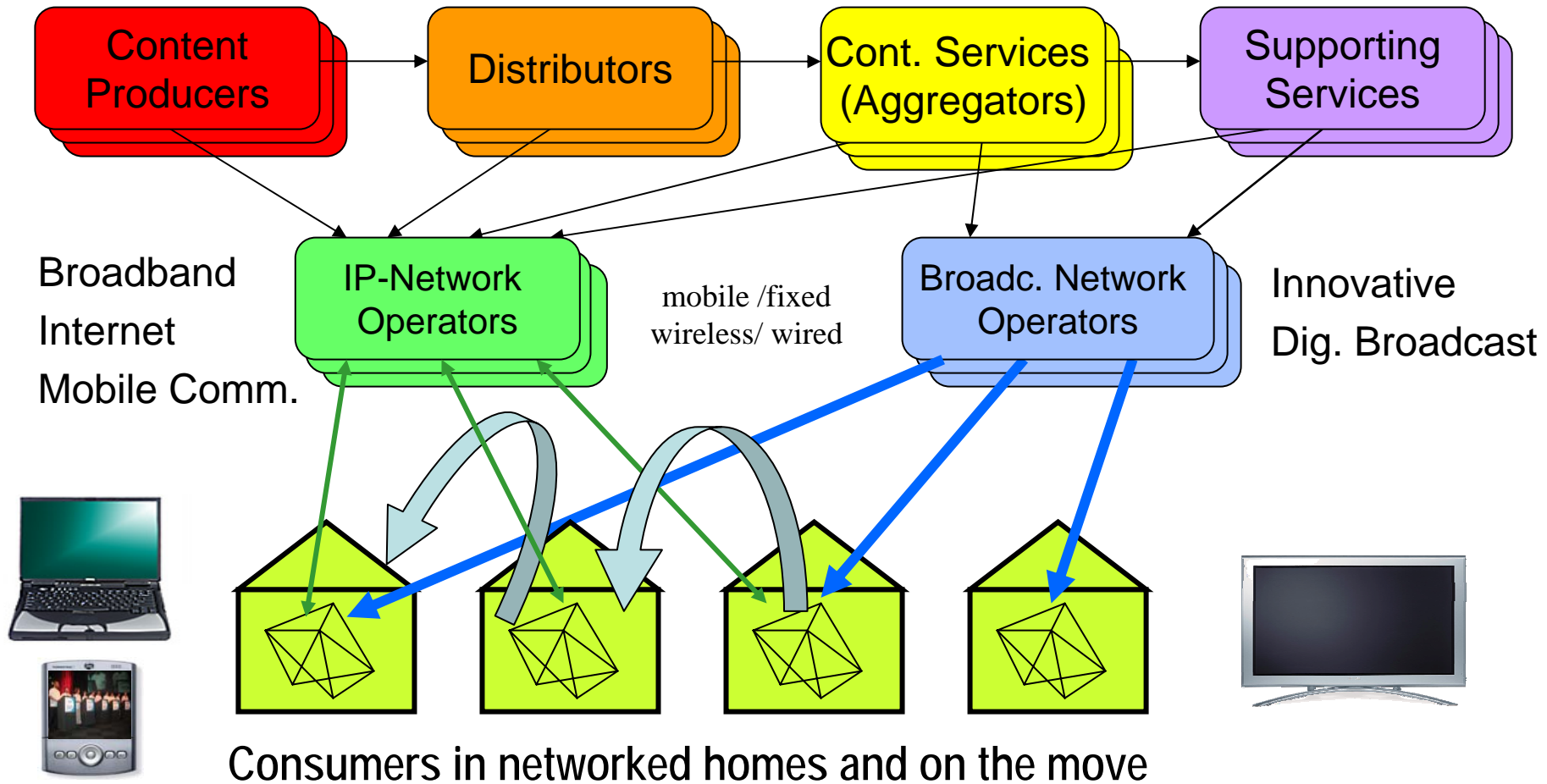
Content Circulation in Converging Environments

- ➔ Transport Interoperability: Network delivery, passing from one network to another
- ➔ Rights and Protection: Transferring rights from one domain to another
- ➔ Content Repurposing: Adapting content to the various delivery channels

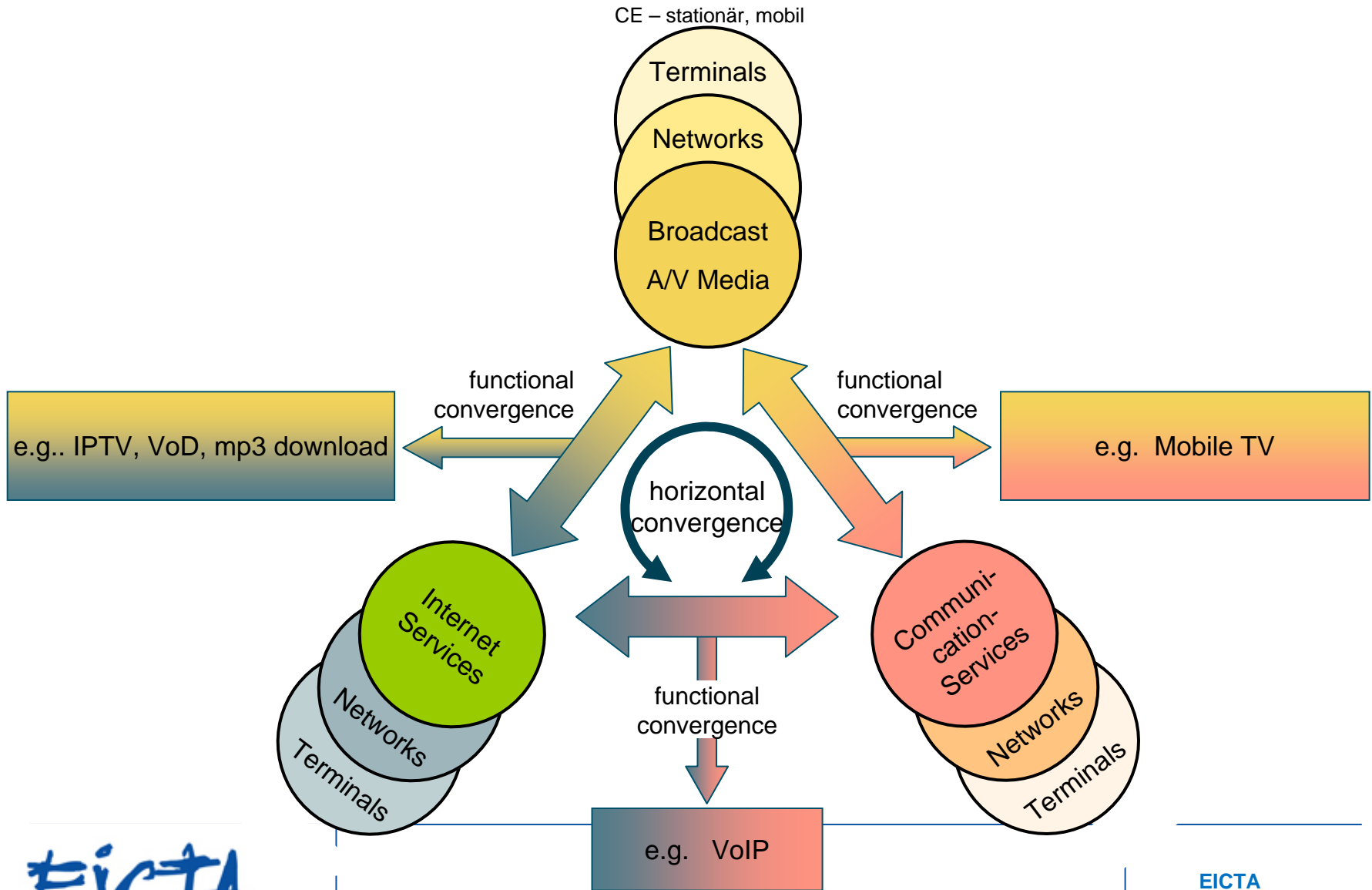
Multimedia Value Chain



Content Flow in a Convergent Multimedia World

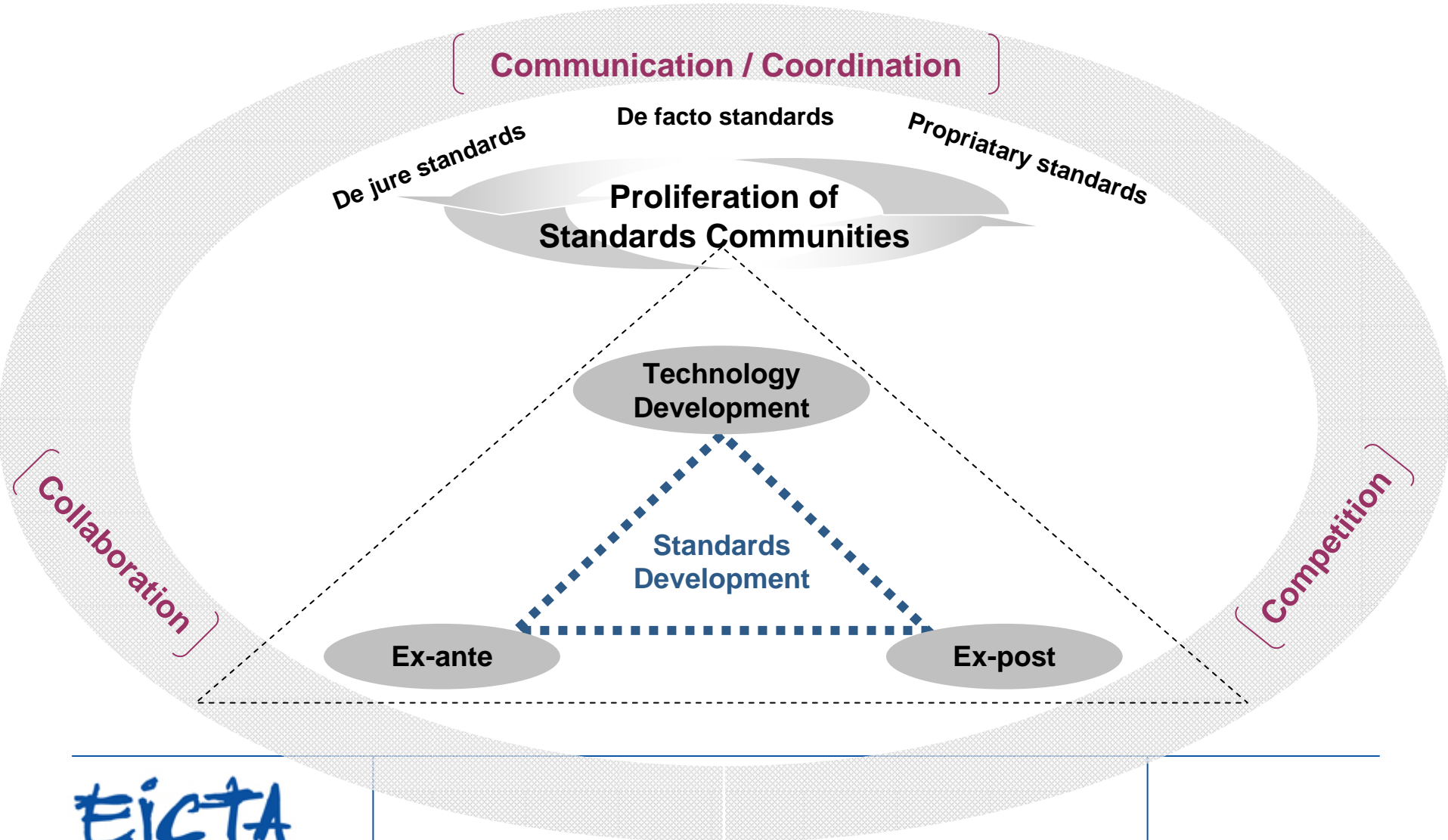


Convergence of Services, Networks and Terminals

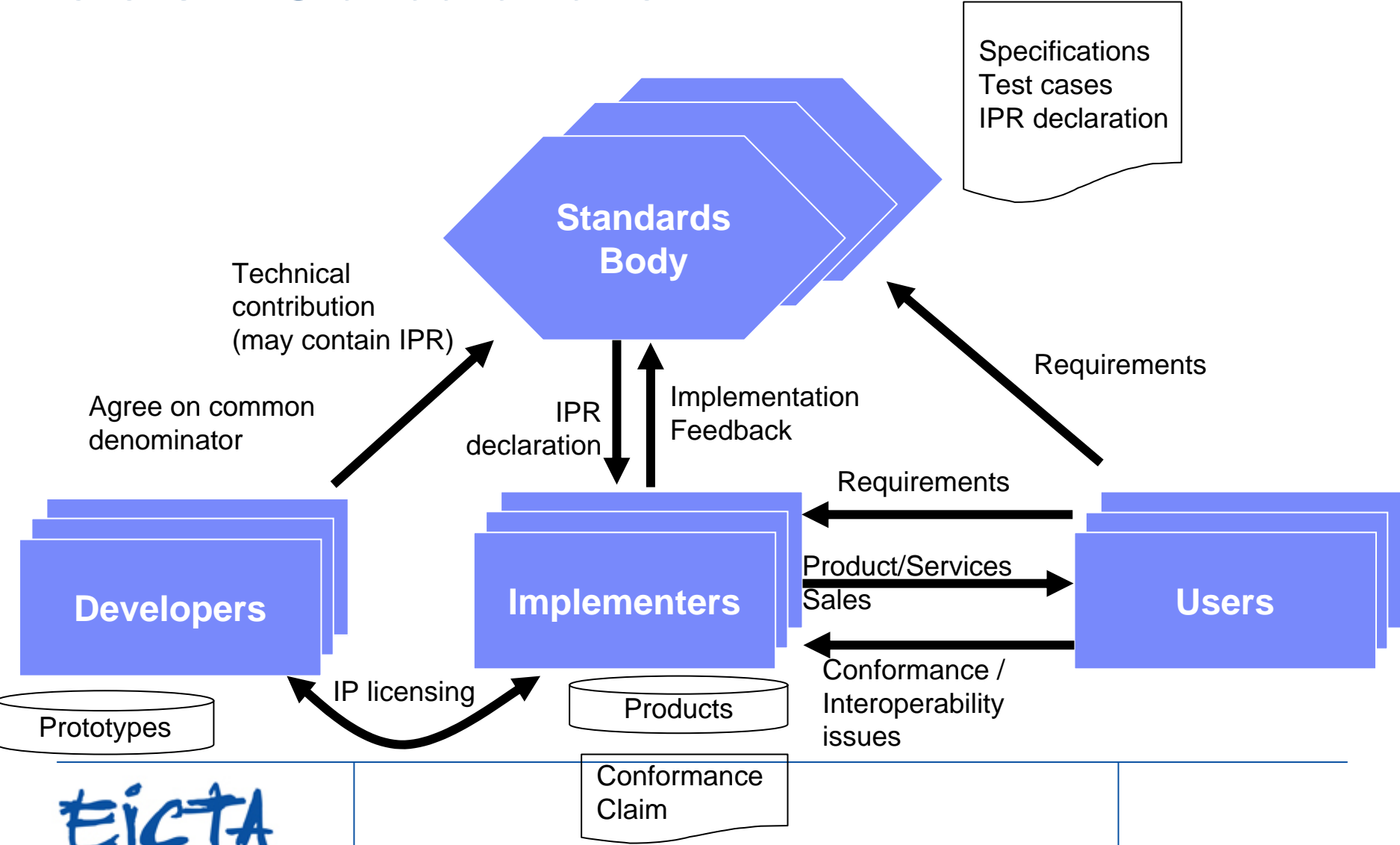


Standardization

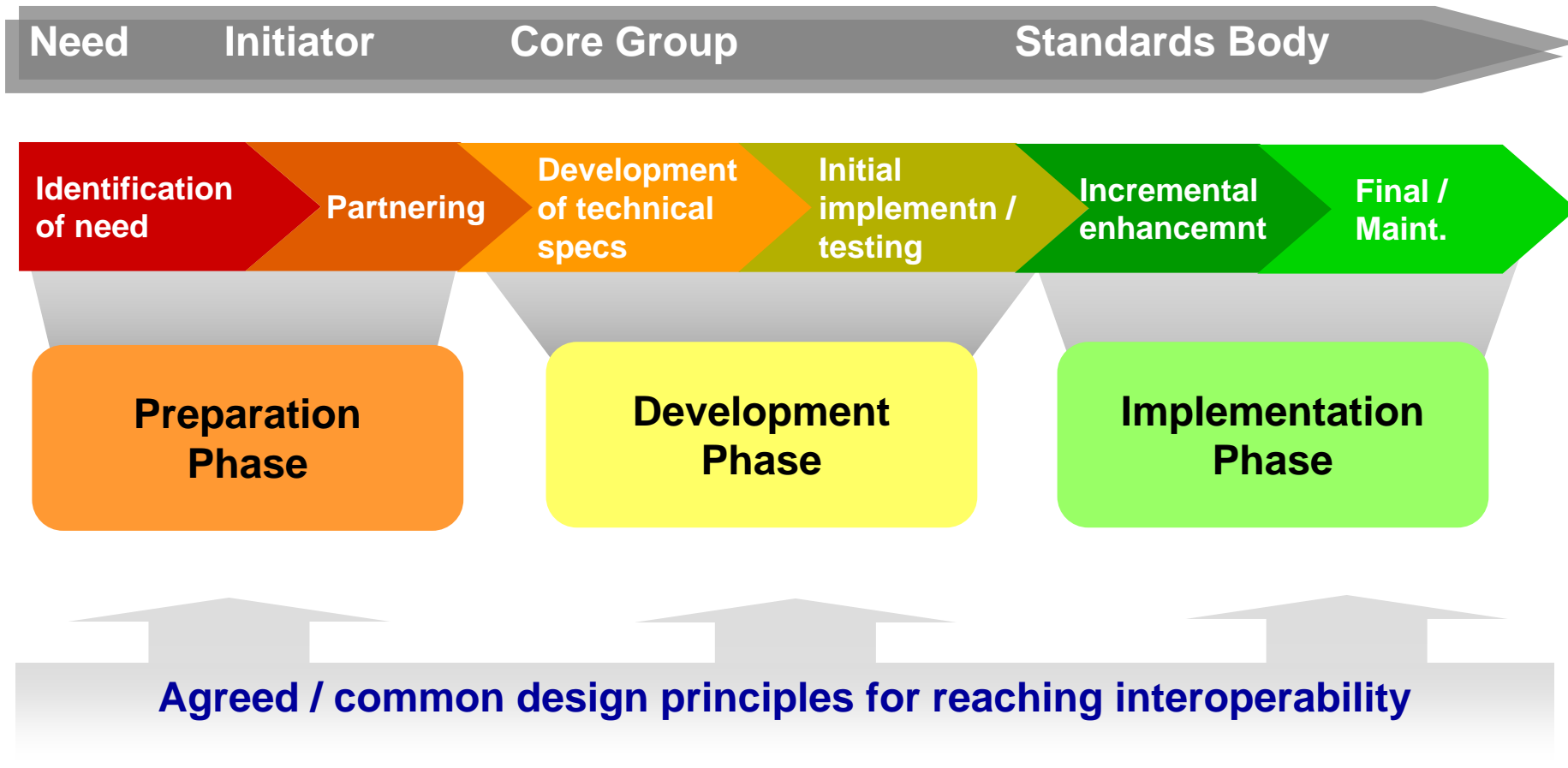
Aspects in Standardization and Technology Development



Actors in Standardization



Interoperability Imperative for Standards Development Process



Towards Agreed Design Principles



Agreed industry position on



the benefits of interoperability for technology development and innovation

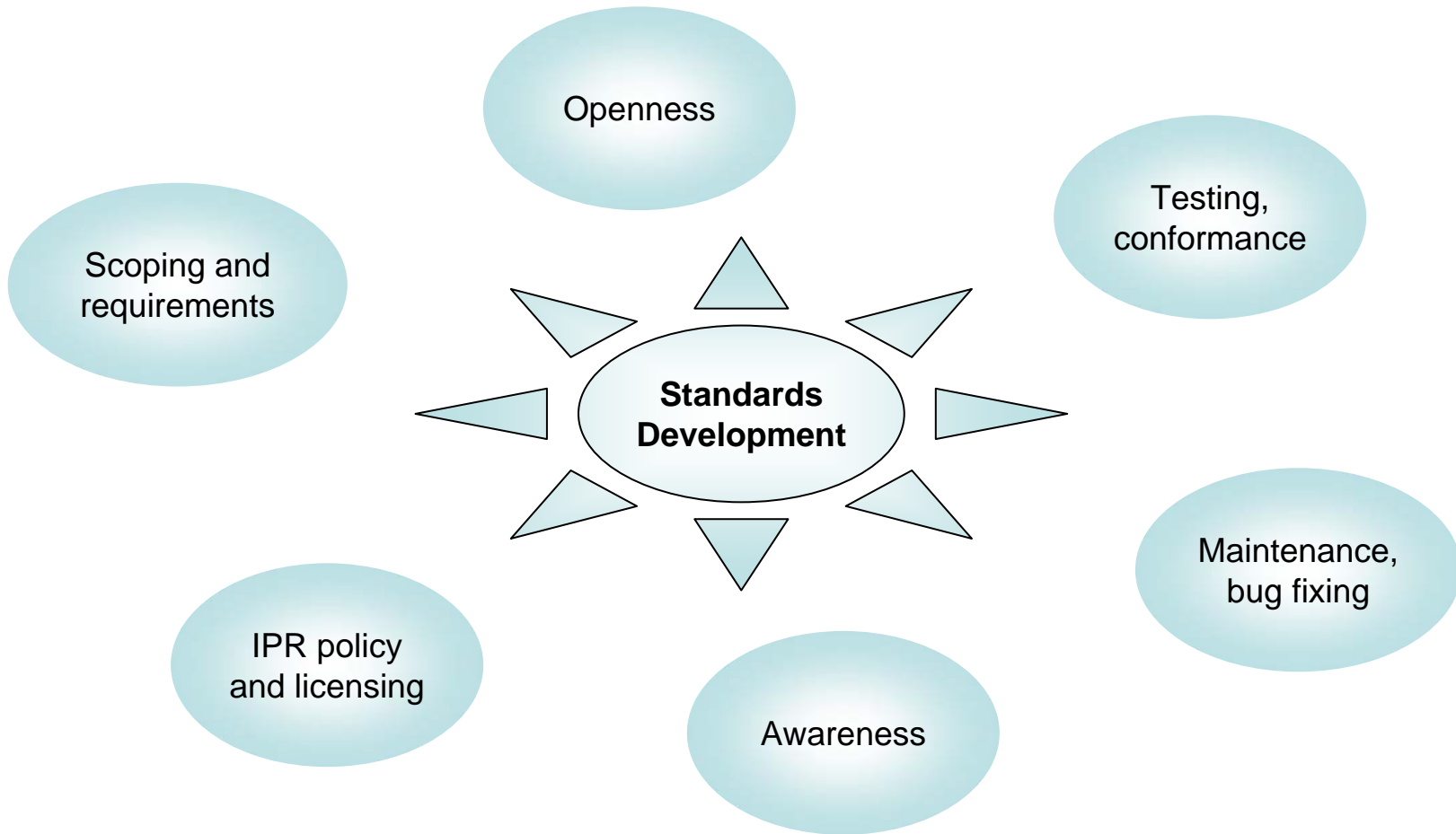


the need for overcoming challenges to interoperability in the standards development process



Identify best practices and methods

Facilitating Interoperability



Synergies with Parallel Actions, e.g.

- ETSI SOS-Interoperability initiative
 - Links: http://www.etsi.org/sos_interoperability/ , <http://sos-interop.org>
 - Initiative of ETSI to promote Open Standards and Interoperability and trigger a wide discussion about methodologies and best practices. Focus on technical interoperability.

- DLNA Digital Living Network Alliance
 - Link: <http://www.dlna.org>
 - Vision of a wired and wireless interoperable network of Personal Computers (PC), Consumer Electronics (CE) and mobile devices in the home enabling a seamless environment for sharing and growing new digital media and content services.

- ATHENA
 - Link: <http://www.athena-ip.org>
 - EU FP6 Research project with focus on interoperability

- Enterprise Interoperability Center (EIC)
 - Link: <http://www.eu-eic.org>
 - Institute to be established as outcome of ATHENA project. User organization for identifying interoperability requirements and for proposing mappings to existing standards and/or submitting requirements to standards organizations.

- CEN/ISSS eBIF
 - Link: <http://www.cenorm.be/cenorm/businessdomains/businessdomains/iss/activity/ebif.asp>
 - Focus on semantic interoperability