
2nd FOKUS Media Web Symposium

November 10-11, 2011 Berlin, Germany



Summary

On November 10-11 Fraunhofer FOKUS attracted international future media innovators for the second time to the Media Web Symposium 2011. The event took place at Fraunhofer-Forum in the heart of Berlin. Numerous experts and researchers from 15 countries discussed future trends in the field of HybridTV, web applications, and social media. 170 participants attended the two day symposium, which included technical workshops, tutorials and conference.

Of particular interest for many attendees were the in-house demonstrations developed by our Future Applications and Media competence center, which included HbbTV Car Configurator, the FOKUS HbbTV & OIPF Test Suite, Social TV, Non-linear Video and Web APP-DRM amongst others.

The FOKUS Web Media Symposium is an annual conference which is organized by the Berlin based Fraunhofer Institute for Open Communication Systems FOKUS. This year the event took place for the second time. The conference was mainly focused on the convergence of media and associated platform technologies. Examples are the integration of television and the Internet, whether in the form of IPTV, as a "Connected TV", a "smart TV" or as "over-the-top" (OTT) services as well as the rapidly growing market for mobile technologies, smartphones and related applications.

The format of the conference is affected by a series of short and targeted presentations of 15 minutes each, supplemented by in depth technical lectures and tutorials as well as presentations from partners and sponsors. Furthermore, the program is accompanied by cutting-edge demonstrations of recent developments and research prototypes from Fraunhofer FOKUS' Future Applications and Media Lab.

The Symposium is split into two days starting with technical lectures and tutorials, followed by topic specific workshops and a traditional conference on the second day. The tutorials were given by experts from Fraunhofer FOKUS. This year they were focused on the main topics of the Symposium:

- IPTV, Hybrid TV & WebTV
 - IPTV & HybridTV landscape
 - Architectures & System design
 - Enablers as HTTP Adaptive Streaming, DRM & metadata
 - Services and applications
- Application Development for 3 Screens
 - Cross-platform landscape
 - Application design concepts
 - User interface principles
 - Marketing concepts

The subsequent workshops on *Broadcast Broadcast Convergence* and *Web applications as an industry game changer* engrossed the thoughts given in the tutorials and lead over to distinct statements from a stakeholder point of view.

As parts of the workshop on *Broadcast Broadcast Convergence* four sessions provided a very good overview on the current landscape, ongoing developments, recent trends and critical challenges for hybrid TV and the convergence of media channels:

- Smart TV
- Adaptive Streaming, DRM & Metadata
- The Media Cloud, and a
- Panel discussion on Broadband Broadcast Convergence

In this regard, one of the most interesting statements came from Germany's public broadcaster ZDF. *Currently they have to operate two different broadcasting platforms in parallel, one for DVB and IPTV. IPTV will be the clear winner in the medium term, DVB is no longer needed. In the view of ZDF, there is only one reason why DVB is currently still used: on the side of the Content Delivery Networks (CDN) it is currently not possible to broadcast single programs via multicast (e.g., the endgame of a Football Championship). Once this is solved, DVB will disappear.* This snapshot shows, how new media technologies, distribution channels and applications based on this infrastructure have been discussed during the Media Web Symposium in regard to legacy and especially new business opportunities as well as innovations – technical once and on the market.

The workshop *Web applications as an industry game changer* was more focused on mobile technologies and cross-platform issues. Even split into four sessions, the workshop found answers to questions like:

- Will the iPhone / Android application experience change the way applications are consumed on PCs?
- How might media consumption change, with the introduction of apps to the TV experience?
- What is the likely impact of apps on cars?
- And the viability of gaming on the web platform

Besides topics as the new web standard HTML5, app and service frameworks and various widget technologies, further areas such as automotive and gaming was discussed. The workshop also addressed various aspects of apps. E.g. about the influence of the "App movement" on mobile devices and the associated user experience, the way how apps will be consumed on standard PCs in the future and how the expectations of the mobile world could be transferred on the home PC, into next generation automotive information systems and more.

Day two of the Symposium followed the manner of a traditional conference. Starting with an greatly appreciated opening speech from BBC with a very good overview on today's challenges and exercises for a big broadcaster and a roadmap on *where we are going & how do we get there*, the conference was split into 5 subsequent sessions:

- Consumer Electronics meets Web
- Social Media Web
- Technical Challenges
- Apps everywhere: best practice
- New Media Business Models

MWS2011 Key facts

- Speakers represent the following companies:
Alcatel-Lucent, Aside Mag, Assanka, Aupeo, BBC, BMW Group Research and Technology, Condition-ALPHA, CSIRO Australia, Deutsche Telekom, Deutsche Telekom Laboratories, Dolby, Ericsson, Friendscout24, Futuretext, Gofresh, Huawei, Institut für Rundfunktechnik, Intel, Media Broadcast, Microsoft, MMH Netrange, net mobile, NoTube, nquiringminds, Philips, QUWIC, Rovi Corporation, Samsung, Seven One Intermedia, Siemens Austria, SonyEricsson, TU München, Versant, VisionMobile, Vodafone, VZ Netzwerke, W3C, Wooga, YOC AG, Zattoo, ZDF
- 2 days, tutorials & workshops
- 1 social event on top of Berlin
- 170 participants from 15 countries
- 5 partner presentations in the exhibition area
- 6 live demonstration by Fraunhofer FOKUS
- 3 Sponsors & 9 Supporters
- More than 50 high-class presentations



FI-CONTENT @ MWS2011

FI-CONTENT was presented at the event by Fraunhofer FOKUS showcasing a Disney Demo on virtual environments during both days. We provided a exhibitor booth within our demo & exhibition area, which was equipped with flyers, poster and the live demo mainly presented by FI-CONTENT project members from FOKUS.

MWS 2011 impressions

