Contents

Frontispiece xiii

	Topics Include xiii About the Book xiv Synposis xiv Unique Perspective xv Market Need xvi Audience xvii
1	Welcome 1
1.1	A Few Words of Introduction 1
1.2	The "Why" of this Book 2
1.3	Relevant Milestones of the Personal Voyage 3
2	Context and Orientation 9
2.1	History of Streaming 10
2.1.1	Foundations – What does "Streaming" Really Mean? 12
2.1.2	C
2.1.3	Related Network Models 16
2.1.4	Physical Network Considerations 16
2.1.5	Internet Layer Considerations 17
2.1.6	Transport Layer Considerations 17
2.1.7	Applications – Transport Protocols 18
2.1.8	Protocol Evolution 19
2.1.9	Format Evolution 25
2.2	Industry Evolution 25
2.2.1	"Stack Creep" 26
2.2.2	Real World – Blue Chips and Video Delivery Networks 26
2.3	Consumer Adoption 29
2.3.1	The Audience 29
2.3.2	Traditional Ratings Companies and Audience Measurement 32
2.3.3	Streaming Media and Measurement 34

2.3.4	Predictions of Others 37	
2.3.5	The Pending Collapse of the Value of Broadcasting to Advertisers	41
2.3.6	"Device Effect" and Formats 41	
2.3.7	Video Formats (in Particular, Multicast and UDP)	
	and Network Architecture 43	
2.3.8	Discovery, Curation, and Social Media 45	
2.4	Encode > Serve > Play 54	
2.4.1	The Basic Building Blocks 54	
2.4.2	The Acacia Patent 55	
2.4.3	Akamai vs. Limelight 57	
2.4.4	Standards, Standards, 58	
2.4.5	D-Book Connected TV Standards from the	
	Digital Television Group 60	
2.4.6	The CoDec Concerns 61	
2.5	What is a CDN: A Simple Model 63	
2.5.1	Setting the Scene for CDNs 63	
2.5.2	CDNs as Money Savers 66	
2.5.3	Request Routing 67	
2.5.4	CDN Brokerage 69	
2.5.5	SaaS Models within the CDN Ecosystems 70	
2.6	Cloud Inside – New Generation 75	
2.7	The Three Generations of CDN 76	
2.8	Software Definition 82	
2.8.1	Multicore CPU and Functional Programming 86	
2.8.2	Functional Programming and Containers 86	
2.9	"Service Velocity" and the Operator 87	
3	Workflows 89	
3.1	Live Event Focus 92	
3.1.1	Approaches to Webcasting 93	
3.1.2	Think Before You Start – Your Client Probably Hasn't! 94	
3.1.3	Budgets 95	
3.1.4	Objectives – Quality vs. Reliability 97	
3.1.5	Production Principles 98	
3.2	Backhaul/Contribution and Acquisition 102	
3.2.1	Broadcast 104	
	Wire 104	
	Wireless 107	
3.2.4	Satellite 108	
3.2.5	3g/4G CellMux 109	
3.2.6	Reliable UDP and HTTP/UDP Solutions 111	
3.2.7	Throughput vs. Goodput 112	

3.3	Cloud Saas 113	
3.3.1	In Workflow "Treatment" (Transcode/Transmux, etc.) 114	
3.3.2	DVR Workflows 117	
3.3.3	Catch-up Workflows 119	
3.3.4	VOD Workflows 121	
4	Publishing 125	
4.1	Publishers, OVPs, CDNs, and MCNs 126	
4.2	Small Objects, Large Objects, or Continuous Streams 129	
4.2.1	Compression 132	
4.2.2	The "Quality Question" 134	
4.2.3	Latency 136	
4.2.4	Application, Site, Web, and Games Acceleration 137	
4.3	Desktop and Device Delivery Applications 138	
4.3.1	Standalone Media Players and Applications 138	
4.3.2	Video Tags in HTML5 141	
4.3.3	WebRTC – Beyond HTML5 142	
4.4	Request Routing (The Dark Art of the CDN) 142	
4.5	Logging Analytics and the Devil in the Detail 143	
5	Service Velocity 145	
6	Charging for IP-Delivered Content 151	
6.1	Lessons from the Music Industry 151	
6.1 6.2	Lessons from the Music Industry 151 Success Cases 153	
6.1 6.2 6.2.1	Lessons from the Music Industry 151 Success Cases 153 YouTube 154	
6.1 6.2 6.2.1 6.2.2	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155	
6.1 6.2 6.2.1 6.2.2 6.2.3	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2 6.3.3	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2 6.3.3 6.3.4	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4 6.4.1	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163 Cable TV 164	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4 6.4.1 6.4.2	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163 Cable TV 164 IPTV 165	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4 6.4.1 6.4.2 6.4.3	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163 Cable TV 164 IPTV 165 OTT Pureplay + Operator CDN 166	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4 6.4.1 6.4.2 6.4.3 6.4.4	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163 Cable TV 164 IPTV 165 OTT Pureplay + Operator CDN 166 Fog Distribution 167	
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4 6.4.1 6.4.2 6.4.3 6.4.4	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163 Cable TV 164 IPTV 165 OTT Pureplay + Operator CDN 166 Fog Distribution 167 Variation from Live Linear to VOD, and Everything in Between	168
6.1 6.2 6.2.1 6.2.2 6.2.3 6.3.1 6.3.2 6.3.3 6.3.4 6.3.5 6.4 6.4.1 6.4.2 6.4.3 6.4.4	Lessons from the Music Industry 151 Success Cases 153 YouTube 154 Netflix 155 On the Horizon 156 Failure Cases 158 Scour.net 158 mp3.com 159 Napster 160 Broadcast.com 160 The "Yacht Projects" 162 General Commentary on Commercial Models 163 Cable TV 164 IPTV 165 OTT Pureplay + Operator CDN 166 Fog Distribution 167	168

/	Competition and the Regulatory Environment 1/5
7.1	ISOC, ITU, and WSIS 176
7.2	Policy – Net Neutrality 179
7.3	Value Chain Alignment with QoS and SLA Propositions 181
7.4	Layer-2 Workaround? 181
8	Cultural Change 183
8.1	Traditional Broadcasters 183
8.2	The Millenial Subscriber 185
8.3	ISP and Content Providers 186
8.4	Telco and Telecoms 188
8.5	Content Providers 188
9	Preparing for Change in Your Design 191
9.1	Preface and Philosophy 191
9.2	Models, Diagrams, and Schematics 193
9.3	How to do a Good Diagram? 193
9.4	Scenario Planning 194
9.5	Risk, Responsibility, and Reassurance 196
9.6	Optimization and Upsell 196
9.7	Value Creation/Agility 197
9.8	Expectation Management 197
7.0	Expectation transgement 157
10	Multicast – the Sleeping Giant 199
10	Multicast – the Sleeping Giant 199
10 10.1	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200
10 10.1 10.1.1	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200
10 10.1 10.1.1 10.1.2	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200
10 10.1 10.1.1 10.1.2 10.1.3	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3	Multicast - the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207 Hitting the TV Screen - IPTV/Hybrid TV and OTT 207 The Taxonomy of OTT Video 210 Arqiva Connect and Freeview Plus 214
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3 11 11.1 11.1.1	Multicast - the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207 Hitting the TV Screen - IPTV/Hybrid TV and OTT 207 The Taxonomy of OTT Video 210
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3 11 11.1 11.1.1 11.1.1	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207 Hitting the TV Screen – IPTV/Hybrid TV and OTT 207 The Taxonomy of OTT Video 210 Arqiva Connect and Freeview Plus 214 Creating Nasdaq's Cloud-Based Virtual Workflow 217
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3 11 11.1 11.1.1 11.1.2 11.2	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207 Hitting the TV Screen – IPTV/Hybrid TV and OTT 207 The Taxonomy of OTT Video 210 Arqiva Connect and Freeview Plus 214 Creating Nasdaq's Cloud-Based Virtual Workflow 217
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3 11 11.1 11.1.1 11.1.2 11.2 11.2.1	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207 Hitting the TV Screen – IPTV/Hybrid TV and OTT 207 The Taxonomy of OTT Video 210 Arqiva Connect and Freeview Plus 214 Creating Nasdaq's Cloud-Based Virtual Workflow 217 The Genesis of a Virtual Workflow 218 The Technology Behind the Workflow 219
10 10.1 10.1.1 10.1.2 10.1.3 10.1.4 10.2 10.3 11 11.1 11.1.1 11.1.2 11.2 11.2.1 11.2.2	Multicast – the Sleeping Giant 199 Multicast Recap 199 Basics 199 Routing Protocols 200 Flood, Prune, Storms, and a Bad Taste 201 Commercial Outcome 201 What Happens Now? 202 To Singularity and Beyond 204 Deep-Dives (Case Studies) 207 Hitting the TV Screen – IPTV/Hybrid TV and OTT 207 The Taxonomy of OTT Video 210 Arqiva Connect and Freeview Plus 214 Creating Nasdaq's Cloud-Based Virtual Workflow 217 The Genesis of a Virtual Workflow 218 The Technology Behind the Workflow 219 Why Amazon EC2? 220

11.2.5	How about SLA? 222
11.2.6	What about Signal Acquisition? 222
11.2.7	What about OS Choices and Stacks? 223
11.2.8	How Is the System Controlled? 223
11.2.9	How Does it Report? 224

Wrap Up 225 12

Index 229