

## **DELIVERY**

**TUESDAY 21 JULY ■ 4:45PM – CONFERENCE ROOM 2**

Title:           **A simpler and lower cost method of distributing high definition television over the Internet.**

Presenter:      **Craig Norris**

### **Abstract**

Distributing television over the Internet has been of interest to the broadcast and telecommunications industries for many years. But various difficulties still exist with using the Internet on an international scale for real time high quality television broadcasting.

For closed systems on a metropolitan scale, an IPTV set top box is usually required, and care must be taken to ensure the security of the entertainment content against piracy. The cost of the set top box and the encryption system is a major expense in the setting up of an IPTV service.

This paper discusses new ways of using the Internet, even on an international scale, for broadcasting full screen high quality television content, both in live mode and on demand. In particular, this paper highlights a platform-agnostic method that can use a standard personal computer or Mac without any special player software or hardware installation.

Besides broadcasting television to the home, there is an increasing trend evident where business, government and religious institutions are “narrowcasting” television content into the office and other working environments, posing the problem of getting the video and audio streams through corporate firewalls and security systems. This paper discusses the workarounds available in order to reach the corporate office viewer despite the tight IT security measures.

### **Bio**

Craig Norris has 28 years experience in media-related IT systems and broadcast television systems. Included in that 28 years was fifteen years with Sony Corporation, managing the strategic development and marketing of television broadcast systems and then three years with STAR TV, managing various projects, culminating in the establishment of a new broadcasting facility in Taiwan.

Since 2003, Craig has been a freelance consultant for the broadcast industry. His clients include TVB, Foxtel, STAR Group, Omneon, Harris and Nine Network Australia.

Since managing the technical launch of TVB Payvision’s IPTV service in Hong Kong in 2005, he has been following the trends of IPTV technologies for not only traditional broadcasters, but for institutional narrowcasting over the Internet as well.