Framtidens Radio
Ny teknik för en ny värld ?

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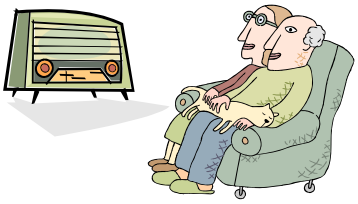
Traditional media consumption



- One – to – many communication
- ”Live” – listening
- Given program schedule
- Sharing experience
- Limited interactivity

...in the couch

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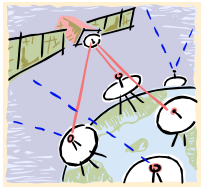
Media consumption of tomorrow ?

- Individual personalized content
- Non-real time – on demand
- Time-shifting
- Interactivity natural component
- Other devices

... At home or on the move

Transport technologies - Broadcasting

- Wireless broadcast
  - Analogue terrestrial
  - Digital terrestrial (DAB-T, DVB-T/H)
  - Satellite
- ”Wired broadcast”
  - Cable - TV



- Almost synonymous with Radio & TV
- Highly efficient (very low cost per user)
- Same information to all (“near - on demand”)
- Limited spectrum

Transport technologies: Cellular systems

- Personal terminals
- ”Anytime – Anywhere”
- Unicast streaming expensive
- Limited coverage

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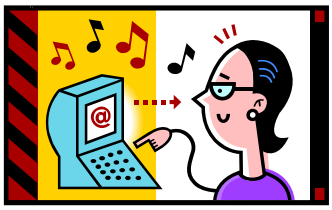
Broadband Internet access

Ideal for



- Individual consumption
- Non-real time downloading
- Sound, Music & Video clips
- Interactive

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The chain ....

Content production → Content packaging → Delivery

Traditional broadcasters

Consumers

Content

Spelplanen – om framtidens radio 060201

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.... is breaking up.

Content production → Content packaging → Delivery

Alternative. Delivery

Current broadcasters

Alt Content packaging → Alternative. Delivery

Alternative. Delivery

Content

Consumers

Spelplanen – om framtidens radio 060201

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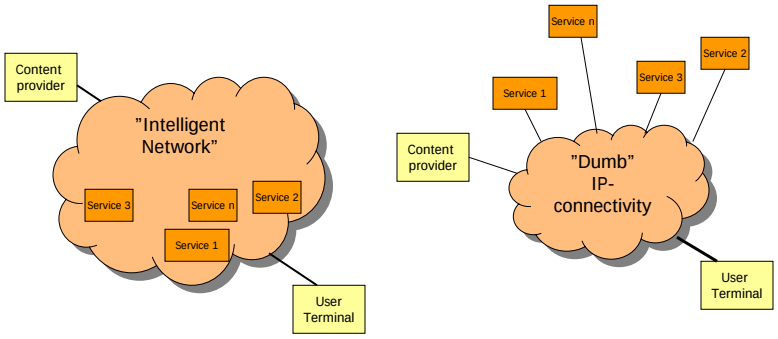
Intelligence Inside our Outside



- High QoS
- Simple Terminals
- Low flexibility

- End-end principle
- Best effort
- Complex Terminals
- High flexibility

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Example: "Wireless Podcasting" "Interactive" entertainment services

Broadcast radio of tomorrow ?
- Push playlist and news
- Much cheaper than streaming

- Fact:
  - Real-time streaming individual guaranteed service: expensive
- Solution:
  - De-couple time of download and access/play
  - Opportunistic transmission schemes
  - Massive memory terminals (~ 10-100GB)
  - Smart personalized caching

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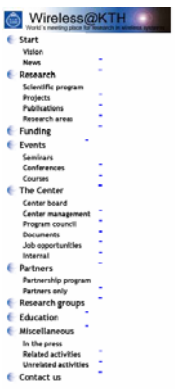
Conclusions

- Shift from "live & sharing" to personalization & time-shifting
- Alternative distribution mechanisms appear that will break up the traditional value chain
- Memory-intensive smart applications "pod-casting" for cost-effective consumer solutions

Read more!

www.wireless.kth.se



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