

***ARTIST* Project**

4th Biennial Conference



Presented by: Keith Ferguson

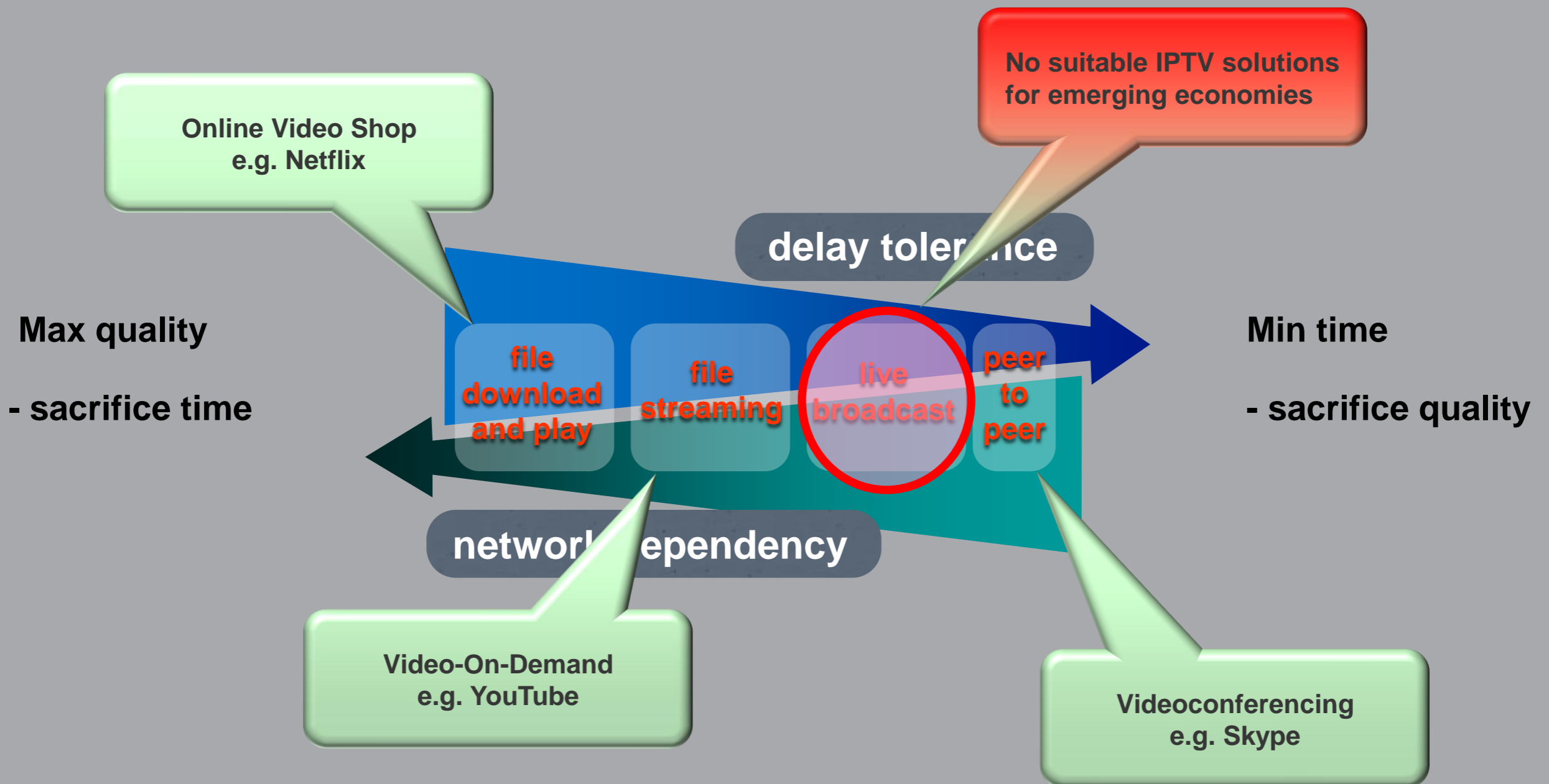
Date: 9 October 2012



Mobile IPTV Broadcasting Platform

*Consortium: CSIR, UCT, ECA
Funded by TIA 2008-2011*

Application Context



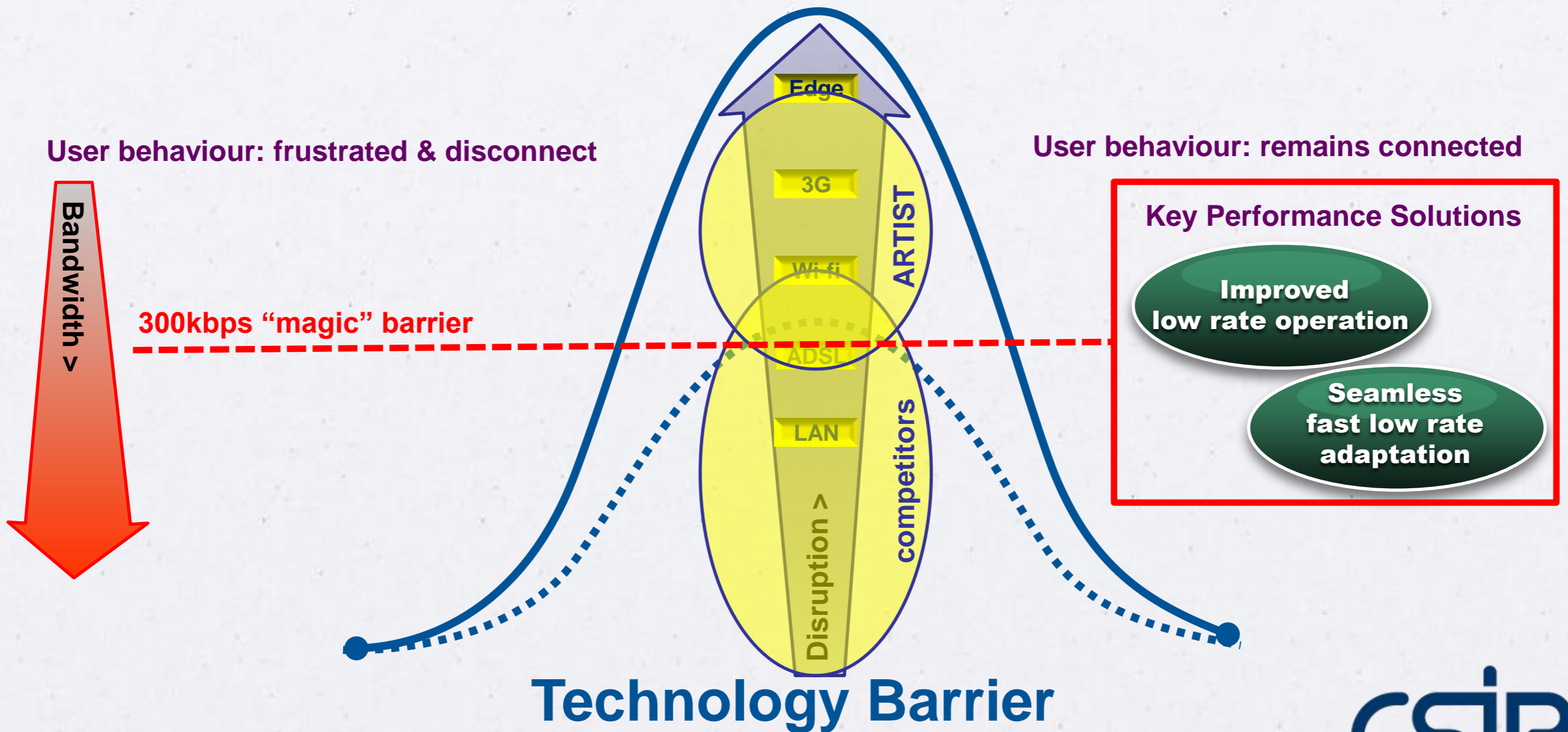
ARTIST – Adaptive Real-Time Internet Streaming Technology

Unmanaged IPTV Problem Space

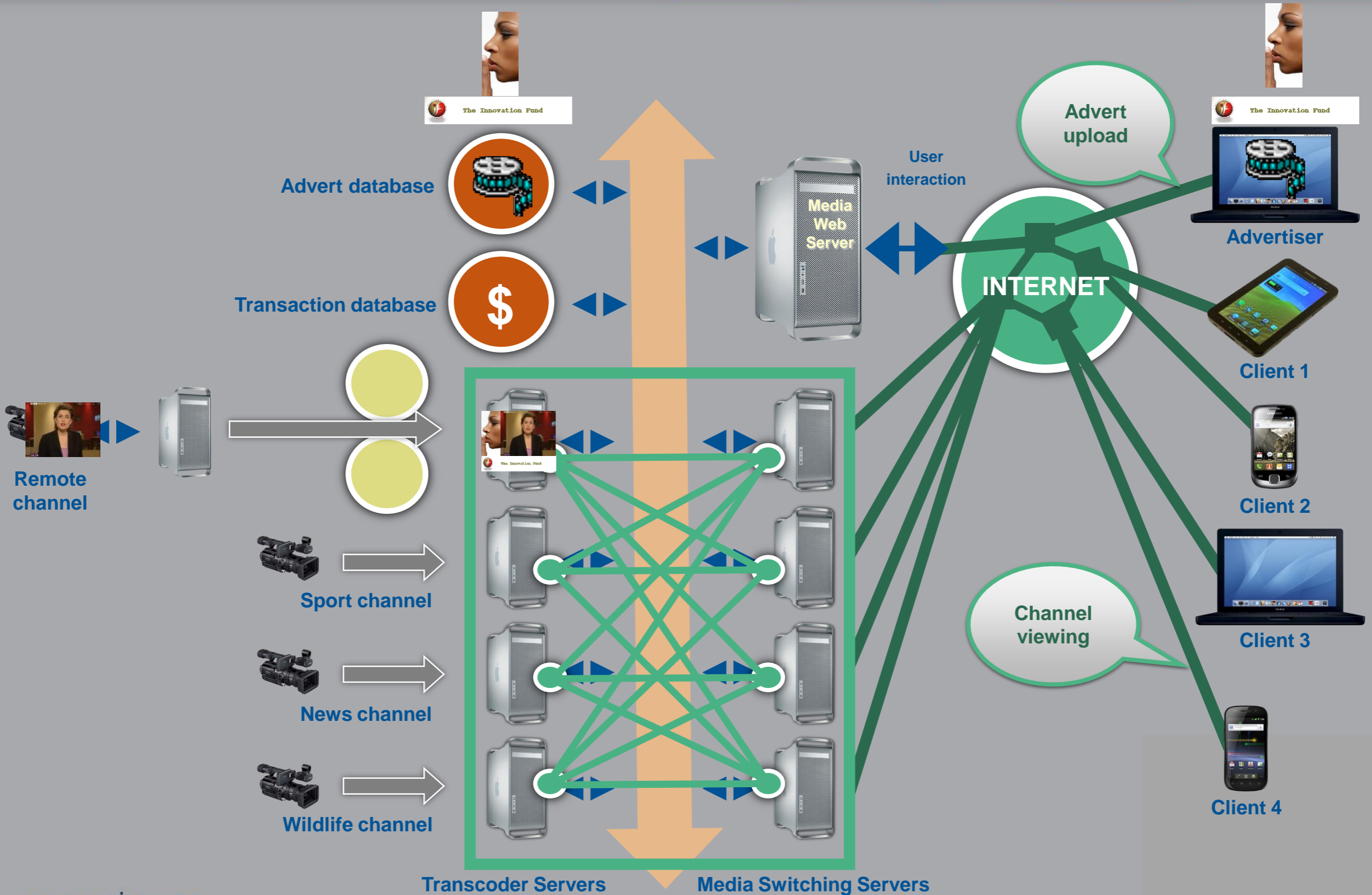
(Instantaneous **rate** AND **rtt** variations) AND/OR **congestion** = network disruption

f(technology)

f(usage)



ARTIST Platform



ARTIST Product Offering

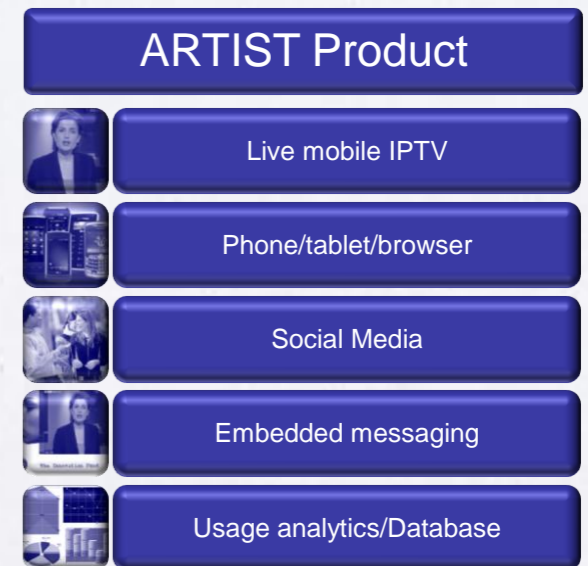
I want video...



on any device...



and to interact socially



Advantage: African Technology for an African World

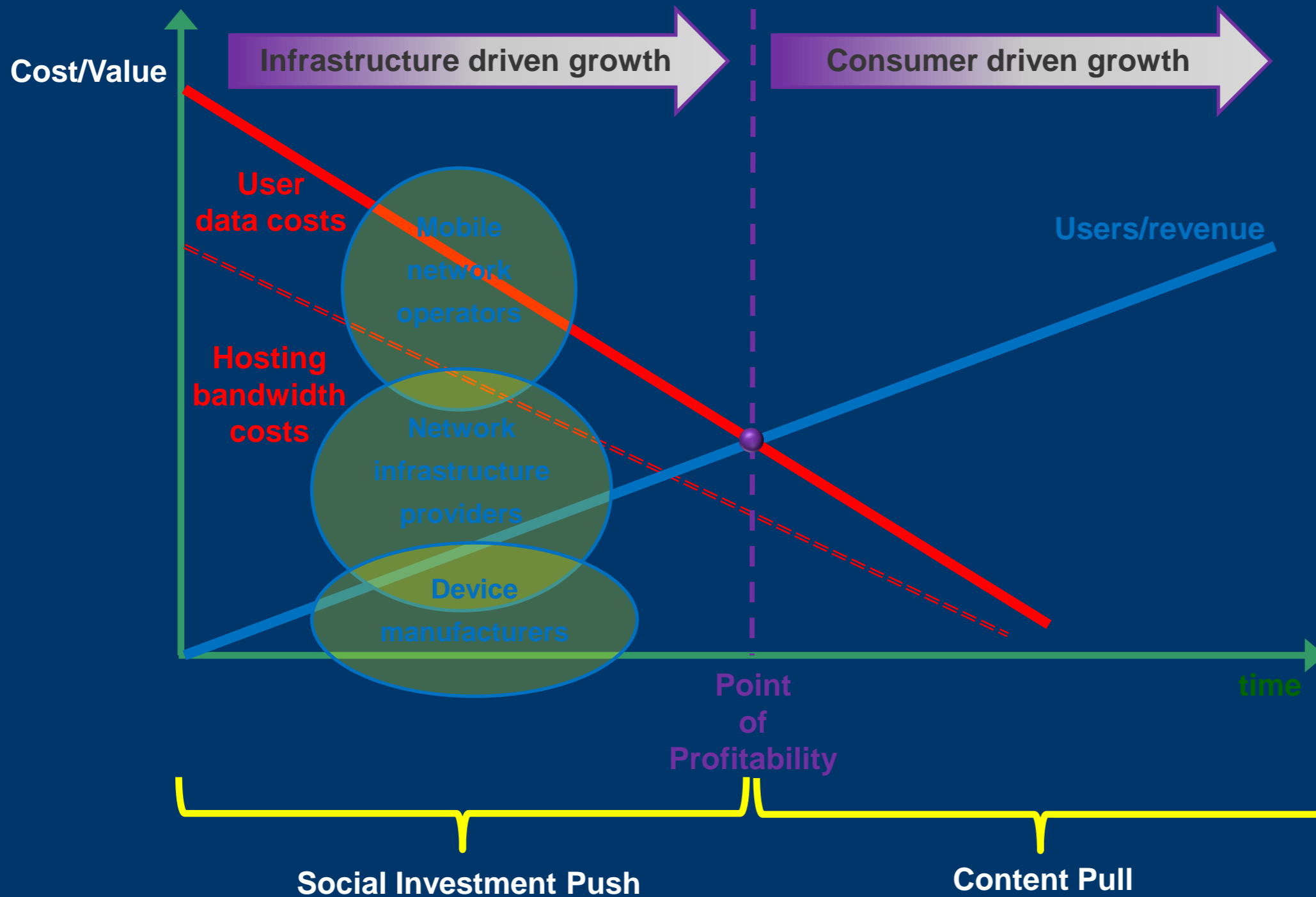
- Service → Infrastructure mapping control
- Optimised for wireless/3G/EDGE adaptation – **Rural access**

African Market Trends



- Active participation by gov & private sector to break digital divide
- Internet access mobile (wireless) dominant
- Cost of hosting bandwidth decreasing – service provider side
- Cost of mobile user data decreasing – user side
- Cost of personal devices decreasing (Android)

Economics of Mobile Video



Where to?



- **Start-up Tuluntulu (Pty) Ltd formed** – build a mobile IPTV industry (economic growth in media sector, job creation, local to global)
- **CSIR Health Flagship** – CHW mobile training (est. DoH require 0.8m – 1.3m workers)
- **Education** – mobile learning TV channels (rural reach) with social media interaction
- **Neighbourhood generated TV** – local talent to global market (communities), swarm content sourcing (sustainable job creation)

Thank you

