

## THE MOBILE TV PROJECT

The extensive competence of Live Reply in the mobile field is the feather in the cap of the company, and mobile TV is no exception. In numerous occasions, Live Reply had the chance to prove its professionalism and experience in the development of different solutions aiming at following both the technology evolution as well as market trends.

In all circumstances, the result was excellent. TV service usage, though being the main scope of mobile TV solutions, is not the only possibility offered to users, who are now offered an array of functions which further enrich their user experience.

### SCENARIO

For many years now, a number of Operators have been working on Mobile TV solutions, in order to increase video service use from mobile devices. Initially, it was only possible to download video contents through a portal; then, contents were also offered in streaming mode; subsequently, it was decided to invest on client applications which may further contribute to the Mobile TV market.

Market technologies and trends, managed with different modalities, are deployed in a very careful way: DVB-H on the one side, advertising on the other. In all this, Live Reply always played an important role in supporting customers in innovative "adventures" both with regards to solution development, as well as to their Deployment within complex realities, besides offering on-going quality support in the Production environments.

## SOLUTION

With regards to all recent Mobile TV solutions, Live Reply always worked for the application of architecture “patterns” which may lead to a substantial separation of competences among the various implementation components.

### **CLIENT APPLICATION** – *The “visible” part of the solution*

Thanks to the Client Application, available on different mobile terminals, the Operators’ customer base could search - in a more and more precise and punctual way - contents of its interest inside a vast and diverse catalogue. Live Reply helped his customers in scouting “bleeding edge” technologies for the development of Rich Mobile Applications (RMA) to support the solution: SVG-T, LAsER, FlashLite, ... and followed them during the technology adoption and optimization of equally advanced mobile supports (DVB-H and JSR-272 for planning with Java 2 MicroEdition).

### **BACK-END** – *The heart of the solution*

Back-end “guides” the Client Application in exploring the extremely vast catalogue offering video contents; the development of complex logics to support EPG (Electronic Program Guide, further renamed EDG or Electronic Download Guide, a more appropriate term considering the content diversity which surely cannot be limited to scheduled television programs) pushed Live Reply to enquire and adopt standard technologies to best support the client’s needs as well as the solution complex requirements (OMA-BCAST, OMA-DRM, ...).

### **STREAMING SERVER** – *One of the main video content providers*

In consideration of the intrinsic complexities deriving from the protocols used (RTSP, RTP and RTCP), streaming server is surely the most complex component to integrate within the traditional Walled Garden network structures, like those of phone operators. In this field, Live Reply deployed all its systematic competences, indispensable in the deployment of any end2end solution.

### **GATEWAY FOR MOBILE TV** – *The gateway to business support back-end of the various Operators*

The payment of a video content (both before the download and the streaming start), the management of issues concerning the access control to adults only content, are just two examples of the complex integration needs with the BSS systems of the various Operators. Also within this area, Live Reply had its word to say, both with regards to the development of integration solutions as well as, once again, for their deployment within complex systems.

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Some examples:

- **Access to content preview;**
- **recommendations** and other social-network functions;
- **reminders**, to allow users to be promptly and automatically notified by the system at the beginning of interesting programs;
- **podcasts**, to further simplify the discovery of newly published contents.

## REPLY VALUE

Within this fascinating, though complex context, the Reply value surely lied in being able, together with its consultants, to cover all project streams relevant for project's successful outcome:

- technology scouting – of Software Vendors, Hardware manufacturers, best-practises and standards
- the ability to follow technology trends and even anticipate them, whenever possible – the adoption of RMA technologies like SVG-T and their technical-functional comparison with other similar platforms to support Vendor-selection
- Software analysis – using appropriate methodologies and UML tools
- The “systematic” analysis – facilitating integration of Global platforms into Operators local systems
- The development of solutions using consolidated technologies - J2EE, MVC framework, for “inversion of control”, for the abstraction of data models, object-oriented planning, pattern software, ...
- The functional and performance testing – Quality Assurance teams specialized in the performance of test cases
- HW supply for laboratories (playground) – to anticipate as much as possible the trials of the customers personnel responsible of solution administration, thus reducing to the minimum the negative effect deriving from the adoption of new technology architectures in the “live” phases
- An adequate training on the solution – with a right mix of classroom theory and “on-the-job” sessions

- Supervision and participation to complex Deployment projects, with the adequate staff, to ensure the success of multiple simultaneous deployments with increasingly aggressive timelines
- Preventive, corrective and evolutive maintenance – through the adoption of adequate implementation of non-functional standards, perfectly in line with the requirements of the Client’s technical departments
- 24-hour Help Desk support – both at system level, as well as software level; both for its own solutions as well as for third party ones.



Live Reply is the Reply group company dedicated to advanced services and digital contents for Mobile, Web and TV. Live Reply satisfies the requirements of Telecommunication and Media Company Operators to create a new generation of services able to leverage the conversion between media, the potentialities of the new consumer electronics and the ever-growing possibilities of customizing the “user experience” offered by the network.

In particular, Live Reply is specialized in the planning, development and distribution of services and contents on Mobile and TV, in defining Community and Entertainment services for Web, Mobile and TV, and in developing advanced applications for Mobile Devices and Set-Top-Box.

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