NGN: Services & Opportunities in Contents Provision

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NGN Framework

- **NGN** is a convergence transport network moving from packet switching to VoIP, and all other systems to IP based ones
- **"NGN Enabled"** logo provides a distinctive label which guarantees that the underlying technology enables operators to benefit from the full potential of their NGN

NGN Framework

- To ease the search for OSS/BSS systems supporting NGN technology, the NGN Enabled logo not only makes NGN-compliant products easily recognizable, but ensures a level of standard compatibility.
- Inter-operability and format inter-exchangeability are critical requirements to ensure full use of these technologies

NGN Framework

- **The Session Initiation Protocol (SIP)** is an **application-layer control** (signaling) protocol for creating, modifying, and terminating sessions with one or more participants.
- It can be used to create two-party, multiparty, or multicast sessions that include Internet telephone calls, multimedia distribution, and multimedia conferences. (cit. RFC 3261).

NGN Framework

- **SIP** has the following characteristics:
- Transport-independent, because SIP can be used with UDP, TCP, ATM & so on.
- Text-based, allowing for humans to read SIP messages.
- Within this convergence ecosystem, the opportunities for content creators, managers and in the business of knowledge, abound.

NGN Framework

- SIP is designed to be independent of the underlying transport layer; it can run on TCP, UDP, or SCTP. It was originally designed by Henning Schulzrinne (Columbia University) and Mark Handley (UCL) starting in 1996. The latest version of the specification is RFC 3261 from the IETF SIP Working Group. In November 2000, SIP was accepted as a 3GPP signaling protocol and permanent element of the IMS architecture. It is widely used as a signaling protocol for Voice over IP, along with H.323 and others.

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NGN Opportunities

- To share, showcase and network for your product/ solution/ application
- As a local organisation work on 24/7 relationship with global partners, thus ensuring wider reach
- Using real-time Internet tools of data and voice communications
- Maximizing the potential of convergence technologies

Committed to a digital knowledge society?

Do it through partnerships and support!

CSDMS has learnt the potentials and impact of knowledge sharing

NGN Opportunities

- Technology is there, standards and interoperability across tools and devices creates the potential to be part of the “knowledge industry”
- Big boost to the Business Process Outsourcing quality and service improvement
- Potential for huge forex earnings
- Creates a new industry classification – Online Content Services Provider (similar to Internet Service Provider)

NGN Challenges

- Standardization not yet universal
- Laws in each country needs to be suitably amended
- Incumbents and other telecom/ internet service providers will have cost issues
- Developing countries are not yet well versed with the advancements
- Convergence is the order of the day at back end – front end – too this will need to be borne in mind while producing user end tools/ products/ services

NGN Challenges

- Mobiles and Internet have convergence possibilities – though technology is not the problem (SMS/SIP), the unit byte cost for riding on the GSM lines are still whopping.
- Though user end devices of mobiles (CDMA or GSM), peer-to-peer devices are now also being tested for remote areas. These tools become extremely valuable for transmitting content relating to health, education, disasters, etc, yet entertainment interests the content industry more than the development aspects

NGN Future

- Low cost devises for development messaging
- Multi-party conferencing via Internet
- Public information/ eGovernance content could flow through NGN – thus ensuring diverse options for the rural/urban populace
- Tremendous potential for education – using VoIP and related NGN tools for voice communications
- Opens up tremendous opportunity for entertainment industry to flourish using the advancements of telecom tools
- Software developers and product innovators will

Suggestions/Questions?

Thank you for your patience and time!!!

There is nothing either good or bad

but thinking makes it so.

----William Shakespeare---

Together we can build a collective understanding