

NEC Comments for ID on Outcome-based approach

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Table of Contents

1. Introduction - Comments for the ID on Outcome-based approach.....	3
2. Outcomes for Outcome-based approach	3
2.1. Multi-RSP support.....	3
2.2. Common Applications and Service Environment.....	4
2.3. Embracing Options for Delivery.....	4
2.4. Carriage of T-Government Services.....	5

1. Introduction - Comments for the ID on Outcome-based approach

NEC would like to thank IDA and MDA for giving us this opportunity to provide our feedback.

We have read the document named “Project NIMS Industry Dialogue on Outcome-Based Approach” and here we provide our feedback to the document.

2. Outcomes for Outcome-based approach

NEC understands 4 proposed outcomes which are proposed by IDA and MDA.

And also NEC thinks that ensuring QoE is very important outcome which will be achieved through NIMS platform.

NEC believes that a world’s top level QoE is a most desirable outcome of the NIMS platform through the NGNBN for users and RSPs, comparing with existent services.

2.1. Multi-RSP support

NEC agrees that STB coordination function is required to make multiple RSP-supported receivers available.

NEC thinks STB coordination function should support:

- Making receiver terminals
- Operation of receiver terminals
- Reuse and recycle for the receiver terminals.

For the STB coordination, we assume that conformance test and certification are required to achieve:

- Users can consume NIMS complied receiver module safely
- Vendors can check whether their products have enough functionality or not.

These functions are required to guarantee the operability of receivers which can be sold in retail stores.

Note that vendors also have a responsibility on their products to support the receivers as a part of the STB coordination functionality.

And also the management of the STB and receivers are required for the everyday operation of the video service platform to know their status.

Additional functionality with software and external hardware should work safely on the CF-STB. As these are optional features, RSP should take care of them.

The clear responsibility should be defined for the NIMS ecosystem.

NEC believes multi-RSP support is achieved by the standard based platform which offers the

basic functionalities open for all RSPs.

NEC agrees that competitive and attractive pricing terms are important for users to change from existing service to NIMS service.

However, many unbundled choices are requested even if it is not used by any RSP, that will result in the service price for the RSPs, competitive price cannot be achieved in NIMS environment. NEC believes that required function for the platform will change in time, so functionality in the NIMS platform should be limited at first deployment. That will result in the competitive pricing to RSPs and users.

It is not mentioned in the document, NEC believes outcomes of NIMS platform must include the security function for the vibrant environment for the interactivity services. For achieving user-friendly interface and many RSPs can join this ecosystem, platform must offer open but strictly secured interface for RSPs and QoS; these features are key to success for the NIMS platform.

2.2. Common Applications and Service Environment

NEC agrees that common application platform enables to enhance user experience, and that must be open and not tied up with a vendor.

NEC thinks it is important that content design and its resources need to be reusable between web services and IPTV services, RSPs can modify web based services to fit for TV easily, and RSP can offer web accessibility with the user's safety.

NEC understands user friendly interface over TV is not achieved by using same user interface as PC, such like using keyboard. NEC thinks it is important to design the user interface especially for the TV.

NEC believes it is important to design user interface to be harmonized with audio and video program, and also user friendly interface to control with traditional remote controller.

User-friendly interface is highly relying on the content design, and that is open for RSP to make their differentiation points.

NEC proposes NIMS platform to offer safe and fair information handling feature to achieve each operator can use user information.

On the other hand, regulation for the user information handling is required to protect users.

2.3. Embracing Options for Delivery

If the unmanaged OTT services are available with CF-STB, NEC thinks the revenue stream will go out from the NIMS ecosystem. We think all the services on CF-STB should be

managed at server side like service discovery for the user safety.

NEC believes NIMS platform is required to offer basic functionality to RSPs, and RSP can build the required function to fit for their service requirement. That will make vibrant service environment available over NGNBN and NIMS platform, RSPs can develop differentiated services.

From the safety point of view, available functionalities from NIMS platform should be managed and limited for RSPs.

NEC understands that DTT reception function is an optional feature for the STB side. However, management of this feature at STB side is required as one function in NIMS platform.

NEC comments that who has the responsibility to support “optional feature” of each RSPs is required to be clear to use common STB safely.

2.4. Carriage of T-Government Services

NEC agrees that NIMS platform should be one of the medium to deliver government services on TV; TV is the best way to deliver public warning for every household, and public service should be delivered via NIMS platform.

NEC proposes NIMS platform should have emergency alert functionality to deliver nation wide safety management system with the safety and reliability.

NEC also agrees that T-Government service requires safety and reliability as a national infrastructure, so this functionality should be offered by NIMS platform which is open for all RSPs.

Note that T-Government services is already available to STB and TV-sets in Japan; for example, Japanese broadcasting stations provides emergency alert services for earthquakes and typhoons. NEC's technologies are supporting such critical systems in the broadcasting area and also IPTV.

QoS for critical T-Government service is mentioned in the document, however, neither RSPs nor NIMS platform can “manage” end-to-end QoS including network QoS. NEC thinks QoS for critical T-Government service should be discussed within not just application layer, but also with OpCo and NetCo services.