

Telecoms & Tech Academy

SCHOOL OF ADVANCED
COMMUNICATIONS
TECHNOLOGIES

COURSE DESCRIPTION **CONNECTED TELEVISION**

Format:
Instructor Led

Duration:
2 Days

**KNect365
Learning**
an informa business

COURSE SUMMARY

HIGHLIGHTS

- **Highly focused and in-depth training from the experts - including relevant updates from Informa's extensive research team**
- **Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals**
- **Training outcomes and competency development designed to give you confidence in your role**



“The trainer was passionate and exhumed a broad knowledge of the subject matter”

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COURSE SUMMARY

A two day course which covers the increasingly important subject of delivering television and other content over IP-based networks, whether those networks are Telco-grade IPTV systems or Over The Top (OTT), Internet-based connections. Commencing with a market snapshot and an analysis of the options, the course proceeds to investigate the formats and protocols used for TV and content delivery and also analysis the platforms and playback technologies currently deployed.

IP network architecture and aspects of Quality of Service (QoS) are presented to demonstrate how Telcos can offer Television within multi-play packages for their customers.

Finally the course considers the important topic of security and content protection, vital if content owners are to trust distribution partners and channels

OUTCOMES & COMPETENCY DEVELOPMENT

- Participants will develop or be able to:
- Fully understand the options available for IPTV and Web TV and the market trends of these technologies.
 - Evaluate the format options, coding mechanisms and protocols that could be deployed in an IP-based Television system.
 - Develop a migration strategy for a telecoms operator to offer converged services including television.
 - Understand the impacts of network performance on the Quality of Service (QoS) and the Quality of Experience (QoE).
 - Decide with confidence on the best content format and player technology for a specific service profile.

Book online
telecomstechacademy.com

Book over the phone
+44 (0)20 7017 4144

Book via email
training@telecomstechacademy.com

COURSE CONTENTS

INTRODUCTION TO CONNECTED TELEVISION

- IPTV
- Web TV
- Homechoice
- Multiplay
- Technologies
- Standards
- Regulation

THE CONTENT

- Television Parametres
- Digital Television
- MPEG Transport Formats
- Content Encoding Issues
- Progressive Download Video
- Video on Demand
- Live TV

TV DELIVERY PROTOCOL STACK

- The overall stack
- IP
- TCP and UDP
- RTP
- RTCP
- RTCP XR
- RTSP
- IGMP
- RTMP
- HTTP
- HTML and XML
- ABRs

ACCESS AND CORE NETWORKS

- IPTV Domains and Architecture
- System Architecture and Session Control
- IMS and IPTV
- DSL
- Cable Networks
- FTTC and FTTH

INTERNET ENGINEERING AND QOS

- IP Engineering
- Network Issues
- IP QoS
- Application QoS

KEY DELIVERY METHODS

- Flash
- Silverlight
- HTML5
- iPlayer, ITV Player etc
- Youview
- Catch-up TV

CONTENT PROTECTION AND SECURITY

- Introduction to Network Security
- IPTV Service Misuse
- DRM

OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms & Tech Business

Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies

Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Learning

Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of Industry Experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous selection process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNet 365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.



www.telecomstechacademy.com

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