

AllVid Workshop

September 28, 2011

FCC Commission Meeting Room

Panel 1

Accessing MVPD Services Through CE Devices

- Joseph F. Ambeault, Verizon
- John Bergmayer, Public Knowledge
- Steven Bosch, Best Buy
- Jim Denney, TiVo
- Susan Fox, The Walt Disney Company
- Kyle McSlarrow, Comcast/NBCUniversal
- Robin Wilson, NagraVision SA

Principle #1

- Consumers should have the option to purchase video devices at retail that can access their multichannel provider's video services without a set-top box supplied by that provider.

Principle #2

- Consumers should also have the option to purchase video devices at retail that can access any multichannel provider's video services through an interface solution offered by that provider.

Principle #3

- Consumers should have the option to access video content from the Internet through their multichannel provider's video devices and retail video devices.

Principle #4

- Consumers should have the option to purchase video devices at retail that can search for video content across multiple content sources, including content from their multichannel provider, the Internet, or other sources.

Principle #5

- Consumers should have the option to easily and securely move video content between and among devices in their homes.

Principle #6

- Consumers should be assured the benefits of continuous innovation and variety in video products, devices and services provided by multichannel providers and at retail.

Panel 2

Implementing the Goals of Section 629

- Adam Goldberg, AllVid Alliance
- Todd Hartman, Best Buy
- Barbara Jaffe, HBO
- Kevin Leddy, Time Warner Cable
- Stephen Rys, AT&T
- John Ward, DIRECTV

NCTA Principle #7

- To maximize consumer benefits and to ensure competitive neutrality in a highly dynamic marketplace, these principles should be embraced by all video providers, implemented flexibly to accommodate different network architectures and diverse equipment options, and, to the maximum extent possible, *serve as the basis for private sector solutions, not government technology mandates.*"

Section 629(a)

The Commission shall, in consultation with appropriate industry standard-setting organizations, adopt regulations to assure the commercial availability, to consumers of multichannel video programming and other services offered over MVPDs, of converter boxes, interactive communications equipment, and other equipment used by consumers to access multichannel video programming and other services offered over MVPDs, from manufacturers, retailers, and other vendors not affiliated with any multichannel video programming distributor.

AllVid Alliance Proposal

- Includes standards that address:
 - networking and connectivity;
 - discovery and control of devices connected to the network;
 - media management and transport;
 - delivery of electronic program guide data;
 - device interoperability;
 - protection of the content over the home network;
 - purchasing video on demand content; and
 - emergency alerts.
- The regulation also specifies the mechanism for delivery of several EPG data elements