

# BBC Scenario for FI PPP

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## Use case and scenarios

**What use case and scenario in your area would you consider the most appropriate and representative one for large-scale experimentation with the Future Internet platform to be built starting from 2013**

Create a large-scale, pan-European Content platform to unlock Europe's potential for creation, search, viewing, exchange, contribution and distribution of live and archived digital content, and build innovative services for future economic growth

Create a ubiquitous user experience and a much more fluid Internet with access from directly addressable & context aware devices (in the home, on the person and on the move) that communicate with each other (and other users/ devices, as well as traditional servers)

## novative functionality

**What innovative Internet functionality and technologies would you consider important for your suggested use case and scenarios?**

**Distribution and publishing:** Distribution of media; device to device, decentralised CDNs, Self publishing, mixing non-commercial and commercial distribution  
Universal, cheap, massive/network storage, and always connected devices  
Aggregation and syndication of distributed content

**Identity and the social graph:** Identity frameworks

Data privacy and security

Trust and reputation on the internet

Data ownership and licensing

Provenance and tracking usage of data and content

**Authoring content**

Storytelling on the web - How do we tell stories using the web as a medium?

The web as a platform - Treating it as a medium for new content

Curation and collection of content, experience and media

## Technical delivery

**Which of the identified functionalities would you expect the Future Internet core technology platform to deliver to support your and other usage area scenarios?**

- An open framework for identity, social graph, trust, privacy, licensing and provenance
- A universal, affordable, distributed open platform for self-publishing and hosting media all forms
- Large Scale field trials of IPv6 and non commercial cloud computing
- Direct device to device communication
- Delivering services in difficult conditions (e.g. underground, cached in non-networked areas, on the move, etc)
- Massive amounts of 2 way traffic from consumer to consumer (e.g. 3D content, very high bandwidth/ live AV content)
- Reliable and secure authentication

## Experimentation environment

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**What kind of experimentation environment would you consider necessary for broadcast large scale testing of the platform to be developed in your use area?**

- Identification of discrete geographical zones where “future” Internet features are available
- Reliable gateways between “future” Internet and existing infrastructure
- Reporting and logging of problems
- Hardware prototyping and creation/ roll-out
- Support from existing infrastructure owners (cities, transport operators, broadcasters, network operators, backbone providers)

## organisational role

**How do you see the potential role of your organisation in the FI-PPP, in the context of Usage areas taking a prominent role in the Initiative, to ensure an appropriate application driven approach?**

The BBC is both an editorial and engineering organisation, and we see us contributing the core platform with trial infrastructures and access to media backbones and broadcast networks, and at the content usage area with:

- A strong leadership role bringing both strong scenarios and end-user perspectives
- Large-scale editorial demonstrators across Europe including cross-border, common themed programmes along our “educate, entertain and inform” public remit (e.g. big sport event, environment and innovation in Europe)
- Hybrid services that utilise different networks in synchronised propositions
- Large-scale archive data sets
- Open interfaces and APIs for consistent and engaging User experience
- Interfaces and APIs to enable 3rd party applications, including SMEs and other web partners