

Application Note

MediaSphere

Managed Code Downloads for Cable, Satellite and IPTV networks

Synopsis

This application note describes how network operators can ensure platform consistency across diverse consumer devices for delivery of interactive television services over Cable, Satellite and IPTV networks.

Introduction

Modern MSO networks are required to support a diverse range of consumer devices from DTA to Advanced tru2way™. Managing the software revisions on such devices can be a challenge both operationally and on network resources, even with the benefit of open standards.

The Solution

To simplify Code Download management, the extensible MediaSphere interactive television application playout platform from Softel is deployed, configured with MediaSphere Code Download, which includes enhancements specifically for Code Download to set-top boxes.

Challenge

- Managing a diverse range of consumer devices in an efficient way to ensure consistency of interactive television platform.

Solution

- MediaSphere TX with Code Download.

Benefits

- Maximizes network efficiency with scheduled delivery of Code Downloads. 'Life cycles' allow for prioritized bandwidth utilization and unattended operation on a daily, weekly or monthly basis.

Centralized code download management across the enterprise from a single web site.

Efficient download life cycle management

MediaSphere Code Download enables network resources to be efficiently managed by preparing daily, weekly and monthly code download schedules. These define scheduled download slots with flexible parameters, that allow specific models and sub-nets of devices to be targeted with code download versions in the most efficient manner.

Operational workflow can be further simplified by splitting the head-end and delivery configurations. Once the head-end interface is defined it can remain static, allowing operation to simply become a case of linking code image files to a download slot in the Schedule.

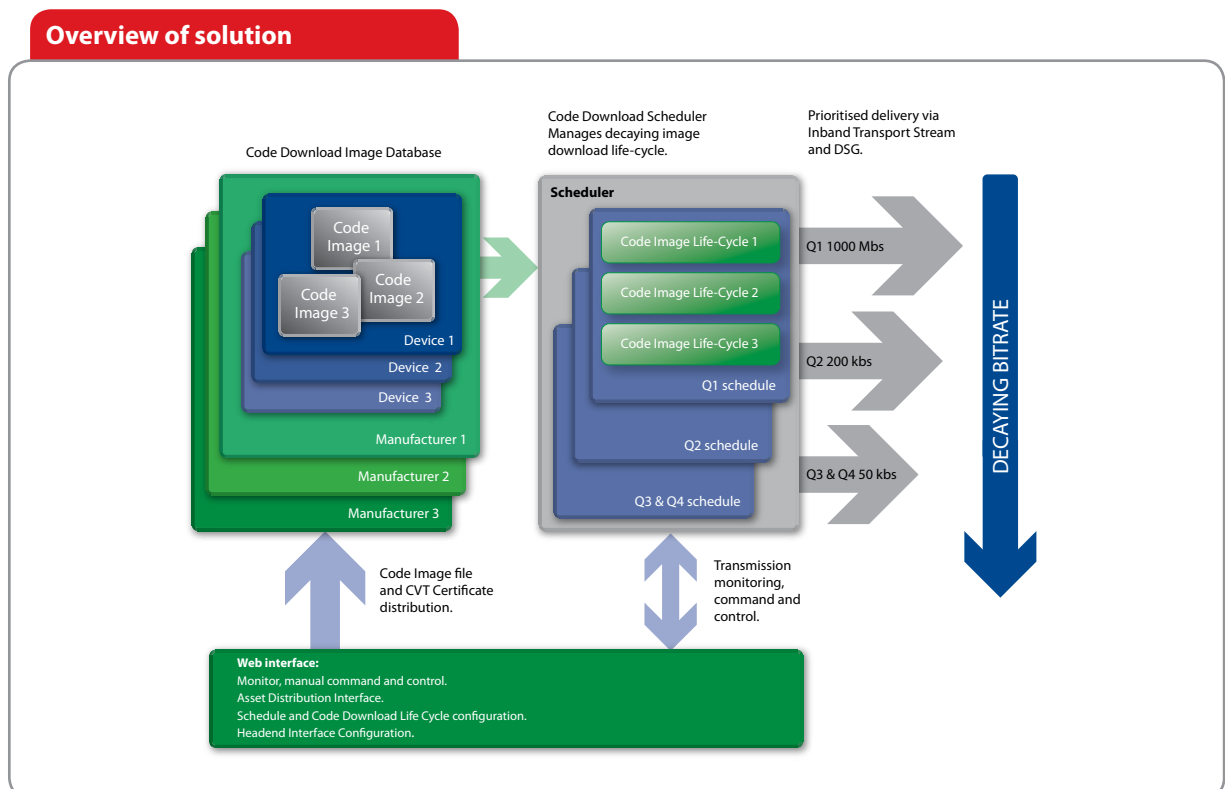
Introducing the concept of a download life cycle or decaying download allows code downloads to be prioritized. This works by allowing newly released high-demand downloads to start with a larger proportion of available network resources which is then gradually decreased over a time span. As the Download Life-cycle moves from high to low demand over time and as more devices acquire the new image, the download uses less network resources.

Centralized, web enabled management

MediaSphere Code Download is operated via a web application that provides monitoring, command and control of scheduled or manual Code Download sessions. It offers seamless Headend integration to edge devices such as QAMs and CMTSs, as well as an asset distribution interface for Code Download images and CVT certificates deployment.

The solution includes a MediaSphere Java and C# SDK for rapid integration into any workflow. The SDKs allow every aspect of Code Download, from carousel characteristics through to CVT parameters, to be programmatically controlled for precise management.

MediaSphere offers a high performance MPEG-2 TS and DSG data carousel generator, with types 1 and 2 CVT generation, along with CVT delivery via in-band MPEG2 TS, DSG and network controller (Motorola DACTM or Cisco DNCSTM).



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