



Project Title: Advanced time-shifted media content delivery

Gained experience: MediaLab Barcelona led the development of a start-up's idea and created an attractive business that was finally acquired by another company for 10M Euros. The IT technology developed at that time was a real breakthrough.

Category: IT projects development / Technology Consulting / Business Consulting

Product description: BesTV is a catch-up and push VoD TV end-to-end platform, developed in 2005, that allows the delivery of time-shifted media contents to proprietary receivers that are compliant with current DVB-T emissions. The platform is able to deliver media content sharing the same broadcast channel used by the conventional TV emissions. This implies no Internet connection necessity, reducing the bandwidth needed to deliver the content and reducing the overall costs of the platform.

MediaLab Barcelona's development role: IT project development: End to end software development by: creating a multimedia content management; developing an acquisition metadata system; designing a server able to encapsulate folders sending them under a specific schedule; defining the configuration and administration model. **Businessconsulting:** Working hand to hand on the business model details, specifically on the revenue streams definition. **Technology consulting:** Testing and adaptation of the most suitable hardware for the final product. Analysis and assistance on the design of an optimal company's value chain.

Technologies: software development programming on .net, c#, C++ ; encoding and delivery methodology based on MPEG-2 systems and Multi-Protocol Encapsulation (MPE); definition of a user friendly interface based on C# and .net.