
What would make the web a true video platform

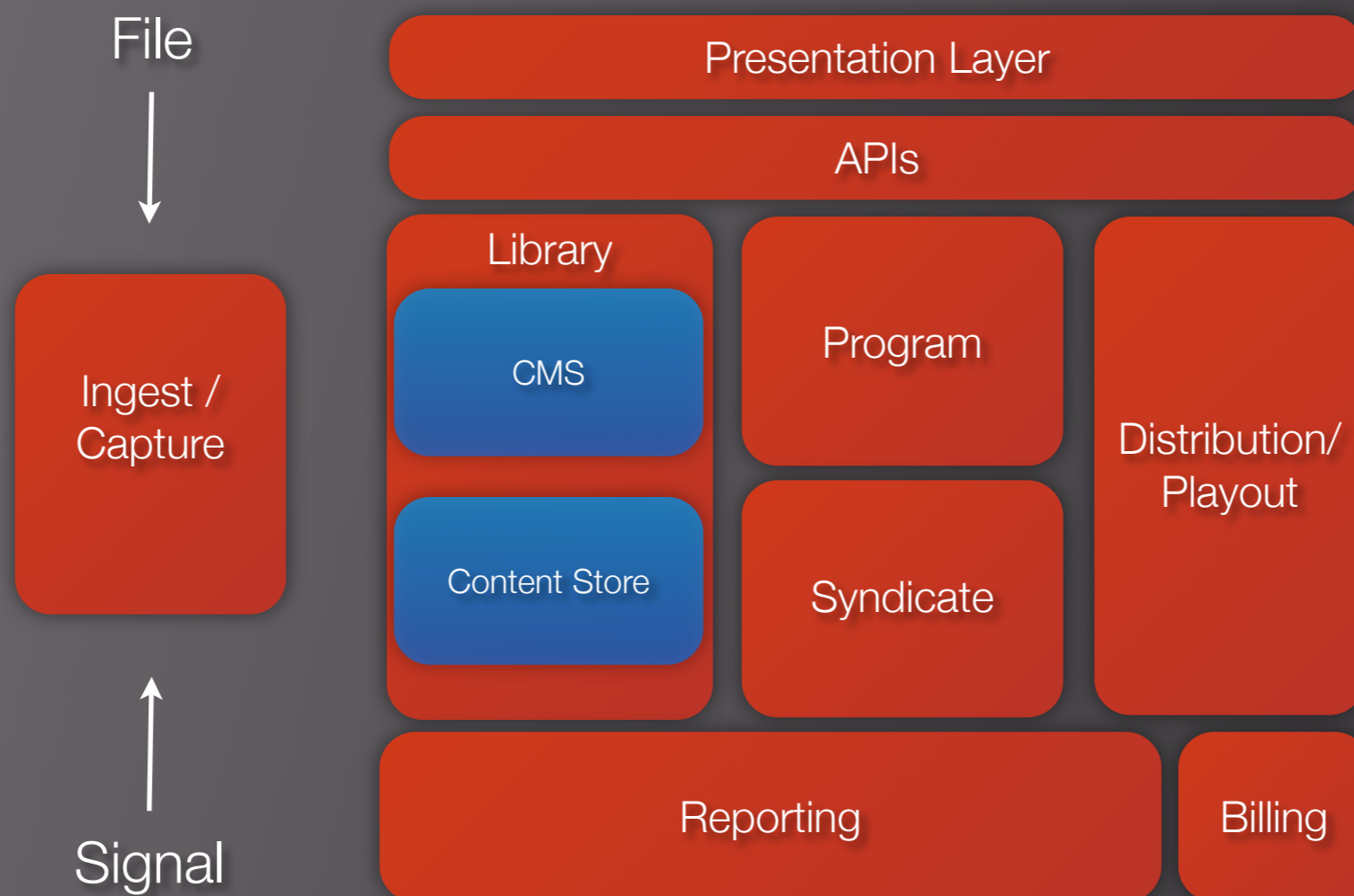
Move Networks

- ▶ The Move Media Player provides a unique method of video transport using standard web serving infrastructure.
- ▶ Adaptive to bandwidth/CPU conditions to provide TV-like video experience with fast start-up and minimal buffering, minimal stalling.
- ▶ Support Live and On-Demand video equally well.
- ▶ Move delivers video for ABC, Fox, CW, ESPN360, Televisa, Discovery Channel, and others.

Innovation

- ▶ Video on the web has improved, but many additional opportunities for innovation exist.
- ▶ Strike balance between baseline functionality and value-added functionality.
- ▶ Leave room for innovation. Make sure new video players can be used to play new media formats and extend basic functionality.

Meta-data Standard



Important Items for Standards

- ▶ Meta-data types
 - ▶ Authoritative Meta-data
 - ▶ User Generated Meta-data
- ▶ Tagging (Publisher or Content)
- ▶ Content Ratings/Parental Controls
- ▶ Playlists and Channel Definitions
- ▶ Temporal Linking
 - ▶ Time/frame
 - ▶ Tag
- ▶ Basic Player Controls (Play, Stop, Seek)
- ▶ Policy Language
- ▶ CODEC?
- ▶ DRM?