Plentycast

Large scale media distribution on Internet project by Interactive Institute AB – usage, visualization SCINT – technology

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Plentycast - the demand

- Previous technology and usage
  - Letters, faxes
  - Newspapers, periodicals, brochures
  - TV, cable-TV, radio (sales 2000, GUSD 100)

- Internet comparative
  - Email
  - World wide web
  - Webcast (limited), multicast (limited and unimplemented)
Plentycast
- market exists for Internet casting

- Almost no investment necessary from content producer means no minimum size for a broadcast channel.
- Global coverage.
- Better precision in viewer statistics.
- Technology exists to authorize viewer.
- PDA and mobile phones new tools for media delivery.
- More directed advertising through user profiles.
Webcast vs. Plentycast
Plentycast - the solution
Highly similar to IP multicast in thought operation but different in architecture.

- **Multicast**
  - Does require router upgrade
  - No efficient way to ensure delivery

- **Plentycast**
  - Does not require router upgrade
  - Media is ensured all the way
Plentycast – additional requirements

• Media delivery on Internet has failed.
• Until recently no agreed business model.

• Plentycast
• Supporting business models and copyright agreements.
• No support for piracy. Turn off users and hosts who violates net-rules.
Plentycast
- for on demand services

- On demand services does not scale. They require ever increasing bandwidth.

- Plentycast does.
    Bandwidth requirements have an upper limit.

• A large file, 500 MB, 90 minutes movie, split in n parts. Each part plentycasted with bandwidth m.

• Requires maximum n*m bandwidth.
Plentycast  
– high level operation

- Plentycast works at application level. Multicast on IP level.
- Plentycast require service platform or user computers. Multicast works in router.
- Plentycast more complex in this regard than multicast but has more features: reliable transport and easy implementation.
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<th>BtB</th>
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<td>Nb</td>
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<tr>
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<td>Multicast</td>
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N branches to M users each