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香港應用科技研究院有限公司

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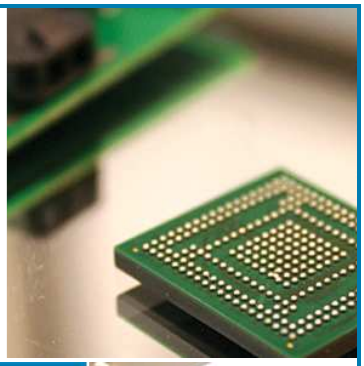

ASTRI Technology Forum

P2P Media Delivery: Technology & Applications

Date	:	21 November 2008 (Friday)
Time	:	2:30pm – 4:50pm (Registration starts at 2:00pm)
Venue	:	Training Room, HKPC Building, 78 Tat Chee Avenue, Kowloon Tong, Kowloon
Admission Fee	:	Free of charge (Pre-Registration is required)

Introduction

Peer-to-Peer (P2P) technology has emerged as a viable content distribution methodology for both delay-tolerant content retrieval and delay-sensitive video streaming applications. With the continual upgrade of broadband infrastructure and favorable pricing, the outgoing bandwidth from the consumer end is no longer a hurdle. With a reasonable internet uplink, the computing resources at the user end can be made available to other users. Even though the public perception and understanding of P2P is often formed under the shady context of alleged pirated contents, P2P as a technology platform can serve legitimate purposes. In this forum, we hope to share with the public the technical perspectives of P2P technology as well as the applications and large potential markets for content delivery.

Who Should Attend

Engineering and marketing executives and developers from ICT (Information Communication Technology) industry, institute or organization

Program

2:00-2:30	**Registration**
2:30-3:00	Internet is a threat to Television - Mr. Robert Chua(蔡和平), Chairman and Founder, Health & Lifestyle Channel
3:00-3:30	Trend in Network Media and TV: iShare Managed P2P Media Delivery Platform for carriers, enterprises and individual users - Dr. James Zhibin Lei, Director, Digital Home Technology, ASTRI
3:30-3:50	**Break**
3:50-4:20	Video Streaming Service Based on Peer-assisted CDN - Dr. Hao Yin, China Cache & Tsinghua University
4:20-4:50	Large-scale Simulation of P2P algorithms on PDNS - Professor Jiaqing Huang Department of Electronics and Information Engineering Huazhong University of Science and Technology(HUST), Wuhan

Program details

Topic 1: Internet is a threat to Television

Speaker: Mr. Robert Chua (蔡和平) is the Chairman and Founder of Interactive Channel Company Limited. He has 45 years television experience spans from Australia, Singapore, and Hong Kong to China. He started his TV career in Australia at the age of 17. In 1967, he helped launched TVB Hong Kong's first terrestrial TV and created the longest running 'live' variety show 'EYT' and in 1973 "Miss Hong Kong Pageant". In 1979, his company became the first Media Company in the world to enter the Chinese TV market. In 1994 he founded a satellite channel CETV. In late 2003 he sold his entire CETV stake to his partner Time Warner to concentrate on pioneering the world's first 'cross-media' interactive channel TIC (The Interactive Channel) that is aired over Cable TV and IPTV channel. He won the AFDESI 2006 "Best International Interactive Enhanced Television Award" in Cannes. In mid 2007, TIC focused on "Health & Lifestyle" and created the 'cross-media' interactive 'Health & Lifestyle Channel'(HLC). All its 'live' shows simulcast over the Internet / 3G to enhance TV viewers and Internet users' viewing experience.

Topic 2: Trend in Network Media and TV: iShare Managed P2P Media Delivery Platform for carriers, enterprises and individual users

Speaker: Dr. James Zhibin Lei is the Program Director for Enterprise & Consumer Electronics Group at Hong Kong Applied Science & Technology Research Institute Company Limited (ASTRI). He has 15+ years of industry experience in the areas of multimedia and networking technologies. He has previously held various technical and management positions at Bell Labs, Lucent Technologies, Panasonic, Walter Hunter, and Fuqing Interquip. He also held teaching positions at U.S. and Hong Kong universities. His research work has led to several startups, including a multimedia spin-off and an Internet media-filtering technology company. He has more than 60 technical publications in international conferences, IEEE journals, and research reports. He received his BS degree from Beijing University, China and PhD from Brown University, USA.

Topic 3: Video Streaming Service Based on Peer-assisted CDN

Speaker: Dr. Hao Yin

Topic 4: Large-scale Simulation of P2P algorithms on PDNS

P2P is being viewed as a future transmission technology of Internet. Large-scale network simulation and analysis can effectively assess the performance of P2P protocols, laying a good foundation for further research and improvement. This talk introduced a P2P simulation platform implementation based on PDNS, which supports large-scale network simulation. The platform already supports several typical P2P download/streaming algorithms, and is easy to extend to support other P2P algorithms. Finally, open issues were addressed.

Speaker: Dr. Jia-qing Huang received his Ph.D in 2003 from Department of Electronics and Information Engineering, Huazhong University of Science and Technology(HUST), Wuhan, China. He has been teaching and researching for the same department for about ten years. His current research interests include Peer-to-peer, Network coding and multicast routing.

** Presentation will be delivered in English or Chinese.*

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Registration Form

Please complete the registration form and return it to us by **20 November 2008** with one of the following methods:

1. Visiting website http://register.wise.astri.org/

   Or

2. FAX to (852) 3406-2805

Company: _____

Address: _____

Contact: _____ **Title:** _____

Tel: _____ **Fax:** _____ **E-mail:** _____

Name of Participants	Title	E-mail	Contact

Registration & Enquiry: Ms. Lam (852-3406-2705)