

# Whither MBoned ?

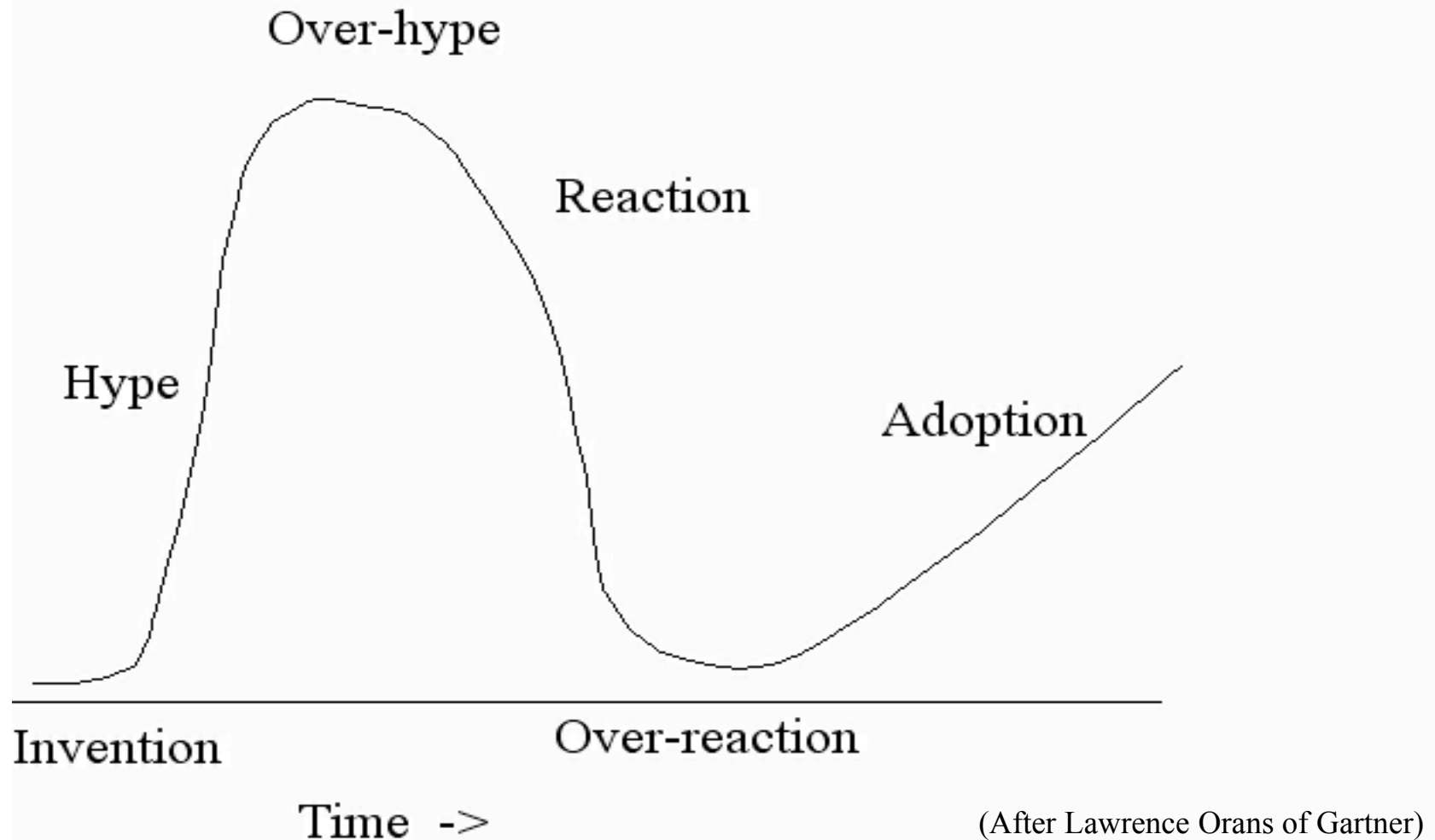
Marshall Eubanks

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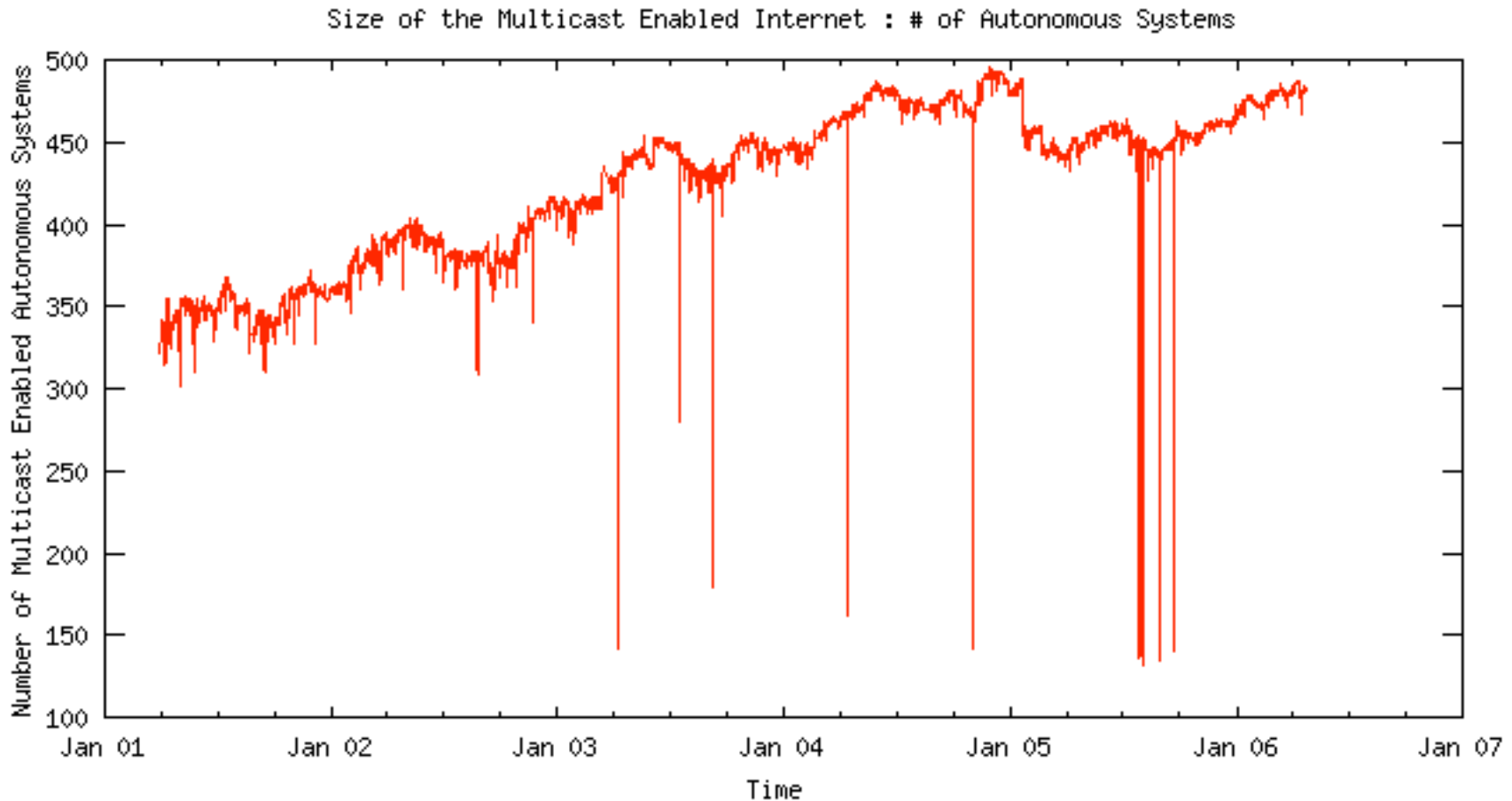
# What Happened to Multicast?

- By 1995, multicast seemed well on its way to universal adoption.
  - The MBone (Multicast backBone) had been set up and was growing.
  - Audiocasts and Videocasts of meetings, seminars, etc., such as the IETF, were fairly routine.
  - Serious interest was coming from industry.
- So why isn't it ubiquitous now ?
  - The hype got ahead of the technology!
  - The original technology was not suitable for adoption throughout the Internet. Basic parts had to be re-engineered on the basis of experience (see the first rule).
  - This took from ~ 1997 to early 2001.

# The Life Cycle of New Technologies in General



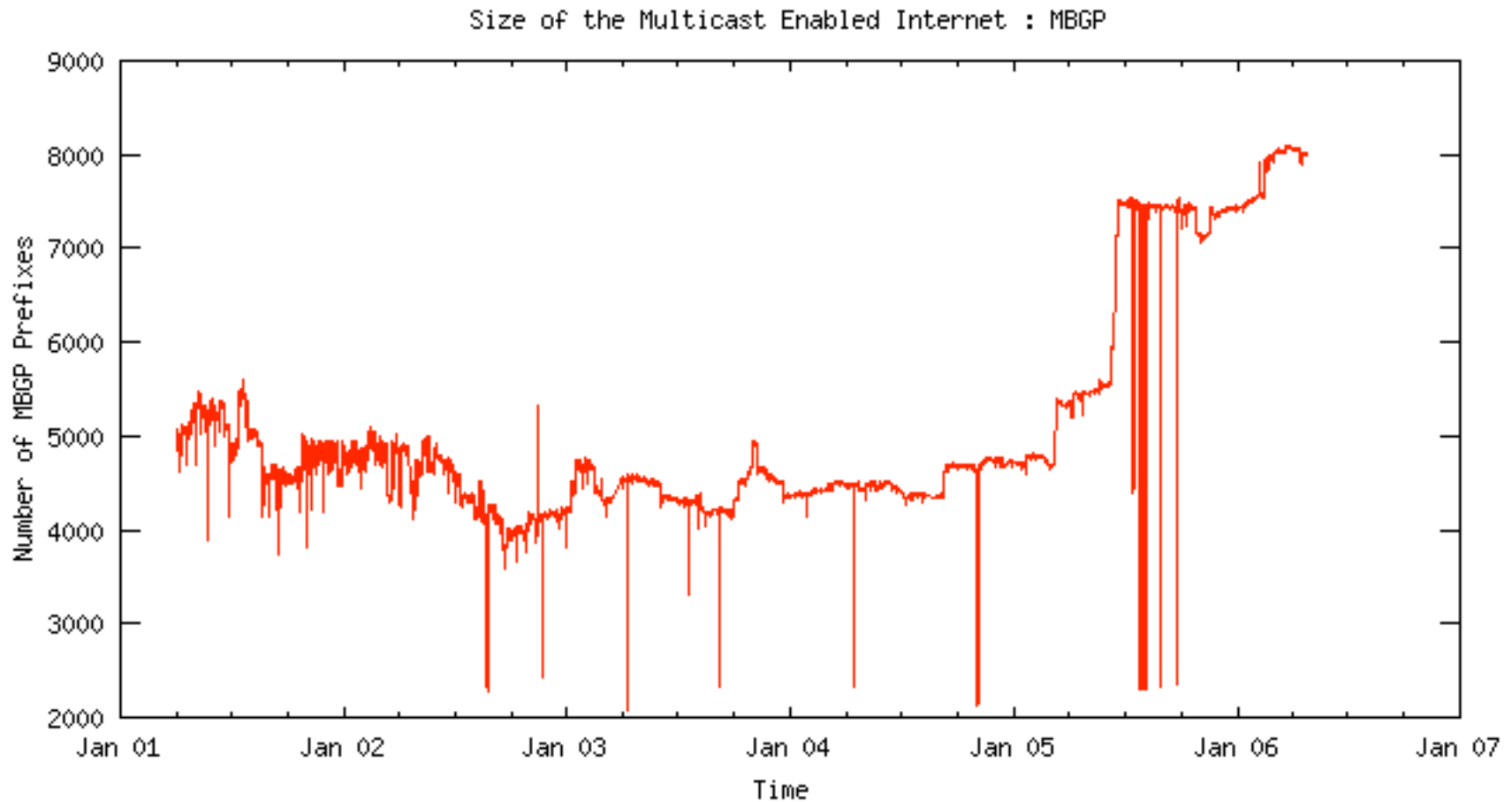
# “Global” Multicast Deployment is lagging...



<http://www.multicasttech.com/status>

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... but still growing...



<http://www.multicasttech.com/status>

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## ...while Multicast is suddenly “hot”

- I looked at references to Multicast as seen by my news filters from March 22 to April 22, 2006
  - Try to decide what area they are in (may not be perfect...)
- 3GPP MBMS & BCMCS : 17 press references
- IPTV : 16 press mentions
- Monitoring / Control : 3 press mentions
- General products : 3 press mentions
- Applications (zero conf) : 3 press mentions
- DSL : 2 press mentions
- IP Core : 1 press mentions
- Other : 8 press mentions

# What Multicast areas are actually seeing activity ?

- By 2006, with the use of Multicast accelerating, “Triple Play” became the buzzword of the moment - Voice, data and (Multicast) video, all on the same network.
  - 14,000 hits for “Triple Play” this morning on Google™ News
  - 2140 hits for “IPTV” this morning on Google™ News
- Multicast is BCP for Triple Play / IPTV video
  - Generally ASM with IGMPv2
- 3G Wireless has adopted IP Multicast in the 3GPP MBMS and 3GPP2 BCMCS services
  - This includes multicast at the RF link layer.
- L3VPN Multicast is a hot topic in the IETF

# What is to be done ?

- People are making money from Multicast
- Many of these people are not represented in MBoNE
  - Any IPTV operators here ?
  - Any wireless operators here ?
- One idea that I find gets resonance is to push IPTV standardization
  - Needed to free the walled garden
  - But some of this will not be at layer 3
- Some specific ideas
  - Operator Survey
  - Go to them - standardization BOFs at IPTV events, trade shows, etc. etc.
    - That's why I'm here !
  - Others ?