Fact sheet: Pre-launch information

Multicast for Generic Ethernet Access

The plan at launch is that Multicast for GEA provides a point to multipoint network layer service that enables you to send IP video and data streams (typically IPTV) over your Superfast Broadband network to your Openreach FTTC and FTTP end users.

Product benefits

- **Win more business**
  Potentially win more customers by offering a high quality TV / Video broadcast service over FTTC/FTTP.

- **Control backhaul bandwidths**
  Control your network bandwidth requirements by avoiding unnecessary duplicate data streams.

- **Scalable**
  It easily scales to a growing end user population.

- **Delivery of TV and more**
  Efficient IPTV/Video broadcast delivery to your end users.
  Stream live and one-to-many data, such as live share prices, pre-downloads for media or software updates.

- **Deploy by L2S**
  Get one, some or all of your Openreach NGA L2S enabled for Multicast, with bandwidth enablement fees/costs per L2S.

- **High Priority Service**
  Multicast data is given a higher traffic priority to maintain audio and video integrity

Product facts

- Multicast for GEA is available over GEA-FTTC and GEA-FTTP services
- Currently being piloted and is expected to launch in early 2012.
- Successfully trialled during 2011 with multicast VLAN bandwidths up to 300Mbit/s (typically 30 high definition or 100 standard channels) with scope for higher bandwidths.
- Your current and new GEA customers are automatically set up for your Multicast services.
- Variety of Multicast bandwidths are available to suit your needs now and as your services grow.
- Service is delivered over the same end user Ethernet data port as the Data service.

Product Features

- Multicast VLAN bandwidth is provided only at the L2S where you need service.
- Your Multicast enabled L2S will serve all your FTTC and/or FTTP customers from that L2S.
- Uses the same GEA-Cablelink used for GEA data, to connect to your backhaul network.
How it works

- When an end user requests to watch a channel, one stream of data is passed across the network from the host to that end user.
- When a second end user requests to watch the same channel, their request goes into the network and then intercepts the video stream from the nearest point it is being streamed through e.g. L2S. A video stream is replicated from that point only.
- Only one stream of data (per channel viewed) will be found on any one part of the network.

- Where a channel is not being requested, no data is transmitted across that part of the network.
- A CP offering several channels may therefore have several simultaneous data streams running simultaneously with only one data stream per channel – irrespective of the quantity of active end users.
- Note: The traditional IP Linear transmission has been unicast sending each user separate data. In the case of IP Linear TV, 100 end users watching the same TV channel would cause 100 separate streams.

Available for

All Superfast Fibre Access Communications Providers.

For more information on Multicast for GEA visit www.openreach.co.uk or contact your Openreach Sales and Relationship Manager.

www.openreach.co.uk

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