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TM Forum teams with USC's ETC

 **Nate Hubbell** April 27th, 2009

TM Forum and The Entertainment Technology Center (ETC) at USC to sweep away barriers to new revenues for content and communication services providers

Newly-established liaison will significantly improve collaboration between content owners and media industry suppliers

MORRISTOWN, NJ April 27, 2009 – TM Forum, the world's premier industry group focused on business effectiveness for the communications and media sectors, and the Entertainment Technology Center (ETC)@USC in Hollywood have established a liaison with the goal of rapidly eliminating the barriers to new distribution revenues for content and communication services providers, it was announced today.

The liaison follows more than two years of informal cross-industry collaboration on content distribution between TM Forum and ETC@USC, who bring together the entertainment, consumer electronics, technology, and services industries to collaborate on opportunities for new consumer entertainment offerings today and into the future. Together with mutual member companies including Alcatel-Lucent, Cisco and TCS, the new partnership will significantly enhance the dialog and collaboration between content owners, media industry suppliers, and communications service providers. Initial joint projects plan to address content metadata and identification schemes to advance interoperability across digital distribution value chains.

According to Jim Warner, vice chairman and head of content media and advertising, TM Forum, "The liaison with ETC is a perfect fit for both parties and is related very much to our highly-successful content sector and value chains initiative. Initial work will focus on the interactions between content owners and communications providers in order to radically simplify the creation, distribution and monetization of digital media services. Aligning the major players from these two key industries not only sends a powerful message, it will eliminate much of the 'friction' in today's distribution chain - driving down operating costs while improving time to market."

KC Blake, director of business development ETC@USC said "We look forward to working with TM Forum in the effort to streamline the delivery of content across platforms. We feel that this collaboration is a valuable step in ensuring that consumers have access to their content anytime and anywhere."

Following the announcement, over the next three months the two organizations plan to create a roadmap that spells out the specific deliverables, milestones and actions needed to achieve the shared goal of enabling seamless and profitable Digital Media services. This will include looking at digital video distribution value chains model issues, standards gaps, and solution trends in the current content metadata landscape, particularly in identification and descriptive areas and the monetization and profitability implications to both content owners and service providers.



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About TM Forum

With more than 700 member companies in 75 countries, TM Forum is the world's leading industry association focused on improving business effectiveness for service providers and their suppliers. Serving the information, communications and entertainment industries, the Forum provides practical solutions, guidance and leadership to transform the way that digital services are created, delivered and charged. Members include the world's largest service providers, cable and network operators, software suppliers, equipment suppliers and systems integrators.

TM Forum provides a wide range of information and support to help its members reduce the costs and risks associated with creating and delivering profitable services. These include industry research and benchmarks, technology roadmaps, best practice guidebooks, software standards and interfaces, as well as certified training, conferences and publications. The TM Forum also provides its member community with extensive marketing and networking opportunities, enabling business with new customers and partners.

To learn more please visit www.tmforum.org.

About the Entertainment Technology Center at USC

The Entertainment Technology Center (ETC) @ USC, founded in 1993 with the help of George Lucas, brings together senior executives from the entertainment, consumer electronics, and technology industries to collaborate on issues related to the creation, distribution, and consumption of entertainment content. The ETC studies how technology impacts the next-generation consumer, and works with member companies to improve the consumer experience and uncover new revenue streams for entertainment-related products. Current ETC members include Disney, Sony Pictures Entertainment, Twentieth Century Fox, Paramount Pictures, Warner Bros., Alcatel-Lucent, Cisco, Deluxe Entertainment Services Group, Lucasfilm, TATA Consultancy Services, Thomson, Dolby, LG Electronics, Singapore IDA, and Volkswagen of America. For more information, email: info@etcenter.org



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