

ITU-T

TELECOMMUNICATION
STANDARDIZATION SECTOR
OF ITU

J.1304

(01/2022)

SERIES J: CABLE NETWORKS AND TRANSMISSION
OF TELEVISION, SOUND PROGRAMME AND OTHER
MULTIMEDIA SIGNALS

Cloud-based converged media services for IP and
broadcast cable television

Functional requirements for service collaboration between cable television operators and OTT service providers

Recommendation ITU-T J.1304

Recommendation ITU-T J.1304

Functional requirements for service collaboration between cable television operators and OTT service providers

Summary

Recommendation ITU-T J.1304 is intended to define functional requirements for a cable television operator to provide an over-the-top (OTT) service to cable television customers in conjunction with their cable television services, video on demand (VOD) service, high-speed cable internet and so on by collaboration with an OTT service provider. As a reference architecture, the system architecture and interfaces between a cable television operator and one or more OTT service provider(s) are specified. To exemplify the collaboration patterns of a cable television operator with an OTT provider, this Recommendation also describes the configuration patterns of relevant entities including a user, a cable television operator and one or more OTT service provider(s).

History

Edition	Recommendation	Approval	Study Group	Unique ID*
1.0	ITU-T J.1304	2022-01-13	9	11.1002/1000/14843

Keywords

Billing, ID, OTT, service, subscription.

* To access the Recommendation, type the URL <http://handle.itu.int/> in the address field of your web browser, followed by the Recommendation's unique ID. For example, <http://handle.itu.int/11.1002/1000/11830-en>.

FOREWORD

The International Telecommunication Union (ITU) is the United Nations specialized agency in the field of telecommunications, information and communication technologies (ICTs). The ITU Telecommunication Standardization Sector (ITU-T) is a permanent organ of ITU. ITU-T is responsible for studying technical, operating and tariff questions and issuing Recommendations on them with a view to standardizing telecommunications on a worldwide basis.

The World Telecommunication Standardization Assembly (WTSA), which meets every four years, establishes the topics for study by the ITU-T study groups which, in turn, produce Recommendations on these topics.

The approval of ITU-T Recommendations is covered by the procedure laid down in WTSA Resolution 1.

In some areas of information technology which fall within ITU-T's purview, the necessary standards are prepared on a collaborative basis with ISO and IEC.

NOTE

In this Recommendation, the expression "Administration" is used for conciseness to indicate both a telecommunication administration and a recognized operating agency.

Compliance with this Recommendation is voluntary. However, the Recommendation may contain certain mandatory provisions (to ensure, e.g., interoperability or applicability) and compliance with the Recommendation is achieved when all of these mandatory provisions are met. The words "shall" or some other obligatory language such as "must" and the negative equivalents are used to express requirements. The use of such words does not suggest that compliance with the Recommendation is required of any party.

INTELLECTUAL PROPERTY RIGHTS

ITU draws attention to the possibility that the practice or implementation of this Recommendation may involve the use of a claimed Intellectual Property Right. ITU takes no position concerning the evidence, validity or applicability of claimed Intellectual Property Rights, whether asserted by ITU members or others outside of the Recommendation development process.

As of the date of approval of this Recommendation, ITU had not received notice of intellectual property, protected by patents/software copyrights, which may be required to implement this Recommendation. However, implementers are cautioned that this may not represent the latest information and are therefore strongly urged to consult the appropriate ITU-T databases available via the ITU-T website at <http://www.itu.int/ITU-T/ipr/>.

© ITU 2022

All rights reserved. No part of this publication may be reproduced, by any means whatsoever, without the prior written permission of ITU.

Table of Contents

		Page
1	Scope	1
2	References.....	1
3	Definitions	1
	3.1 Terms defined elsewhere	1
	3.2 Terms defined in this Recommendation.....	1
4	Abbreviations and acronyms	2
5	Conventions	2
6	Assumptions on cable and OTT services.....	2
	6.1 Sales types	2
	6.2 Subscriber ID.....	3
7	Possible patterns of configurations	3
	7.1 No. 1: Billing integration.....	5
	7.2 No. 2: OTT bundling package by cable operator with billing integration	5
	7.3 No. 3: Billing and service use ID integration	6
	7.4 No. 4: OTT bundling package by cable operator with billing and service use ID integration	6
8	General architecture.....	7
9	Functional requirements	7
	9.1 Requirements for user identification by cable ID.....	7
	9.2 Requirements for cable service interfaces	7
	9.3 Requirements for cable billing integration	8
	9.4 Requirements for service use integration	8
	Bibliography.....	9

Introduction

A recent trend among cable television operators is to provide OTT services in conjunction with their own television channels, video on demand (VOD) service, high-speed cable Internet, etc. For the convenience of the users such OTT service is integrated into the set-top box (STB), including quality assurance and billing integration.

This Recommendation defines functional requirements for cable television operators to enable them to provide such integrated OTT services. The system architecture and interfaces between a cable television operator and one or more OTT service provider(s) are also specified to serve as a reference architecture. This Recommendation also describes configuration patterns of the relevant entities, including a user, a cable television operator and one or more OTT service provider(s), to exemplify possible collaboration patterns of the cable television operator with OTT providers.