

## **A short introduction to joost**

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**Is TV 2.0 becoming real?**

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# Agenda

- What is Joost?
  - System requirements
  - Technology (short)
- Which features can you expect?
  - IPTV features
  - Community based features
- What does it feel like? (demonstration)
- What is planned for the future?
- Is joost really TV 2.0?

## What is joost?

- joost is the new toy from the guys that brought us Kazaa ;)
- joost is a new way of watching TV on the internet
- joost is the perfect blend of both worlds: Internet and TV
- User will be „sucked in“ the joost experience
  - One window application
  - Applicable in full-screen mode or windowed mode
- joost is completely free at the moment

## System requirements

- joost is currently available for
  - Windows XP / Windows Vista
  - Mac OSX
  - Linux (coming soon)
- No special hardware needed, except for:
  - Windows XP SP2 with DirectX 9.0c
  - P4 CPU with at least 1GHz
  - 512 MB RAM or more
  - Video card with at least 32 MB of RAM and DirectX support
  - 500 MB free disk space
  - Broadband/ADSL with 1MBit downstream / 512kBit upstream recommended
- According to recent interviews joost was being developed as a platform independent application
  - Possibility of bringing joost to set-top-boxes?
  - Possibility of bringing joost to Video Game Hardware like XBOX360 / PS3 ?

## Technology

- All components of joost are OpenSource
  - Mozilla
  - Apache HTTPD
  - Redland
  - PostgreSQL
  - OpenSSL
  - RDF
  - SVG
  - XUL
- Video codec is based on H.264
- Content is being distributed by a P2P technology
  - Maybe a tweaked Kazaa?

## Which features can you expect?

- TV features
  - High-quality full-screen picture (depends on content)
  - A massive amount of full-length shows and video content
  - Premium content from major international content providers (CBS, Viacom, ... more to come)
  - An intuitive way of flipping channels
  - Fully interactive user interface
    - No more schedules – watch what you want, when you want, as often as you like, how you like it
    - Non-linear content allows instant fast forwarding or rewind within a show
    - Electronic Program Guide (EPG)
      - Information on each channel/show
      - „Cross-referenced“ content -> Recommendations during a show
      - Background information for almost each show available
        - » „Making of“
        - » Interviews

## Which features can you expect?

- Internet features
  - Community based features
    - Chat
    - Instant messaging
      - Jabber
      - Google Talk
    - Search
    - joost recommends
  - RSS Feeds
  - User based rating system
  - Completely customizable interface
  - More widgets announced
  - API/SDK announced

## What is planned for the future?

- API / SDK announced
  - Possibility to write joost clients for other platforms
  - Possibility to write joost widgets
  - Possibility to integrate joost content
- More content
  - Major international content providers are currently negotiating with joost

## Is joost really TV 2.0?

- Idea of blending Internet with TV is nothing new
  - Youtube
  - Google Video
- Youtube vs. Joost
  - joost has premium content available whereas Youtube has a majority of poor user based content
  - Youtube remains a website whereas joost is an „experience“
  - Youtube looks cluttered whereas joost is clean and easy to use
  - Youtube content looks homemade (indeed mostly is) whereas joost content looks shiny and professional
  - Youtube uses much less bandwidth than joost
  - joost eats up all your CPU and RAM, even on faster machines...
  - Youtube API is already available
    - Youtube has been ported to many platforms including Video Gaming Hardware (XBOX)
- joost may still not be the final step towards TV 2.0 but it is a major leap in the right direction