

IPTV service platform
OKI MediaServer

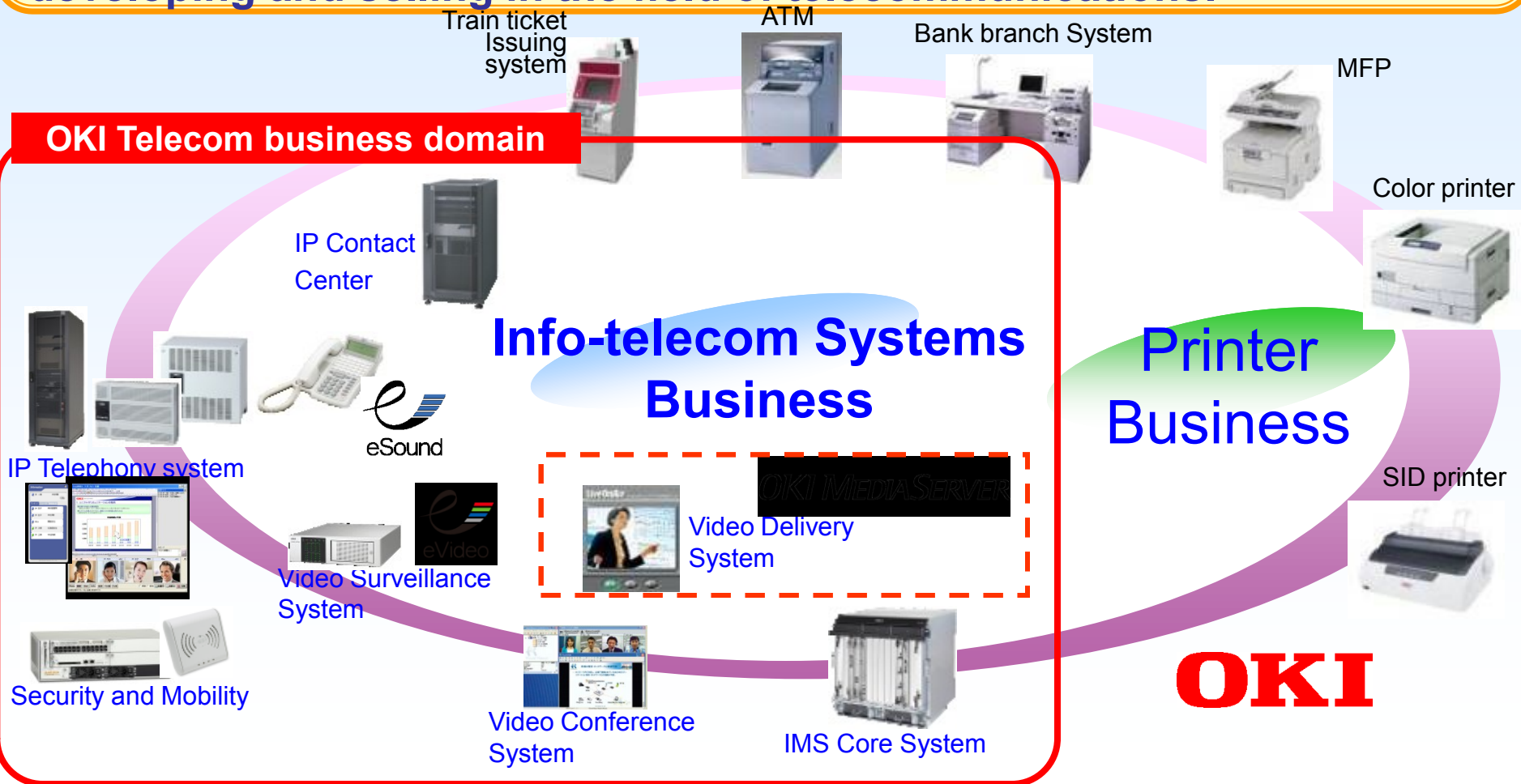
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Hideki Yamamoto

OKI Oki Electric Industry Co., Ltd.

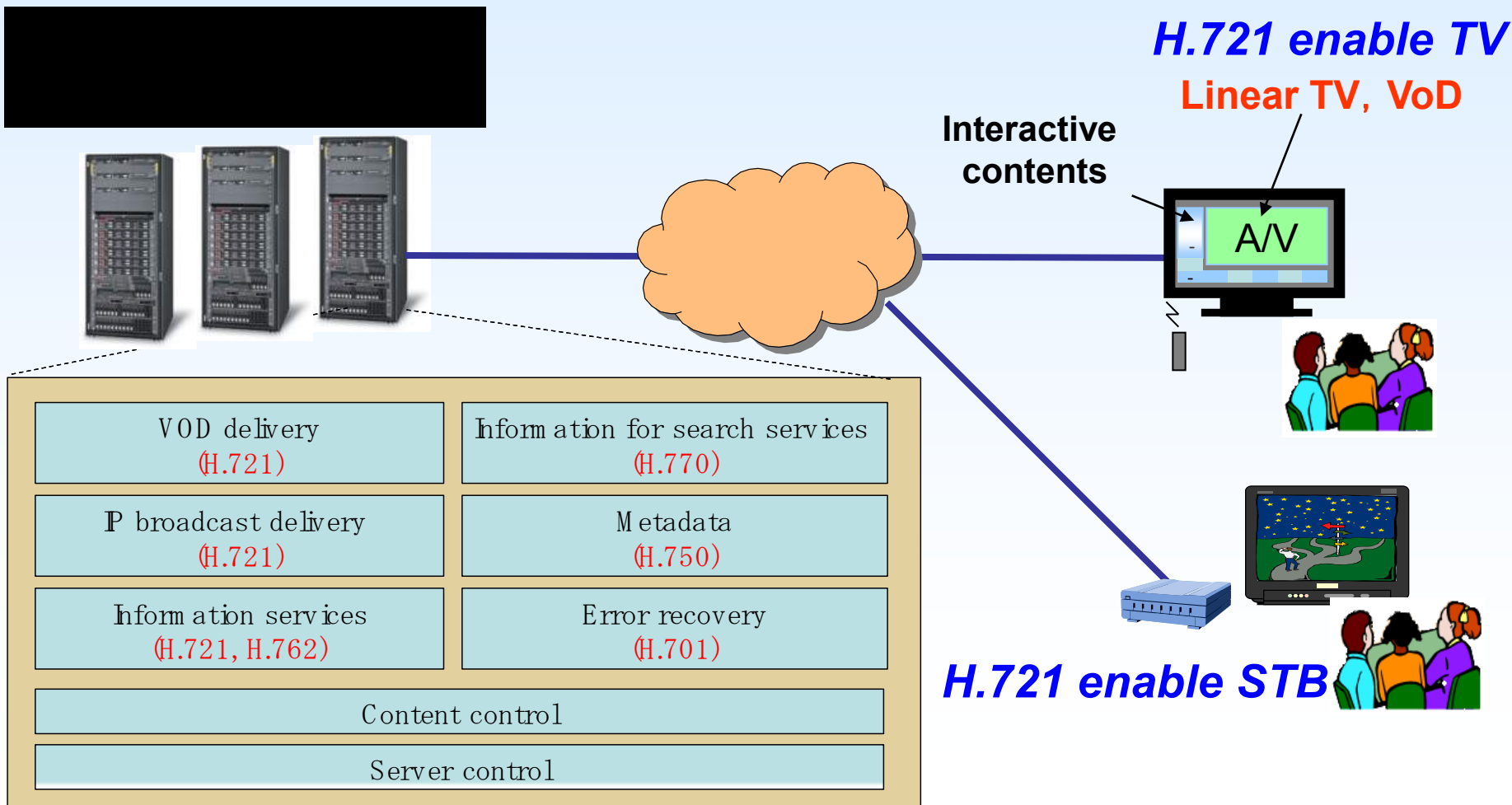
OKI Telecom Business Domain

- OKI was established in 1881 in Japan. First product was Edison-type telephone.
- OKI major operation is marketing research, product planning, developing and selling in the field of telecommunications.



OKI MediaServer - IPTV service platform -

OKI MediaServer is an international standards based system, especially **ITU-T IPTV standards**

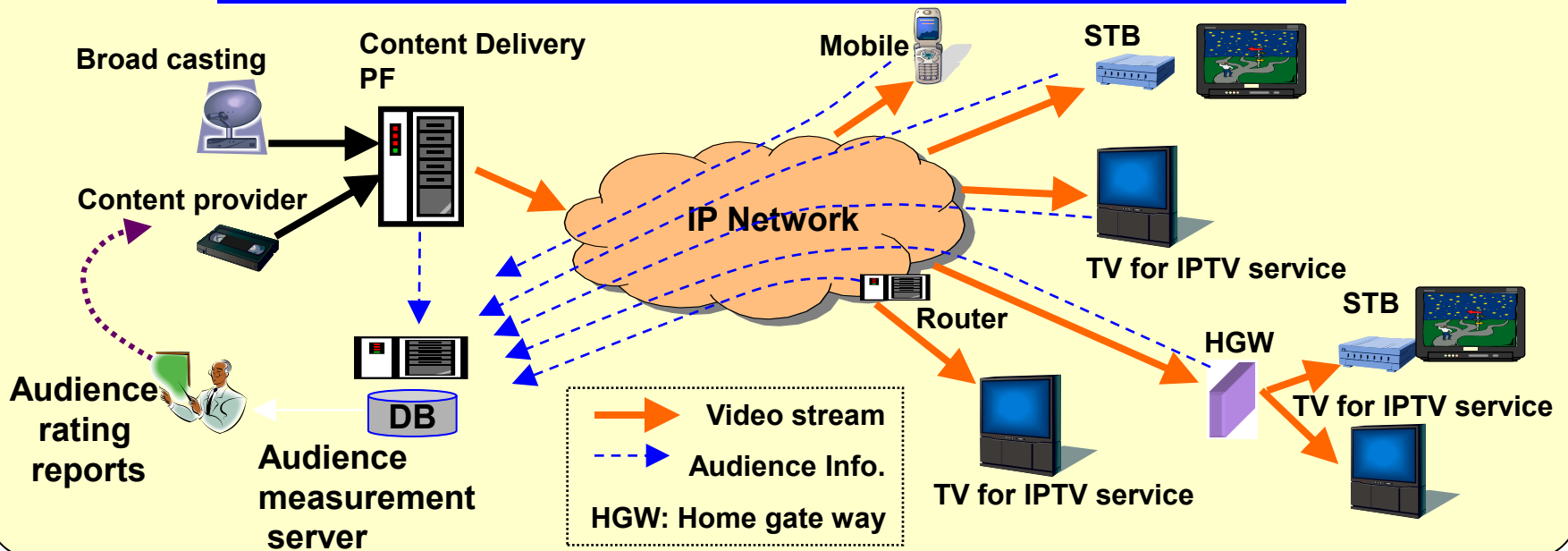


Standardization activity for future services

OKI is focusing on the standardization about Audience Measurement in IPTV services related with the following services:

- Audience rating service
- Targeted advertisement
- Direct marketing

Scenario for IPTV audience measurement



Thank you for your attention



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<http://www.oki.com/>
yamamoto436@oki.com