

Joint ITU - AICTO Workshop on “Interoperability of IPTV in the Arab region”

(Dubai, UAE, 20 – 21 September 2011)

Evolution of TV Viewing

**Mike Armstrong
Sales Manager EMEA
Microsoft Corporation**



The TV Market is Changing...

- Consumers are demanding...
- More Content Choices
 - Local, specialist, specific, etc.
 - Forced bundles vs. a la carte?
- More time
 - Timeshifting, restart, catch-up, VOD...
- More places
 - TV is not just for the TV anymore.

Death of Linear TV?

- Is Linear TV going to end?
 - ➔ Still valuable for Live sports, News.
- Consumers want instant gratification
 - ➔ Even more true for the “internet generation”
- However, a large percentage of the population LIKE linear TV
 - ➔ “Channel surfing” still a popular pastime in most homes.

Search or Discovery?

- More content means more choices
- Efficient search methods critical
- “Search” \neq “Discovery”
 - ➔ What if you don't know what you want?
- Recommendation engines are vital
 - ➔ A great way to find new content *when they work*.
 - ➔ How to make them personal in a shared environment?

Standardisation

- Content discovery also important at a technical level
 - Broad and rapidly increasing array of OTT video sources
 - “Unmanaged” devices becoming more prevalent
 - Service discovery is key.
- Interoperability and consistency also vital
 - All content on all devices

Content Flexibility

- Content restrictions are an issue today.
 - Geo-locking becoming more obvious to consumers
 - Per-device restrictions are frustrating.
- On-demand availability can seem quite random

Innovation

- Standardisation must not stifle innovation
- Technology standards will always come secondary
 - ➔ Must be driven by business and consumer needs
- Old standards not always applicable to new technologies.

What's next?

- Consumers will get what they want
- The market will adapt
- Impact will be broader than just TV consumption
 - Social media, advertising, etc.
- Revenue models will also change