EVOLUTION OF OPEN IPTV STANDARDS AND SERVICES

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# IPTV standards landscape

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<th>Transport</th>
<th>FMC</th>
<th>Interactivity</th>
<th>Communication</th>
<th>Home networks</th>
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<td>DVB Forum</td>
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Focus on the interface between home domain and network domain
Interactivity realizations

Joost, Hulu, ...

Voting with mobile phone

Remote control will evolve
Interactivity realizations

TV+PC

TV+SMS

IP TV

TV+mobile client

TV+telephony
# Interactivity modes vs realizations

1. Meta information about TV content
2. Access to auxiliary information
3. Influence a program
4. Deeper participation in storyline

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<th>TV+telephony</th>
<th>TV+SMS</th>
<th>TV+mobile client</th>
<th>TV+PC</th>
<th>IPTV</th>
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<td>4 Participate</td>
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Home networks and devices
Openness for innovation
APIs to 3rd party applications

- 3rd party applications
  - APIs for capabilities and data
  - Framework for user interface integration
  - Marketplace and aggregation

IMS-IPTV platform
(device and network sides)
Summary

- IPTV today, TV, VoD
- Standards, transport, QoS
- Interactivity today, PC, mobile
- Evolution of the remote control
- Home networks, gateway DLNA-IMS
- Open innovation, APIs to IMS-IPTV platform
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