

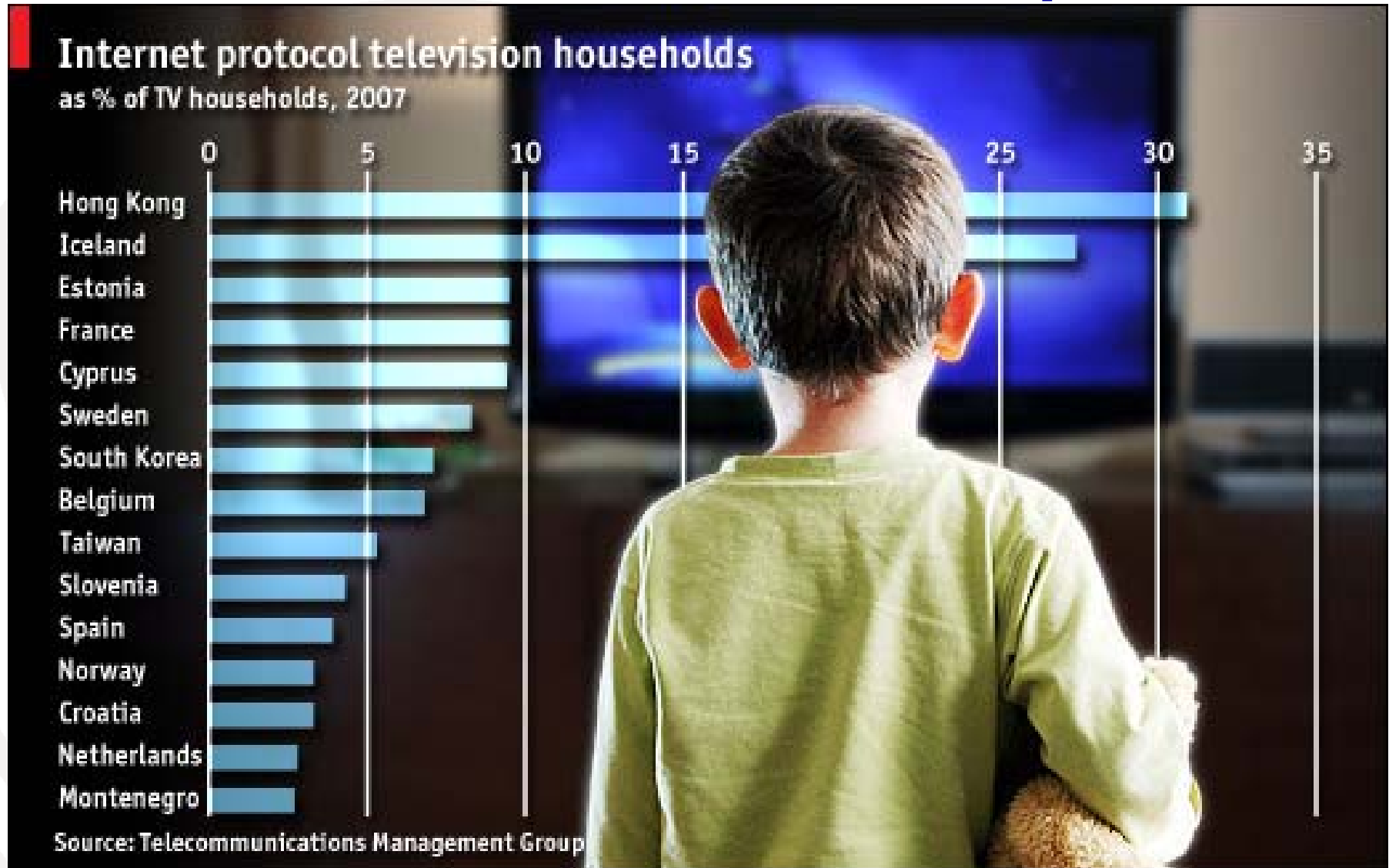
EVOLUTION OF OPEN IPTV STANDARDS AND SERVICES

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IPTV market landscape

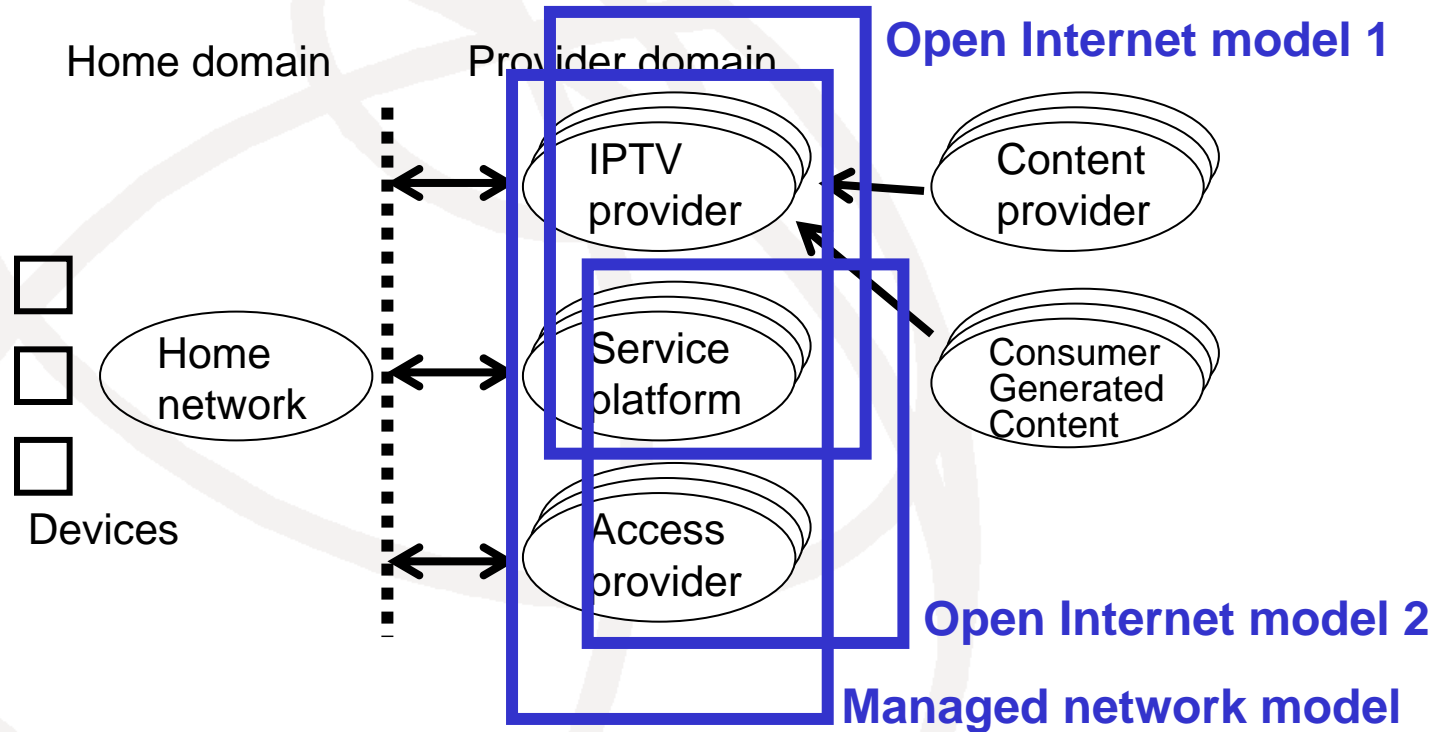


Source: Economist

IPTV standards landscape

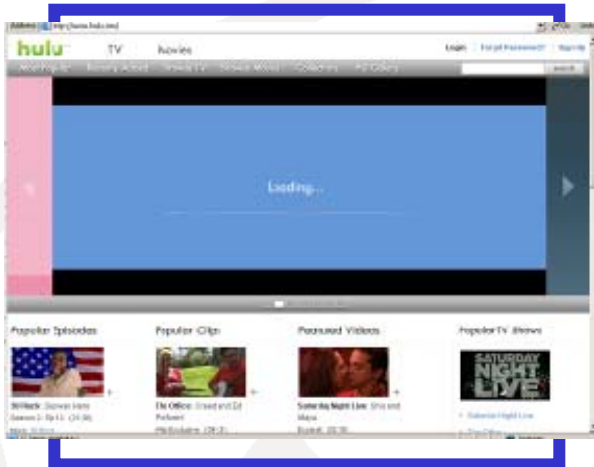
	Transport	FMC	Interactivity	Communications	Home networks
DVB Forum	X		X		
ITU-T	X		X		
TISPAN	X				
ATIS IIF	X				
ISMA	X				
3GPP	X	X			
HGI				X	X
DLNA/UPnP				X	X

High-level archit



Focus on the interface between home domain and network domain

Interactivity realizations



Joost, Hulu, ...

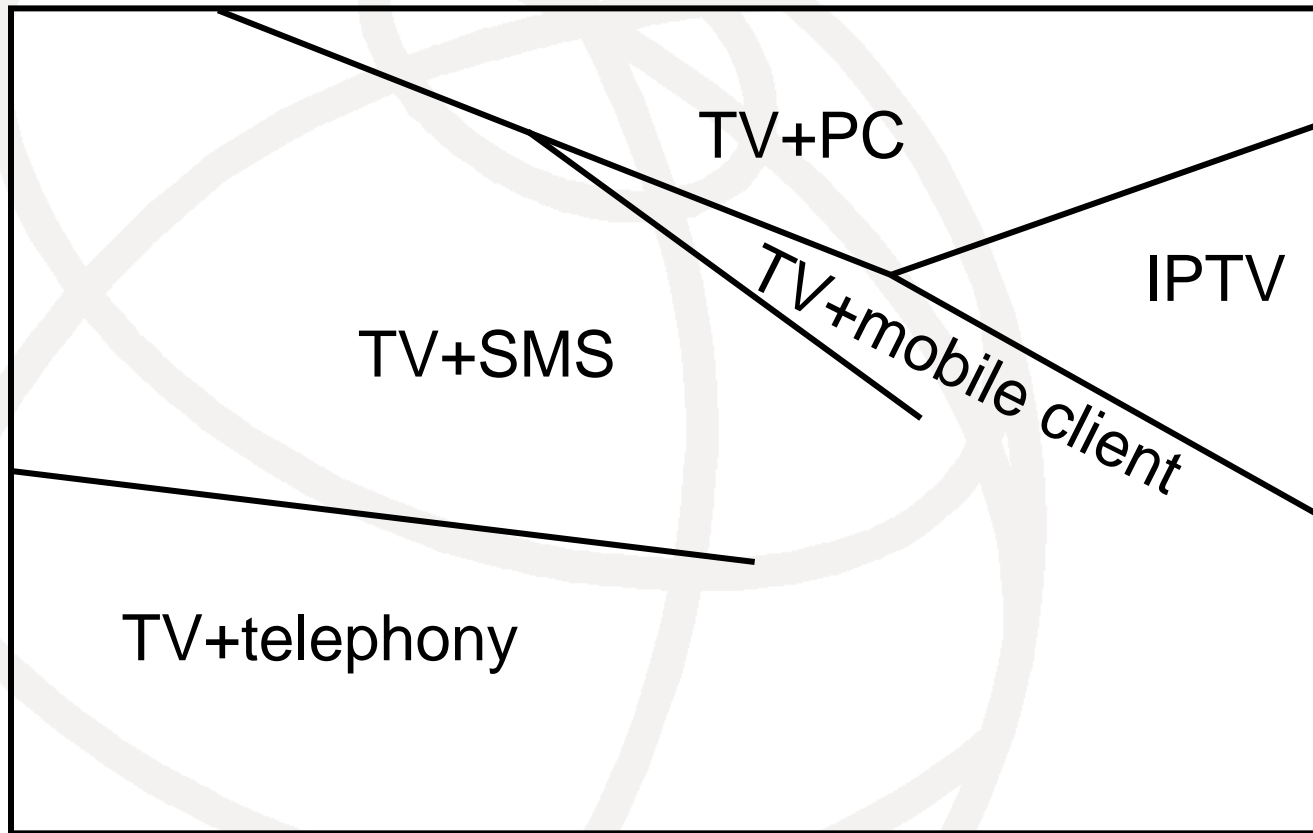


Voting with mobile phone



Remote control will evolve

Interactivity realizations

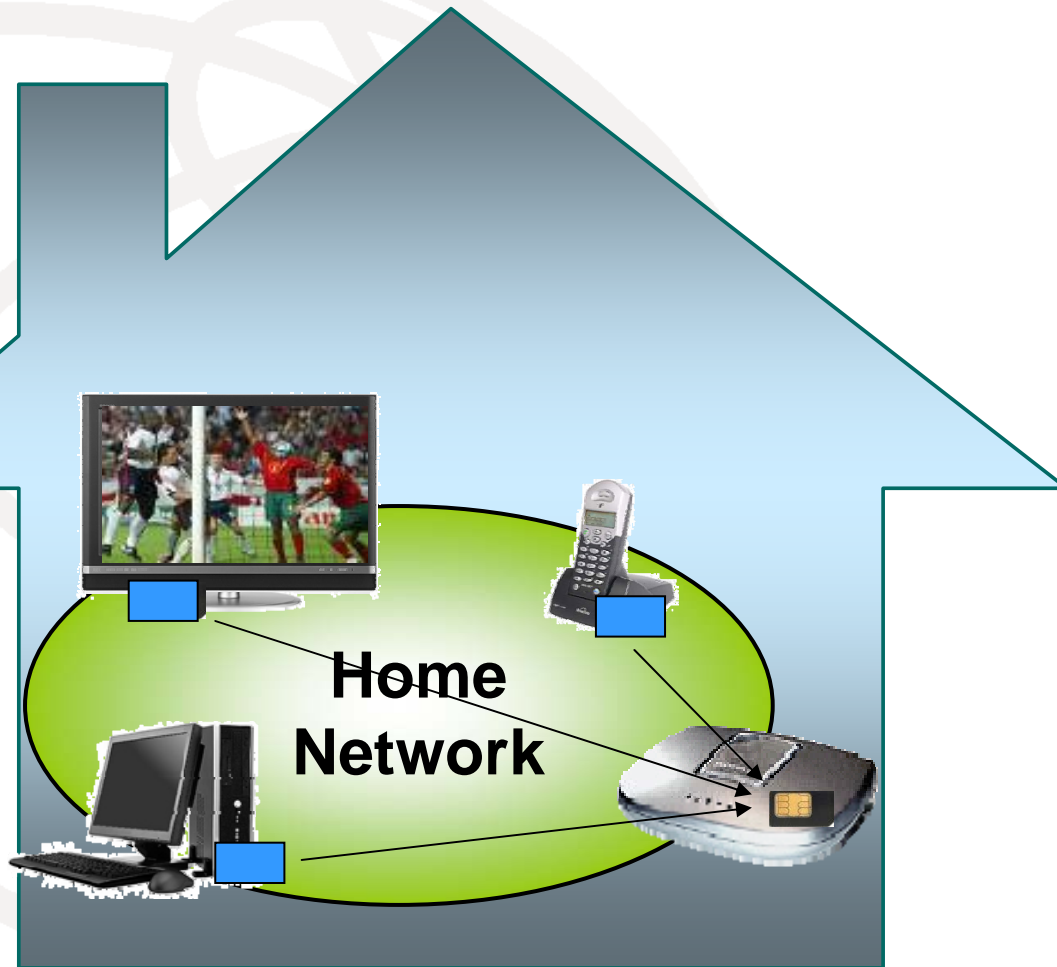


Interactivity modes vs realizations

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

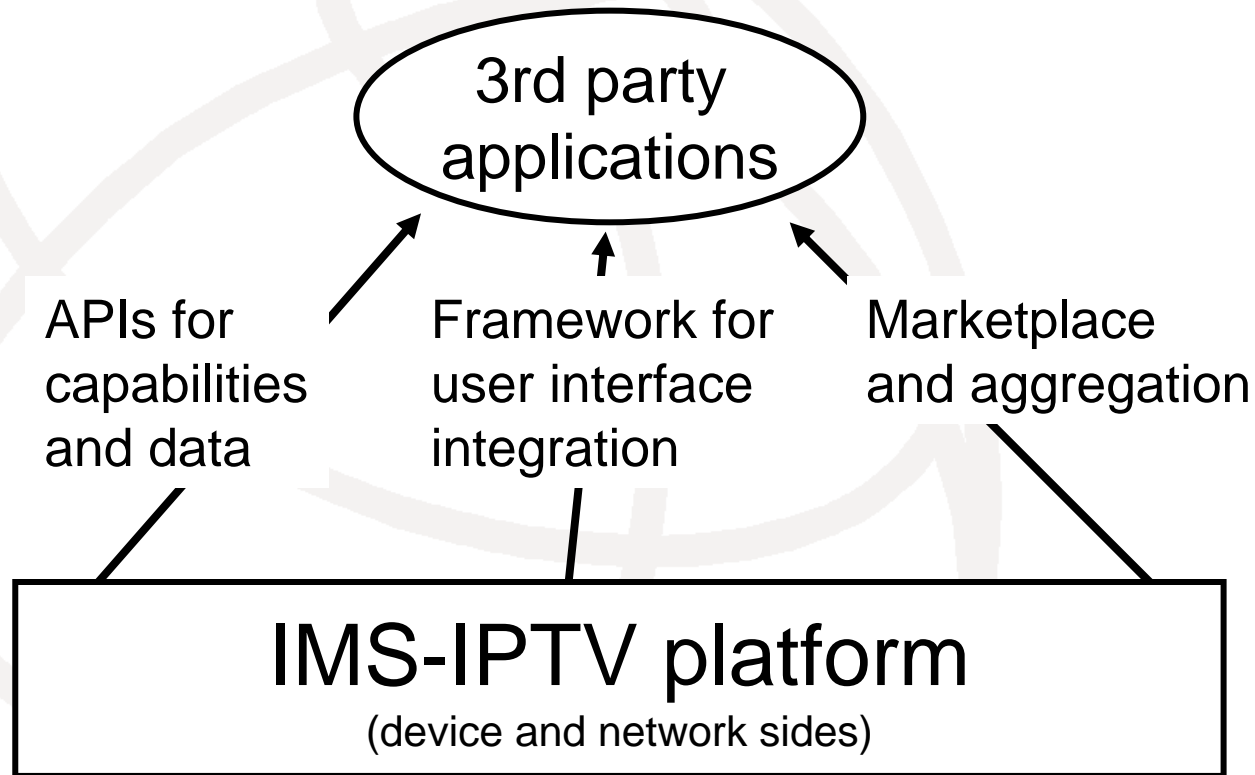
	TV+ telephony	TV+SMS	TV+mobil e client	TV+PC	IPTV
1 Metainfo					X
2 Aux info			X	X	X
3 Influence	X	X	X	X	X
4 Participate	X		X	X	X

Home networks and devices



Openness for innovation

APIs to 3rd party applications



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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