



**ITU TELECOM
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ITU TELECOM WORLD 2009 In Review

TECH.4 : FUTURE ENTERTAINMENT AND MOBILE BROADBAND

This session explored how the deployment of next generation networks will allow service providers to supply new innovative offerings such as multi-play services, IPTV, fixed-mobile convergence solutions and enterprise telephony. A torrent of competitive broadband offerings is about to be unleashed in both the mobile and fixed environments, with support for high-definition television content, HD VoD services and high-speed data traffic soon to be available to consumers in and around the network to any device.. The session explored key questions such as the role unicast, multicast and broadcast technologies will likely play in delivering these offerings, and examined whether success would come through IPTV, internet TV or Mobile TV.

Session statements

An optical access system and broadband home networking technology will be a key to solving the network bottleneck for future services. At an initial stage of broadband access deployment, BDSL and ADSL2+ are used in a number of countries but optical access will be a key driver for future broadband services.

Unicast and multicast broadcast technologies are seen as complementary technology; however, perhaps even more important than the technology itself is the customer experience. In this regards our really important focus on customer experience is how ... to support several technologies in order to achieve his goal.

IPTV is more than just TV over IP. IPTV should be developed as a convergence platform for covering mobile and broadcasting business as well. IPTV should be correlated with FMC. It should be available anytime, anywhere with any existing devices and any contents.

On-demand controlled, interactive, personalized solutions across all platforms, whether at home or on-the-go will hold the key to a successful delivery of media in the future. Customers have already mapped out what the future looks