Presents

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IPTV Session Summary

Ajay Luthra

IP TV Deployment

It is real and it is happening

If current deployment trend continues, it will catch up with Digital Cable and Satellite in few years.

IP TV Services

An obvious demand for emulating existing broadcasting

However, IP TV can not be another "me too" TV service

Push for providing new cool applications in addition to traditional Watch TV service

IP TV Enablers

High coding efficiency of AVC/H.264

Increased capacity of the networks

Cost effective solutions are becoming real

IP TV Challenges

Lack of standardization at all the levels of the system

- DVB, DSL-forum, DLNA, CEA, IETF and other standardization bodies are addressing this issue

IP TV Challenges

DRM

Fragmented DRM Islands and strategies

Meta-Data

Lack of common standardized interfaces makes searching difficult

IP TV Challenges

Availability of Content

Quality of content

Quality of service

IP TV

Good opportunities for Standardization bodies, like ITU and IMTC, to take lead in addressing some of the challenges