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

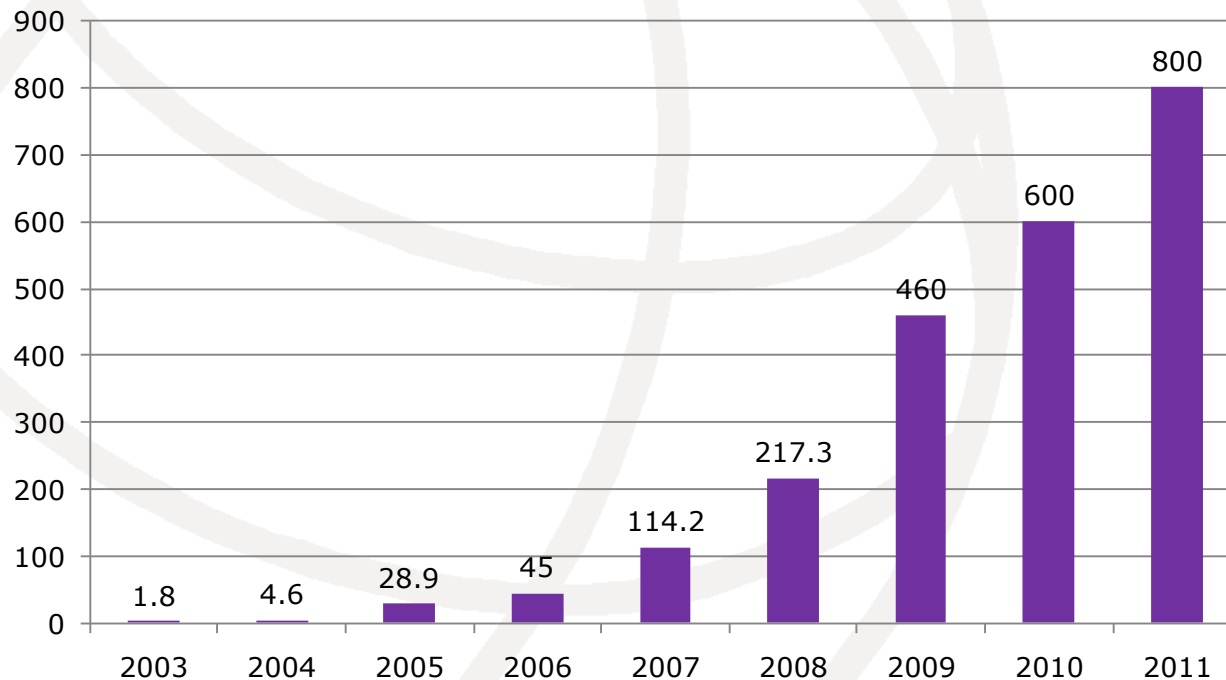## (Dubai, UAE, 20 – 21 September 2011)

IPTV Standards in China

Chuanyang Miao
ZTE Corporation, China
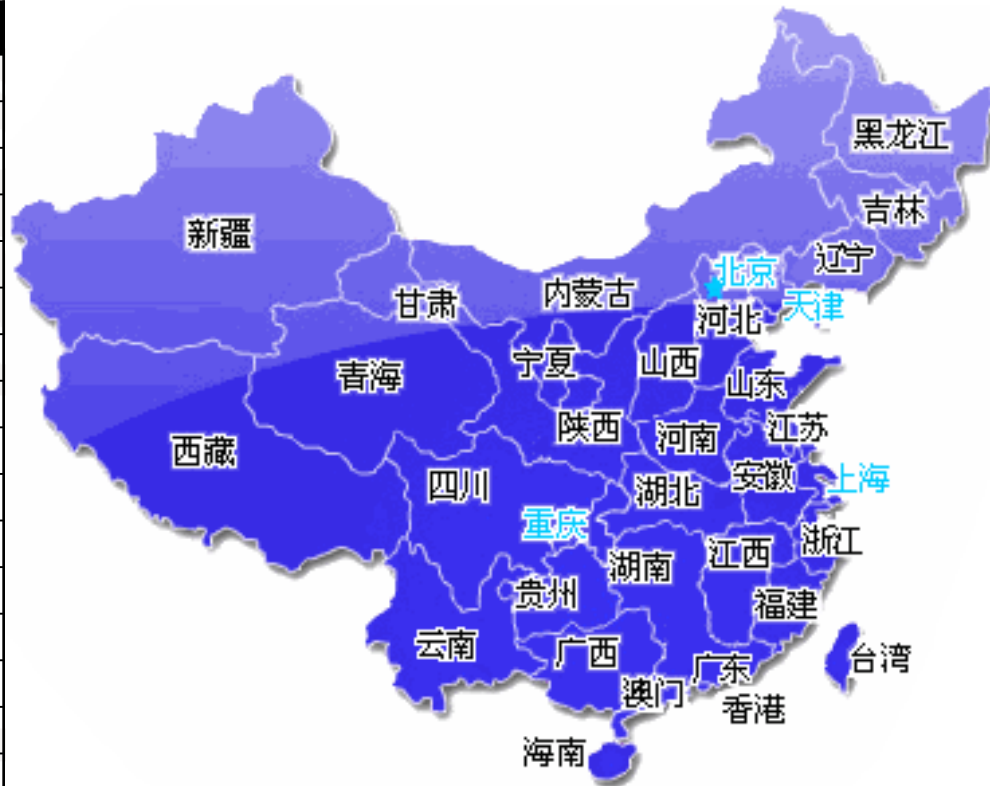
IPTV Subscribers status in China

- 4.6 M in the end of 2009. Almost 6 million in 2010. Estimate over 8M in 2011 and 10M in 2012.
- The second largest number in the world and the largest one in Asia.

IPTV Subscribers (in 10 thousands)

Year	Subscribers
2003	1.8
2004	4.6
2005	28.9
2006	45
2007	114.2
2008	217.3
2009	460
2010	600
2011	800

Dubai, UAE, 20-21 September 2011

IPTV Market in China

	Region	Subscribers
Telecom	Shanghai	1,500,000
	Jiangsu	2,500,000
	Guangdong	900,000
	Zhejiang	1,000,000
	Anhui	500,000
	Hubei	280,000
	Chongqing	175,000
	Shanxi	450,000
	Xiangjiang	17,500
	Hainan	31,000
	Hunan	101,000
	Yunnan	110,000
	Ningxia	300
	Fujian	440,000
	Qinghai test	0
	Beijing test	0
	Jiangxi test	0
	Gansu test	0
	Sichuan	500
Unicom	Tianjin	660
	Liaoning	138,932
	Shangdong	16,757
Total		8,161,649

- IPTV service deployed in almost all provinces in China.
- The last data shows near 8 million IPTV Subscribers in total now in China.

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Basic IPTV service

- **Live TV:** over 100 channels covers sports, news, stock, etc.
- **Timeshift TV:** 60min timeshift TV for all channels.
- **nPVR for live TV:** 48h program recoded for all live TV.
- **VoD:** over 15,000h, including movies, TV series, live music

Value-added Services

IPTV Standards in China

- CCSA (China Communications Standards Association) is the most important organization which releases IPTV Specifications in China.

- 266 members in CCSA are composed of Telecom Operators and Vendors, together with some Researching Institutes and universities

- From 2007~2010, CCSA has released 14 Specifications which targets to provide basic IPTV service over standard Service Platform, Transport network, Access network and Terminal devices.

ITU-T IPTV Recommendations in China

- ITU-T's IPTV Recommendations are the most valuable reference and guideline in CCSA IPTV Specifications development, such as:
  - IPTV architecture, user case and scenario, Requirements
  - Terminal device, middleware, Multimedia Framework
  - Content distribution

CCSA IPTV Specifications in Stage 2

- Since 2010, CCSA has initiated IPTV Standards version 2 development. In this stage, some hot topics in ITU-T IPTV-GSI are also hot in CCSA, such as
  - Full-fledged terminal device, Service over Multiple terminal device, etc.
  - 3D IPTV, Audience Measurement , Widgets

Emphasize capability & quality optimization and openness.

Now		Next
TV like service	→	rich broadband app
Video definition SD	→	HD & Mobile
TV & movie	→	User generated content
Closed system	→	Open system
STB	→	Terminal Convergence
Fixed	→	Mobile IPTV

CCSA Standardization Strategy

- Keep in line with Global Standard making actives
  - adopt ITU-T IPTV recommendations as much as possible
  - make contribute to the ITU-T IPTV activities and other SDOs
  - liaise with ITU-T, IETF, ETSI, ATIS, and other SDOs
- Strengthen cooperation with regional organizations
- Encourage members to participate IPTV work of ITU-T
- Cooperate with other SDOs

ZTE's contributions in CCSA and ITU-T'S IPTV Standards

- ZTE has been participating the CCSA's IPTV Standards development in almost all fields and achieves the leadership in some core topics.

- Since FG-IPTV, ZTE has been making many contributions to ITU-T IPTV Recommendations.
  - IPTV architecture
  - Terminal device
  - Service discovery
  - Content distribution
  - Audience measurement
  - IPTV service over multiple terminal devices (Technical Paper)

- ZTE leadership achievements in ITU-T
  - Dong WANG-FG WG3 Co-Chair & SG9 Vice Chairman,
  - Mingdong LI-FG WG1 Editor,
  - Hongfei XIA-SG13 Co-Editor,
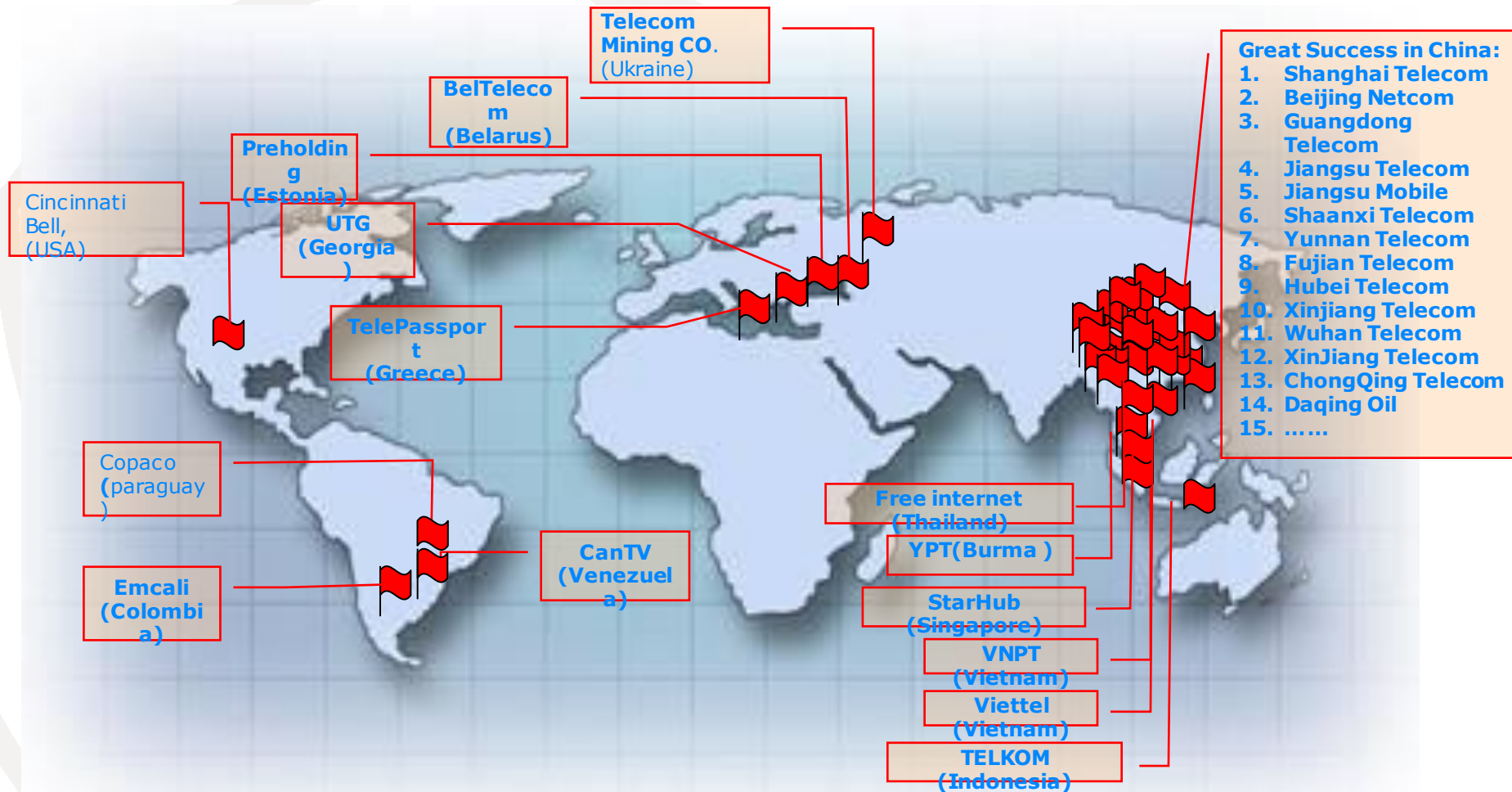 - Feng JI-SG16 TP Editor
  - Chuanyang MIAO- SG16 co-Editor.

ZTE's IPTV Solutions and Products

ZTE market share in China

Region	Subscribers
Shanghai Telecom	690,000
Jiangsu Telecom	2,500,000
Hubei Telecom	320,000
Chongqing Telecom	150,000
Hunan Telecom	200,000
Fujian Telecom	6,000
Xinjiang Telecom	10,000
YunNan Telecom	100,000
Shaanxi Telecom	180,000
Qinghai Telecom	200
Anhui Telecom	600,000
Jiangxi Telecom	20,000
Beijing Telecom	10,000
Sichuan Telecom	8,400
Dalian Unicom	10,000
Beijing Unicom	10,000
Tianjin Unicom	730
Liaoning Unicom	24,113
Shandong Unicom	6,757
Jiangsu Mobile	2,400
Liaohe Oilfield Reconnoitre Bureau	12,400
Total	4,861,000

- ZTE is a successful leader of IPTV market in China (No.1) and World Wide (No.3).
  - Over 34 Global Commercial Deployments in the world, over 600 million subscribers.
  - Over 50% market share in China.
  - Establish top IPTV Brand in China.
  - Provide perfect End-to-End solutions and Convergence service.

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ZTE IPTV 33 Global Commercial Deployments

Telecom Mining CO. (Ukraine)

BelTelecom (Belarus)

Preholding (Estonia)

Cincinnati Bell, (USA)

UTG (Georgia)

TelePassport (Greece)

Copaco (paraguay)

Emcali (Colombia)

CanTV (Venezuela)

Free internet (Thailand)

YPT(Burma)

StarHub (Singapore)

VNPT (Vietnam)

Viettel (Vietnam)

TELKOM (Indonesia)

Great Success in China:
1. **Shanghai Telecom**
2. **Beijing Netcom**
3. **Guangdong Telecom**
4. **Jiangsu Telecom**
5. **Jiangsu Mobile**
6. **Shaanxi Telecom**
7. **Yunnan Telecom**
8. **Fujian Telecom**
9. **Hubei Telecom**
10. **Xinjiang Telecom**
11. **Wuhan Telecom**
12. **XinJiang Telecom**
13. **ChongQing Telecom**
14. **Daqing Oil**
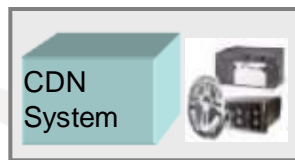15. **......**

ZTE IPTV Global Deployments, Q2 2011

•Total 5.6 Million active users and 9.8 Million deployed system capacity by ZTE IPTV Platforms;

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ZTE IPTV Solutions
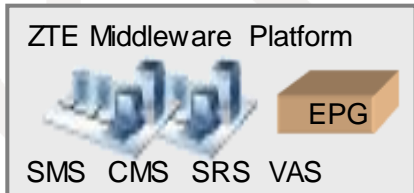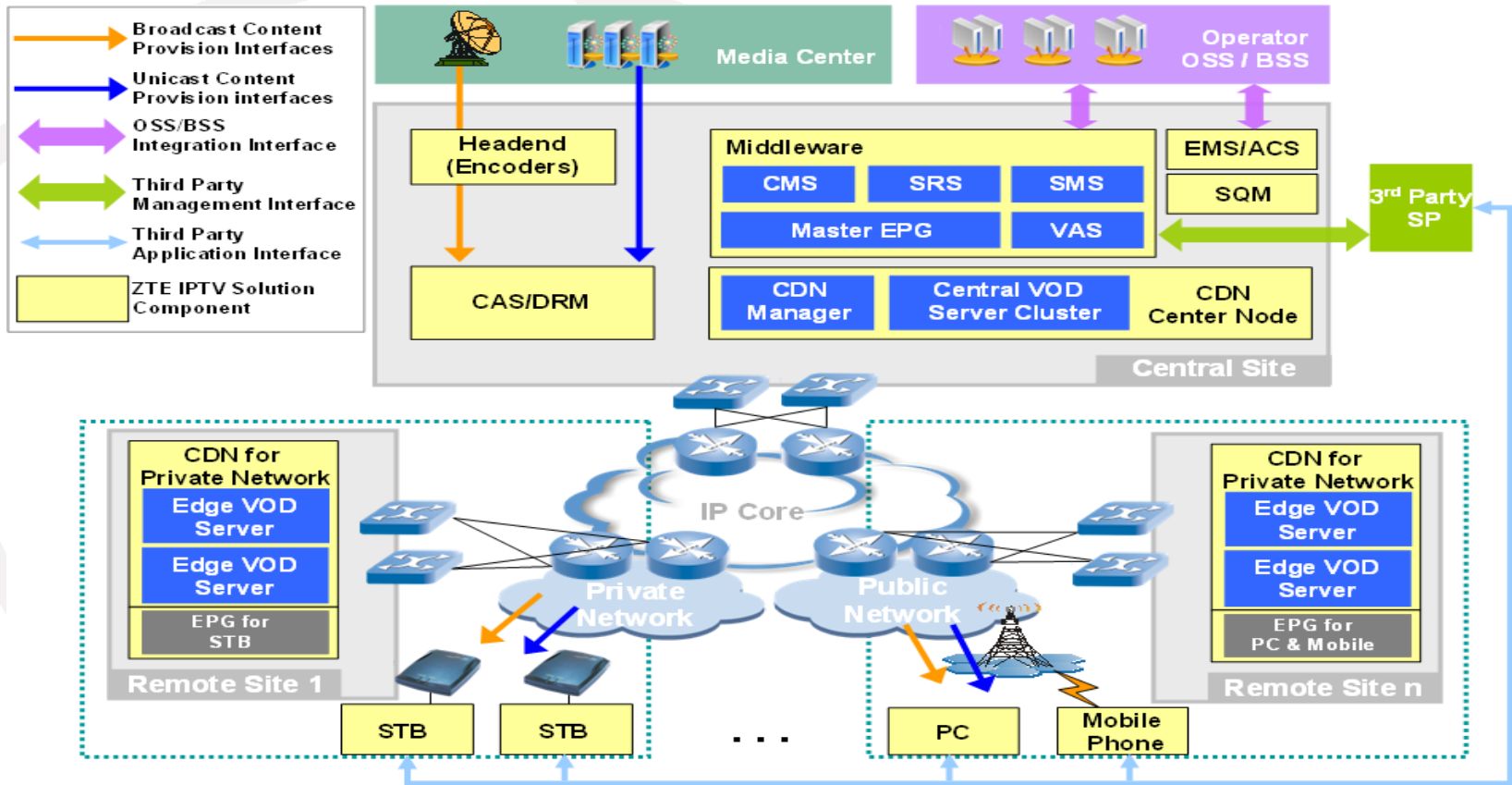
ZTE Middleware   ZTE IPTV CDN   ZTE IPTV STB   ZTE Home Gateway
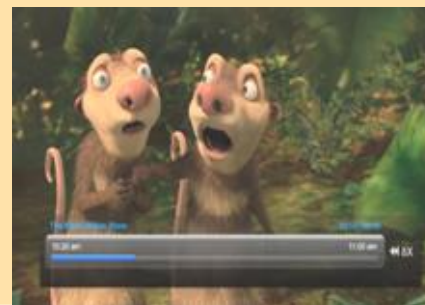
Dubai, UAE, 20-21 September 2011
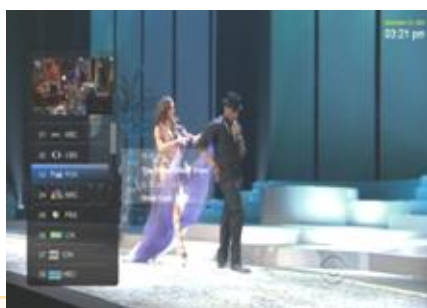
IPTV Basic Services

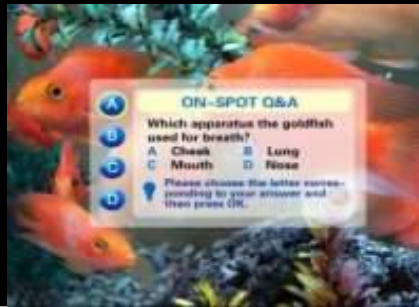|		
Live TV & Info bar	VOD	TSTV
PIP	TVOD/NPVR	KOD
Content search	Bookmark	Favorite

Dubai, UAE, 20-21 September 2011

IPTV Value Added Services

TV Shopping

TV Voting/Betting

App Store

E-learning

Video Call

Weather Report

Album

Games

News/Information

Planned Services in Phase 2

- Whole-Home DVR
- TV control with Android tablets
- Dynamic Bandwidth Control
- Caller ID, Widgets, Fioptics Mail
- Over-The-Top video (e.g. Hulu+, YouTube, Facebook)
- Customer-Generated Mosaic
- Multi-Screen Services (Android tablets/iPads/Smartphones) to be addressed separately.

Thanks!

www.zte.com.cn