



IPTV – Beyond Entertainment

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Agenda



- Current Status of IPTV adoption in India
- Comparison with Mobile penetration
- Interactivity and platform capabilities
- Way to grow the ecosystem

- Primarily used for providing entertainment and TV channels to the home.
- Interactive features of IPTV being used are still entertainment oriented.
- TSTV is **THE** “Killer application” distinguishing it from all other means of TV.
- Negligible share of VAS on the TV screen.
- Most of the VAS being offered for free.
- No revenue stream associated with non-entertainment related VAS on IPTV still.

Comparison with Mobile penetration



Mobile Telephony	IPTV
Started as a status symbol	Starting as a new technology symbol
Killer feature was mobility	Killer feature is freedom from TV program schedule
SMS was offered as one free service with no revenue stream	Multiple VAS are being offered for free on IPTV
Various VAS were developed after SMS became successful	Waiting for the first VAS platform to become successful
Initially, Voice was the first and last source of revenue	Initially “entertainment” is the first and last source of revenue
Gradually Data and VAS became sizeable percentage of revenue	Waiting for the revenue from VAS to begin....

- IPTV provides the return path for the subscriber to interact with the system in real time.
- IPTV provides a mini-computer in the form of a STB at subscriber home to perform low level computation and handle presentation layer.
- IPTV presents large Bandwidth for interactive VAS between subscribers and IPTV system (~4-10 Mbps)
- IPTV presents a simple User interface – Remote control – which enhances adoptability amongst masses.
- There are no “standardized” VAS platforms in IPTV as yet – need of the hour to develop one.
- In short term, each application will need to be adapted, developed, deployed and tested for each IPTV platform.

Way to grow the ecosystem



- IPTV platform vendors should introduce VAS platforms to the market.
- Service providers to take the lead and think of VAS on TV – beyond TV channels & entertainment.
- VAS vendors to work with the IPTV platform providers to develop new applications.
- UTStarcom “IP Partner program” launched for VAS development on Rollingstream IPTV platform.
- UTStarcom launching “Partner Training Program” for bringing VAS developers upto speed.