

Presentation on IPTV and Mobile TV

Vision Statement

The IPTV India Forum has been set up to enhance, expand and communicate Broad band's true potential for value addition , so that common citizen of India take the advantage of the service in his day to day life with ease and affordability in line with National Broadband Policy,2004.

Goal and Objective

- Become the primary advocate for:
 - developing an eco system for the delivery of IP based TV
 - Platform for encouraging e-commerce and m-commerce
 - facilitating content development and aggregation networks
- Provide a platform to discuss and evolve strategies to achieve the shared aspirations of the industry
- Prove and promote the effectiveness of IP and Mobile TV.
- Educate the communities about the core strengths and competencies of the Broadband Wireless Access Technologies.
- Expand the breadth and depth of IPTV INDIA FORUM membership while increasing direct value to its members



IPTV

IPTV India Forum

What is IPTV

- Internet Protocol Television
- Compared to ordinary analogue broadcast, Internet Protocol is a delivery and control technique that provides tremendous user flexibility with a constant high quality of video on a normal TV set through a set top box
- Unique feature of IPTV is a interactive mode wherein viewer demands and gets TV channel of his choice as against limited channels delivered through a conventional cable TV medium.

What is IPTV

- IPTV uses Internet Protocol and point to point connections with multicasting techniques to give broadcasting effect
- IPTV provides a point to point connection with interactivity facility - as in the case of voice communications and data communications
- IP technology leads to converged service of voice, video, and data - triple play - through a single medium

Why IPTV

- Conventional method of TV broadcast delivery is by analogue signals and has bandwidth restriction for multiple channels, so signals from all channels are being simultaneously broadcast and delivered through MSO and cable distribution .
- IP-based delivery of TV being digital requires a few MHz of bandwidth per customer who can select any one out of large number of channels of choice through set-top box.
- Interactivity is the key features of IP-based TV Network.
- Time Shift TV provides freedom to view it at the viewers own convenience

Why IPTV at this stage?

- Technology is ready
- Market is ready
- Acceptance by Consumer – low entry barriers, Cost comparable

Utility for Operators

Why IPTV and Mobile TV are important new segments for the Telecom provider

- For telecom service providers, voice continues to be the dominant source of revenue despite increasing use of data services. Falling ARPU is a concern
- Broadband services will not mean much unless a killer application is found.

Therefore current Buzz word is VAS. IP based applications are very promising and industry is tending to get around to the view that delivery of entertainment through IP Technology may be the killer application they have been waiting for.

Utility of IPTV to the Consumer

- Vast variety of value-added services
- Time Shift TV feasible only on IPTV and not on conventional systems.
- Transactions for utility services can be made easily.
- Triple play and Quad play are realizable.
- CPE can be a standard TV set or a PC.
- Customers benefit with increased alternatives and increased competition through a telephone broadband cable or a cable TV cable

Regulatory and Policy Framework

- TRAI has come out with a position paper on the issues connected with IPTV.
- As per TRAI suggestion, any operator who possesses a cable television license or a UASL license (or ISP license) and meets the proposed guidelines should be able to offer the services

Regulatory Issues on IPTV

- Provision of IPTV service by telecom operators using telecom network does not fall within the ambit of Cable Television Networks (Regulation) Act, 1995 and therefore, provision of this Act will not be applicable to telecom operators.
- Applicability of FDI norms should be uniform for all the operators.
- The down linking guidelines have to be suitably modified to permit broadcasters / content providers to provide their content to IP TV service providers also, as per TRAI position paper.

Regulatory Issues on IPTV Contd....

- Standardization of the interface and protocols will be necessary for promoting competition, consumer's affordability and convenience
- The pricing, quality of service and tariff issues needs to be handled separately under the respective licensing regimes. This clarification will be important to clear the doubts regarding implementation of IPTV services by different stakeholders. This will facilitate provision of IPTV service and encourage competition, which will ultimately benefit the consumers.

Other Key Issues

- Content Protection & IPR
- Quality of Service
- Make services and consumer devices affordable to the user. This implies subscriber terminal equipment cost reduction.

Mobile TV

What is Mobile TV

- A mobile broadcast platform that provides a digital television experience.
- Includes free to air and subscription based multimedia content.
- Allows clip casting and interactivity.

What is Mobile TV

- A mobile broadcast platform that provides a digital television experience
- Since same handset can be used for normal mobile telephony, this leads to quadruple play involving a four-way convergence
- Includes free to air and subscription based multimedia content
- Supplemented by clip casting and interactivity

Why Mobile TV

- Mobile TV – most efficient way to deliver video
 - Broadcast technology conserves spectrum effectively
 - Cell phones provide the best possible way to reach out to users
- Mobile TV can provide better ways of
 - Information access on-the-go
 - Emergency information dissemination
 - Overcoming literacy barrier
 - Interactivity
 - Entertainment for the users

Mobile TV – Consumer Benefits

- Wide variety of real-time content at much better quality
- Information and entertainment follows consumer
- Compelling new experience via Interactivity and Integrated VOD (Video on demand)
- Ability to receive real-time streaming data such as weather, news updates, stock quotes, scores, etc.

Benefits to Industry

- Convergence creates unique opportunities to telecom operators
- New opportunities for differentiated content, applications and services
 - Potential to create a whole new industry in India
 - The learnings can be leveraged elsewhere in the world

Regulatory & Policy Issue on Mobile TV

- The current policy of not permitting terrestrial broadcast by private operators will have to change for the introduction mobile TV
- Increase the pace of policy making
 - Allow technology trials to private operators
 - Quickly create technology neutral framework (on the lines of Telecom Policy 99)
 - TRAI Consultation is right step

Regulatory & Policy Issue on Mobile TV Contd...

- Provide equal opportunity to all stake holders
 - Allow private operators to conduct trials before Doordarshan embarks upon expanding its ad-hoc network without any policy framework
 - Make spectrum available for trials by private operators

Conclusion

- In conclusion, given the rapid maturity of the mobility and entertainment markets in India, the stage is set for both IPTV and mobile TV technologies to be introduced to enable efficient spectrum usage and to enhance customer delight.

Therefore, there is an urgent need for the quick establishment of an enabling regulatory and policy framework.

Thank You!

