



## **IPTV: Beyond Television**

**SMART**  
D I G I V I S I O N  
Smart Digivision Pvt Ltd  
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# IPTV is not just about Television over IP network

## Entertainment



## Interactive



## Communication



**Any Device**

**Anywhere**

**Anytime**

Provide information & entertainment in a single-source solution

- Scalable
- Easy-to-use
- Customizable
- Personal
- World-class Customer Experience

# Content Services



# Interactive Services

## Video Surveillance

- Home Security (child safety, entry/ exit monitoring)
- Business security (can tie to access control systems)
- *IP cameras, Remotely accessible & manageable*

## Communication

- Voice over IP
- Video Conferencing
- *Add camera & microphone and TV becomes complete communication solution*

## T-Commerce

- Order products & services directly from TV screen using point & click
- Order direct from ads & in-program options
- Interactive options, incl. 360<sup>0</sup> views, zoom in/out

## Virtual PC

- Add keyboard + mouse and TV becomes PC
- Applications & data stored & accessed remotely at data center
- Anywhere, anytime access to personal files via web portal

## Illustration: Food Recipe On-demand

- View Cooking programs On-demand
- Instantly Get Recipe on SMS or email

**food network** ON DEMAND 14:45 

**GO TO Indian Food**

Grilled Salmon with Barbecue Sauce

INGREDIENTS:

- 2 tablespoons unsal
- 1/2 cup diced onion
- 1/2 serrano pepper,
- 4 cups peeled, pitted,
- 2 tablespoons fresh lemon juice
- 2 to 3 tablespoons light brown sugar
- 2 tablespoons peach bourbon liqueur
- 4 (6-ounce) salmon fillets, skinned
- Cooked wild rice, for serving

INSTRUCTIONS:

Melt butter in a medium saucepan over

Difficulty: Medium  
Prep Time: 20 mins  
Cook Time: 2 hrs  
Serves: 4

SMS INGREDIENTS TO THIS NUMBER:

9869869869

SEND EXIT

FREE PREVIEW

INGREDIENTS

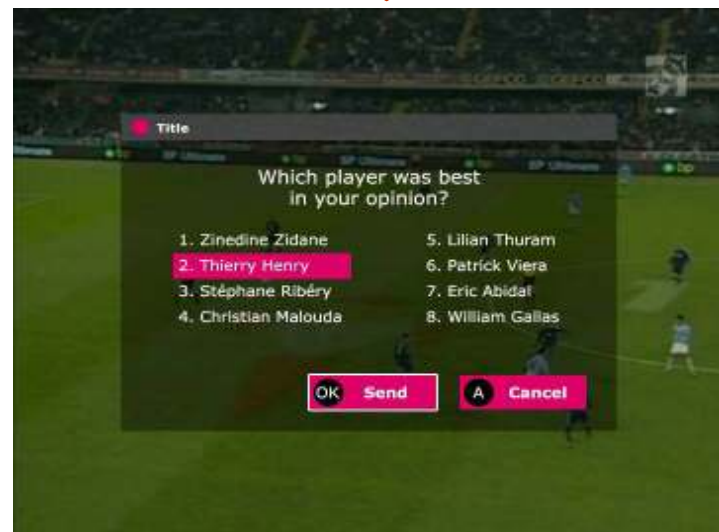
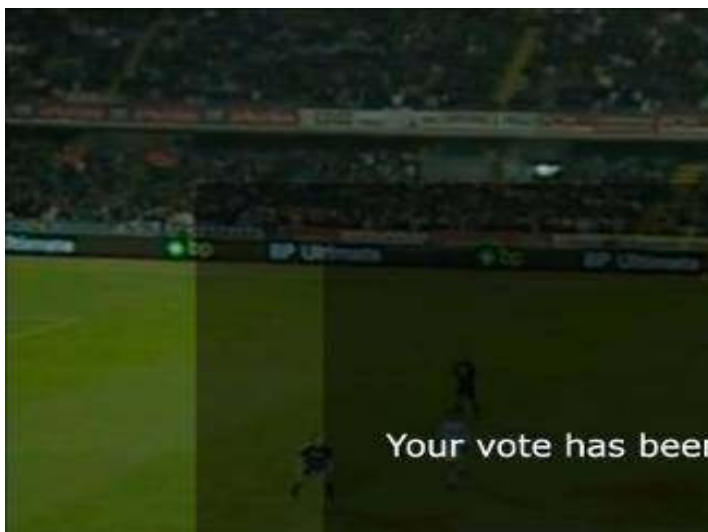
SMS INGREDIENTS

WATCH THIS EPISODE NOW FOR ONLY **Rs 20**

**food** HOMEPAGE EXIT



# Illustration: Voting



## About Smart Digivision

- Recently signed contract with BSNL to provide IPTV services to their customers in 53 cities
  - Responsible for providing end to end service and customer support
  - Responsible for arranging of content as a “principal” party and not as “agent” of BSNL
  - Responsible for adherence to IPR law and Programming Code
- We would extend our services to other delivery platforms at the appropriate stage
  - Internet
  - Mobile TV

# TRAI Recommendations on IPTV do not lend complete clarity on our position as a franchisee

- We are not a telecom operator
- We are also not an “agent” of telecom operator
  - Responsible for procuring content on our own
  - Responsible for adherence to IPR law and Programming Code
  - No recourse to BSNL
- Our position is similar to that of an MSO
  - Inter-connect and source content from Broadcasters
  - Feed service into the last mile network owned by BSNL
- We would need to register under the Cable TV Act
- This would become a hybrid situation
  - We would be registered under Cable TV Act
  - And provide the signals to a telecom operator operating under the Telegraph Act & other Telecom Statutes

**We would like the Cable Act to incorporate our position**



## Changes Suggested in Cable TV Act & Uplinking/ Downlinking Guidelines

- TRAI recommendation that Cable TV operators registered under Cable Television Network (Regulation) Act 1995 can provide IPTV service without requiring any further license, is useful.
- However, this does not adequately address the position. There is a need to clarify that such cable operators/ MSOs can provide signals to other cable operators as well as telecom operators.

Hence we request the Ministry of I&B to

- **Incorporate in the Act/ Rules that the companies registered as Cable Operators/ MSOs under the Cable TV Act can provide IPTV services directly or through cable operators or through telecom operators**
  - In other words, Telecom Service Providers offering IPTV services should be able source content directly from Broadcasters/ their distributors or through Franchisees.
- **Amend the Up-linking/ down-linking guidelines to enable the broadcasters to provide signals to the franchisees of Telecom Service Providers**

## Clarification Required in Programming Code for VOD Service

- “Video-on-Demand (VOD)” service is a key offering in IPTV services
  - Customer can initiate & control (through the remote) the play/ pause/ rewind/ forward on any content (typically a movie) in the library. The movie played is available only to the customer who requested the content.
- This service is like a virtual DVD service, where the DVD player and DVD are not physically at customer premises, but the customer has control as he/ she has on DVD at home.
- Programming Code imposes certain limitations & condition on content shown
- These limitations should not be applied to VOD Service
- **VOD service should be governed on the same lines as Home Video. Any content that is certified by the Censor Board should be allowed on VOD service without further editing.**

**THANK YOU**