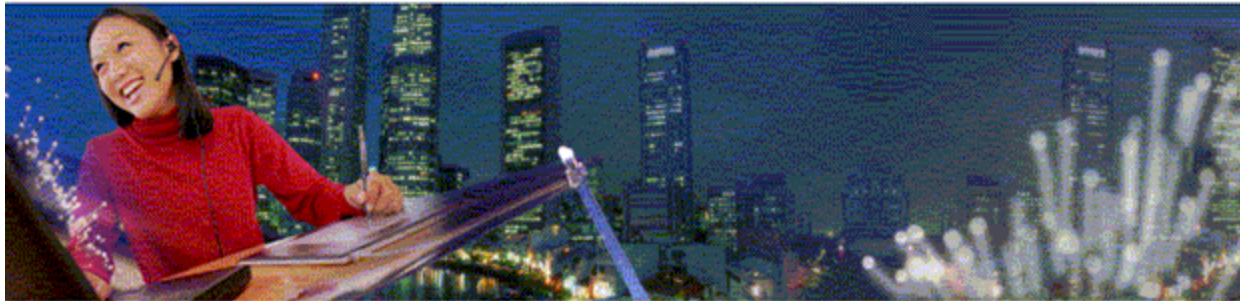


# IPTV Technologies and Deployment Challenges



**Swarup Acharya**      ([acharya@bell-labs.com](mailto:acharya@bell-labs.com))

**Anurag Srivastava**      ([anurag1@bell-labs.com](mailto:anurag1@bell-labs.com))

**Bell Laboratories, Lucent Technologies**  
**Murray Hill, NJ, USA**

**Lucent Technologies**  
Bell Labs Innovations



## Outline

---

What is IPTV?

Market Drivers

Triple Play/IPTV – A Quick Introduction

Technology Enablers

Network Transport Architectures

Challenges

Competitive Threat

IPTV Vendors and Service Provider Strategies

Conclusion

## Conclusion

---

ADSL has provided the highly anticipated “*big pipe*” to consumers home

Advancements in video compression, reliability of IP transport enabling digital-quality video transmission

Transport cost \$\$/bit is constantly declining

Regulatory and franchisee issues working in favor of service providers

Telecom service providers have the know-how in operating large scale IP/MPLS networks

## Conclusion (Contd.)

---

Content acquisition, video head-end design, service assurance and monitoring key field deployment challenges

- Negotiating content rights at low prices is important to successful business

Overcoming home networking challenge is critical

Service differentiation is must to compete with cable MSOs

- EPG, PPV, VoD may not win cable subscribers

Telcos need to offer unique *blended applications* leveraging their wireline/wireless presence

- Offering wireless centric applications on to the TV sets can prove to be an unique advantage