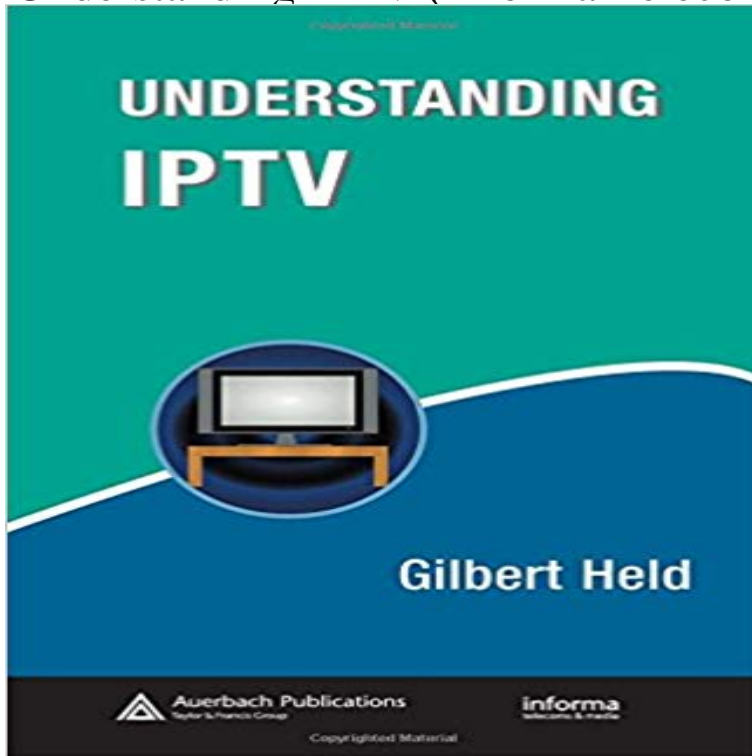


Understanding IPTV (Informa Telecoms & Media)



Driven by a combination of technological improvements and commercial pressure, interest in IPTV services has increasingly grown. IPTV refers to the use of the Internet protocol required for delivery of television content. IPTV represents an emerging technology that could change the manner in which homes receive entertainment, personal computers operate, and people use cell phones. Beginning with a comprehensive introduction, Understanding IPTV examines concepts, applications, and possible impacts of IPTV.

The book covers market drivers and developing IPTV infrastructure. It explains television concepts, including several popular compression standards, and considers the TCP/IP protocol suite. It also identifies so-called last mile solutions and details the operation and utilization of hardware and software components required to view television content delivered over different types of IP networks. The author addresses the industry players and alliances, providing an understanding of companies that are working with the technology. Concluding with examples of the use of IPTV, he illustrates the potential of this evolving technology. Exploring the current state of the IPTV market, business opportunities, and trial services worldwide, Understanding IPTV discusses the advantages that IPTV offers network operators and the new revenue streams that may emerge. It presents different IPTV technologies and the products that manufacturers are bringing to the market.

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