

IPTV Guide: Delivering audio and video over broadband

FREE GUIDE AVAILABLE FOR DOWNLOAD

LONDON AND LAS VEGAS, 14 APRIL, 2007 – A free guide to delivering audio and video over broadband is available from convergent communications consultancy informatv.

The free 60-page *IPTV Guide* offers an introduction to IPTV or internet protocol television and the potential for distributing audio and video over the open internet. The guide explains in simple terms precisely what internet protocol television means and what it means for any broadcaster or brand.

The publication of the guide follows a previous influential independent management report produced by informatv, *IPTV: Broadband meets broadcast—The network television revolution*.

“When we first wrote about IPTV most people had not come across the concept,” said co-author of the *IPTV Guide* and the original report, Dr William Cooper. “Today IPTV is one of the biggest buzzwords in broadcasting, but there’s still considerable confusion over what it really means and what it might mean for the broadcast business.”

IPTV simply refers to the delivery of digital television and other audio and video services over broadband data networks using the same basic protocols that support the internet. It promises to transform both television and the web.

While telecommunications companies around the world are rushing to roll out television services over their networks, it is already possible to download and stream high quality audio and video over a broadband connection to the open internet. This represents both a threat and an opportunity to existing broadcasters, while enabling anyone to reach a global audience at marginal cost.

“The entire picture is changing rapidly,” said Dr Cooper. “Companies need to develop new strategies in response to the disruptive effects of changing modes of digital media distribution. We are helping them to navigate this new landscape.”

IPTV Guide: Delivering audio and video over broadband is published by informatv and available as a free download from the informatv.com web site. Readers can also sign up for free weekly email updates on the latest developments in the sector.

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Originally launched three years ago at the National Association of Broadcasters convention in 2004, informatv offers an informed view of the future of television and video. The consultancy was founded by Dr William Cooper, who was previously Head of Interactive at the BBC, where he was responsible for the delivery of interactive television and online services. Supported by an international network of leading industry specialists, informatv provides confidential consultancy to clients worldwide. They have worked with many leading broadcasters and media brands, providing strategic advice and assistance implementing new platforms and services.

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Interviews

Dr William Cooper will be available for interview at the NAB2007 convention in Las Vegas from 14-19 April.

For further information or to arrange an interview please contact informatv.

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