



## NEWS RELEASE

### Way now open for Widespread Use of IPTV – New Specifications Published

The Open IPTV Forum, the pan-industry initiative that was established to take IPTV to the mass market, has published the detailed system and protocol specifications – Release 1 IPTV Solution Specifications – which will enable the widespread deployment of IPTV services.

IPTV – digital television received through the same technologies used for computer networks, using Internet Protocol – will revolutionise the way people experience television. IPTV will provide new interactive services; in addition to the ability to interact with scheduled programmes, such as voting with their remote control, IPTV also provides Content on Demand, where users select content items they want to watch at a time of their choosing. IPTV can be integrated with communication services such as presence and text messaging, allowing users not only to see if their friends are online, but also to chat or share information about the show that they are watching on TV, or receive on-screen notifications about incoming calls or requests for video chat. IPTV will also allow the integration of mobile and fixed TV.

With the publication of Release 1, the Open IPTV Forum is delivering on its promise to open up access to the interactive and personalised services offered by IPTV. Together with the profiles that will be delivered in spring 2009, these new specifications will allow the industry to deploy IPTV networks and devices that interoperate, while at the same time offering an evolution path for the future. Such networks and devices will enable IPTV services that are easy to use as well as attractive to the end-user.

Release 1 is contained in seven volumes of specifications:

- Volume 1 – Overview
- Volume 2 - Media Formats
- Volume 3 - Content Meta Data
- Volume 4 – Protocols for Home Network, User-Network and Network-Network interfaces
- Volume 5 – Declarative Application Environment
- Volume 6 – Procedural Application Environment
- Volume 7 – Authentication, Content Protection and Service Protection

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These are accompanied by an updated version of the Functional Architecture specification for Release 1. The documents can all be downloaded from the Forum's website at:

[www.openiptvforum.org/downloads](http://www.openiptvforum.org/downloads).

The Forum will now begin work immediately on Release 2, which is scheduled for completion by the end of 2009, and will address the issues of interoperability testing and profiling. The Service and Platform Requirements for Release 2, which will guide the Forum's work for the coming year, are also available at [www.openiptvforum.org/downloads](http://www.openiptvforum.org/downloads).

A revised version of the Forum's White Paper, which describes the world of IPTV in general and the vision of the Open IPTV Forum, now includes a section explaining the new specifications.

Yun Chao Hu, Chair of the Open IPTV Forum, commented:

"I am confident that IPTV Release 1 will contribute to the global growth of IPTV deployment in the near-term. And I am very pleased to be able to say that the OIPF is already working on its next release of specifications – the direction for this work has been set by the publication of the Service and Platform Requirements for Release 2. It is exciting to see the new enabling features to be included in this Release, which will further increase the end-user value of IPTV solutions."

**For further information about this news release, please contact:**

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## NOTES FOR EDITORS

**IPTV (Internet Protocol Television or Interactive Personalised Television)** is a system where a digital television service is delivered using Internet Protocol over a network infrastructure, which may include delivery by a broadband connection. A general definition of IPTV is television content that, instead of being delivered through traditional broadcast and cable formats, is received by the viewer through the technologies used for computer networks. With IPTV, the television screen becomes a means of communication, allowing the viewer to interact with the service. It will have numerous applications, for example, in video on demand, shopping, for special needs, quiz shows, voting in television shows etc.

**The Open IPTV Forum** is fully open to participants from across the communications and entertainment industries, and brings together network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers. The members of the Open IPTV Forum are working together on the development of open standards because they recognise that combining the expertise of all involved will help to streamline and accelerate deployments of IPTV technologies. Their aim is to take the next generation of IPTV into a mass market service and maximise the benefits of IPTV for consumers as well as the industry.

For further information about the Forum: visit [www.oipf.tv](http://www.oipf.tv)