



Press Release

5th July 2011

Open IPTV Forum announce new President, Vice President and Marketing Director at Venice General Assembly.

Telecom Italia Future Centre, Venice, Italy, June 2011.

Leading IPTV industry body The OIPF (Open IPTV Forum) have announced the election of Dr Nilo Mitra as their new President. The announcement was made at the OIPF General Assembly, an event hosted by Telecom Italia at the Telecom Italia Future Centre facility in Venice, Italy.

New York based Dr Mitra is Engineering Director (Systems) at Ericsson and has been involved with the OIPF since foundation of the forum four years ago.

Dr Luca Pesando of Telecom Italia joins Mohammed Dadas of Orange France Telecom as joint Vice-Presidents of the forum.

The OIPF also presented Darren Vogel as their recently appointed Marketing Director and Co-Chair of the OIPF Marketing Committee, alongside Arnaud Vilain of France Telecom.

Mr Vogel previously worked as Business Development Director for Accenture's Digital Media Services division as well as fronting successful, industry-leading mobile content initiatives from pioneering businesses including WiderThan, RealNetworks and Buongiorno.



1. Left to Right: Mohammed Dadas (Vice-President, OIPF / France Telecom), Darren Vogel (Marketing Director, OIPF), Nilo Mitra (President, OIPF / Ericsson) and Luca Pesando (Vice-President, OIPF / Telecom Italia).

Dr Nilo Mitra, Mohammed Dadas, Dr Luca Pesando and Darren Vogel will be present at IBC, Amsterdam, September 9-13 2011, where the OIPF will be hosting members and industry guests at stand numbers 151 and 152 in the Connected World / Hall 13.

The OIPF is a collaborative industry body defining end-to-end and free-to-use standards to enable and accelerate innovative and exciting entertainment services, products and solutions to be delivered via IPTV in the most cost effective and user friendly manner. The forum aims to reuse existing standards created by other bodies, whilst considerable parts of OIPF standards have already been adopted by complementary groups including HBBTV.

A forthcoming device certification and IOT program will see the OIPF logo appearing on numerous services and devices, aiding consumers, service providers and manufacturers as bleeding-edge technologies are delivered to retail, end user living rooms and across multiple mobile screens.

OIPF Founding members Panasonic, Samsung, Ericsson, Sony Corporation, France Telecom, Telecom Italia, Philips and Nokia Siemens Networks, have been joined by over 50 other leading IPTV industry players in the past four years:

Bouygues Telecom, British Telecom, Deutsch Telekom, Fastweb, KDDI, PCCW, Rogers Communications, SES-Astra, Telefonica, TeliaSonera AB, ANT Software, ADB Broadband, D-Link, Motorola Inc, Sharp, Vestel, Zyxel, Alcatel-Lucent, Cisco, Huawei, HwaCom, Intel, Technicolor, ZTE, BesTV New Media, Netgem, Oracle/Sun Microsystems, BBC, IRT, ITRI, RAI, Access Systems Europe, Allion Test Labs, Inc., Coship Electronics Co., Ltd, Dolby, DTS, LG, Fraunhofer Institute, Gemalto, Intertrust Technologies, Mstar Semiconductor, MediaTek Inc, Opera Software, Penki Kontinentai, Quative/Nagravision, Rovi, Sigma Designs, SK Telecom, Smartlabs, Testronics, Toshiba, UT Starcom, Verimatrix.

The objectives of the OIPF are increasingly important at this time of media transformation, particularly as all players in the entertainment eco-system need to minimise costs and time to market whilst also meeting the demanding expectations and entertainment-appetite of the growing millions of connected TV, Tablet and Smartphone users worldwide.

The ongoing and focused participation and co-operation of Network Operators, Content and Service Providers, Consumer Electronics Manufacturers and Home and Network Infrastructure Providers within the OIPF, end-to-end of the entire IPTV value chain, are critical to the future success of secure, user friendly, commercially viable and compelling converged video, communication and entertainment services for the end user.

The OIPF is a non-profit industry organization and welcomes new members from across the entire value chain, from content creators, rights owners and service providers to

technology and solution vendors and broadcasters. Visit www.oipf.tv or email join@oipf.tv

See the OIPF at IBC 2011, Amsterdam, on stand 151 and 152 in the Connected World / Hall 13 from September 9 to 11.

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ADDITIONAL 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 - a tablet (eg iPad, PlayBook), or mobile device or smartphone - also becomes a means of communication, allowing the viewer to view content and simultaneously interact with that content or service provider on the device they are viewing the content on. IPTV facilitates services including video on demand, discovering, sharing and recommending new content via social media (facebook, twitter etc), as well as functionality that benefits end users with special needs, enabling quiz show interactivity, shopping, voting and real time participation 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 specifications because they recognise that combining the expertise of all involved will help to streamline and accelerate deployments of IPTV technologies. Their aim is to make the next generation of IPTV a mass market service and to maximise the benefits of IPTV for consumers as well as the entire industry ecosystem.

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