



Press Release

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OIPF publish update to IPTV industry specifications: Innovative, exciting and converged entertainment services come closer to global deployment across TV, Tablet and mobile devices

Leading IPTV industry forum OIPF (The Open IPTV Forum) have announced publication of an update to Release 2 of the global end-to-end Specifications for IPTV; Release 2 v2.1 is a major step forward for end-to-end interoperability within the IPTV ecosystem.

Release 2 of the OIPF Specifications include an evolution of functionality across many areas of the Release 1 Solution specifications, with notable enhancements of major functional areas. Some noteworthy services and features that are specified in Release 2 include:

- HTTP Adaptive Streaming of live and on-demand content, derived from 3GPP's Adaptive HTTP Streaming specification
- Metadata and signaling procedures for emergency alert services
- SIP support for Multi-media Communication Services
- Support for Retransmission and Fast Channel Change, based on the DVB specifications
- Network-based time-shift and PVR
- Personalized content channel service
- Content bookmarking
- Session/service continuity through transfer or handover
- Trickplay and playout controls/restrictions
- Sharing of content between users
- Digital media purchase
- Support of Widgets for declarative/browser applications
- Use of mobile devices for remote control, based on the support of DLNA remote control remote user interface
- Better integration with CI+ based conditional access systems
- SAML-based single sign-on

The services and features offered in Release 2 are described more fully in this document. The new "point release" v2.1 supersedes all previous releases of the specifications.

Following the development and publication of these specifications (v2.1), the OIPF is defining usage Profiles and Interoperability Testing Specifications. It is currently also

completing the definition of a Certification Program which will provide a basis for further confidence to Service Providers when architecting their IPTV solutions.

Dr. Nilo Mitra, President of the OIPF, acknowledged the efforts made by the Forum members in reaching this milestone: "The release of updated OIPF specifications v2.1 brings many innovative and exciting entertainment services, products and solutions one step closer to real-world, revenue generating, mass market consumer adoption.

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 latest specifications are available at http://www.oipf.tv/Release_2.html

See the OIPF at IBC 2011, Amsterdam, on stand 151 and 152 in the Connected World/ Hall 13 from September 9 to 13, visit www.oipf.tv or email join@oipf.tv to arrange a meeting to discuss how you can benefit from OIPF activities or participation.

For further information please contact:

Claire d'Esclercs (Press enquiries) - press@oipf.tv

Darren Vogel (Marketing Director) - djv@oipf.tv

NOTES FOR EDITORS

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, Coship Electronics Co., 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 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 please email join@oipf.tv

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. It will have numerous applications, for example, in 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.

We welcome the media to join the OIPF at IBC 2011, stand 151 / 152 in the Connected World / Hall 13 from September 9 to 13. Please email darren.vogel@oipf.tv or press@oipf.tv to confirm an appointment or book an expert interviewee - we have private meeting rooms on site and you will be welcome to speak to members on the OIPF stand.