



## Press Release

7 September 2010

### SINGAPORE PROJECT RECOMMENDS OIPF SPECIFICATIONS

#### Momentum behind OIPF continues to build

Sophia Antipolis, France, 7<sup>th</sup> September 2010: The OIPF (Open IPTV Forum) today announced that its IPTV specifications have been recommended by the Infocomm (IDA) and Media Development Authorities (MDA) of the Singapore Government in the NIMS project. The NIMS project was established to encourage an industry ecosystem for interactive multimedia application and services, especially in the area of IPTV.

Coupled with the recent success of the 2<sup>nd</sup> OIPF Interoperability Event, this announcement provides further evidence of the growing momentum behind the adoption of the OIPF's Specifications worldwide.

"By building on the work of existing industry bodies such as CEA, DVB, ETSI, ITU-T and W3C, our members have produced an extremely comprehensive set of specifications providing interoperability for rich IPTV services across the entire value chain. It is thrilling to be able to publicly announce this recommendation from the NIMS project" said Yun Chao Hu, President, OIPF.

As part of the thorough evaluation process, Forum members demonstrated a representative end-to-end IPTV system in Singapore. This illustrated such varied requirements as end-user switching of service providers, content protection interoperability and rich interactive services. The ability to see the OIPF specifications in operation was fundamental to the evaluation performed by NIMS.

The cross-industry participation from 10 OIPF members and the resulting demonstration system illustrated several examples of multiple implementations of specific capabilities.

The announcement by the NIMS Panel is the next step in the journey from vision to deployment maturity for the work of the global membership of OIPF. The OIPF was formed specifically to produce global IPTV specifications covering the entire end-to-end value chain.

At IBC in Amsterdam in September, the OIPF will demonstrate elements of the end-to-end IPTV system assembled for the NIMS evaluation process. To see the OIPF specifications in action, please visit the OIPF during IBC at booth #401 in Hall 9, the Connected World pavilion. Also at IBC, the latest OIPF developments will be discussed during the Connected World Business Briefing sessions on Saturday 11<sup>th</sup> Sept at 1400 and Monday 13<sup>th</sup> September at 1300.

#### NOTES TO 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 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 industry.

For further information about the Forum: visit <http://www.oipf.tv>

### **NIMS Background**

NIMS, or Next Generation Interactive Multimedia Applications and Services, is a project between the Infocomm(IDA) and Media Development Authorities (MDA) of the Singapore Government.

The NIMS Panel is responsible for recommending the appropriate IPTV standards that best meet the functional requirements for NIMS Common Featured Set-Top Boxes (CF STB). The CF STB functional requirements articulate the vision of the NIMS project. In addition to IDA and MDA, the NIMS Panel consists of 11 invited industry experts.

Further information on IDA, MDA, NIMS and OIPF may be found at [www.ida.gov.sg](http://www.ida.gov.sg), [www.mda.gov.sg](http://www.mda.gov.sg), [www.ida.gov.sg/Infrastructure/20090807131841.aspx](http://www.ida.gov.sg/Infrastructure/20090807131841.aspx) and [www.oipf.tv](http://www.oipf.tv) respectively.