



Industry Leaders Form Consortium to Develop End-to-End Specification for IPTV

Sophia Antipolis - 19 March 2007

AT&T Inc., Ericsson, France Telecom, Panasonic, Philips, Samsung, Siemens Networks, Sony, and Telecom Italia today announced the founding of the Open IPTV Forum, an industry consortium that will work to define an interoperable end-to-end specification for delivery of IPTV services.

The forum, which is fully open to participation across the communications and entertainment industries, will focus on development of open standards that could help to streamline and accelerate deployments of IPTV technologies, and help to maximize the benefits of IPTV for consumers, network operators, content providers, service providers, consumer electronics manufacturers and infrastructure providers.

While standardization bodies are already addressing specific elements of IPTV, the pan-industry Open IPTV Forum will work to aggregate today's diverse standards into a complete delivery solution, with the goal of accelerating the full standardization of IPTV-related technologies. The Open IPTV Forum plans to establish requirements and architecture specifications as well as protocol specifications later in 2007.

The evolving IPTV service has many advantages, including personalization, interactivity and on-demand access for all forms of digital content. Unique possibilities exist for integration of content and communication services offered across mobile handsets and home devices. By ensuring the interoperability between consumer equipment and services compliant to the Open IPTV Forum's specification, the end users can easily access their choice of contents and services among multiple service providers.

With this scope in mind, the Open IPTV Forum will work on the basis of suitable open-standards technologies, and will also address key technology elements such as content protection, necessary interfaces that allow IPTV services to be delivered over both managed network environment and the public Internet, and adequate measures to ensure interoperability between such services and retail consumer devices. Candidates include, but are not limited to: IP Multimedia Subsystem (IMS) and Digital Living Network Alliance (DLNA).

Initially the Forum will consist of the founding member companies, but will be open for other companies at a later date.



About the Open IPTV Forum

The Open IPTV Forum is a pan-industry initiative with the purpose of producing end to end specifications for IPTV in order to take the next generation of IPTV into a mass market service. The forum, which is fully open to participation across the communications and entertainment industries, will focus on development of open standards that could help to streamline and accelerate deployments of IPTV technologies, and help to maximize the benefits of IPTV for consumers, network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers.

The Open IPTV Forum founding members are Ericsson, FT Group, Nokia Siemens, Panasonic, Philips, Samsung, Sony, and Telecom Italia.

The full list of Open IPTV Forum members are now: Accenture, Alcatel Lucent, Amino Communications Ltd, ANT Software Ltd, Deutsche Telekom AG, Ericsson, FT Group, Funai Electric Co., Ltd., Huawei, LG Electronics, Nokia Siemens Networks, Panasonic, Philips, Quative - Kudelski Group, Samsung, SES-Astra, Sharp Corporation, Sony Corporation, Sun Microsystems, Telecom Italia, Telefonica, TeliaSonera, Tilgin, Toshiba Corporation, Verimatrix, Inc, ZTE Corporation.

For more information, visit www.openiptvforum.org