



## **Open IPTV Forum (OIPF) Reaches Membership Milestone**

### **Over 50 organisations now involved in initiative to accelerate deployment of IPTV**

Sophia Antipolis: December 19<sup>th</sup>, 2008.

The OIPF, a pan-industry initiative established in 2007 to produce end-to-end solution specifications to open up access to interactive and personalised IPTV services, has again significantly increased its membership.

At its meeting in Marseilles in December 2008, the OIPF announced the addition of 8 new members, all committed to help drive the development and publication of specifications for standardized IPTV services. These organisations join the founding members – Ericsson, FT Group, Nokia Siemens Networks, Panasonic, Philips, Samsung, Sony Corporation and Telecom Italia – and a host of other IPTV industry stakeholders ([www.openiptvforum.org/members.html](http://www.openiptvforum.org/members.html)), to bring the total membership to 52.

The new members are:

Advanced Digital Broadcast Holdings SA

BBC

Digisoft TV

FOKUS

Group Canal Plus

MediaTek Inc

RAI

SK Telecom

Yun Chao Hu, Chairman of the Forum, commented:

“We are obviously delighted that membership of the OIPF continues to accelerate, and crossing the 50 member threshold represents a significant milestone in the development of the organisation.

“It’s very gratifying that the new members reflect and extend the diversity of perspective, expertise and opinion which exists in the Forum. In addition to bolstering our representation from the Telecoms Operator space with SK Telecom, the IPTV vendor community with ADB and Digisoft, the chipset space with MediaTek, and the Telecoms R&D environment with FOKUS, we are particularly pleased to see involvement from the content and broadcast industries significantly strengthened with the addition of the BBC, Canal Plus and RAI.

“These are exciting times for the Forum, and we are confident that awareness of our work, support for our goals and membership of the organization will all continue to grow as we move through 2009.”

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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 managed network infrastructure, which includes 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 telecommunication networks optimized for transport of multimedia content. With converged IPTV services, the television and mobile phone screen become a connected 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 (OIPF)** 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 more information, visit [www.openiptvforum.org](http://www.openiptvforum.org)