



## NEWS RELEASE

### Existing OIPF industry representation enhanced with D-Link and SecureMedia – new segment addressed with audio industry giants Dolby and DTS

The OIPF is pleased to announce that another four significant new members were welcomed to the Forum during its recent meeting in Santa Clara, USA. D-Link Corporation, DTS Digital, Dolby and SecureMedia have all joined the effort to develop open, end-to-end specifications for IPTV based on existing technologies and open standards. The announcement coincides with the second anniversary of the founding of the organisation.

Yun Chao Hu, Chair of the Open IPTV Forum, commented: "This latest membership announcement strengthens the existing representation from the network equipment and content security industries, and expands the scope of the Forum to include the two most well-known players in the digital audio business. We are delighted to have these additional members."

**For further information about this news release, please contact:**

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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 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 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 further information about the Forum: visit [www.oipf.tv](http://www.oipf.tv)