



## Open IPTV Forum participate at IBC in Amsterdam 7-11 September

### Sophia Antipolis – 31 August 2007

Open IPTV Forum will be present at IBC with a speaker slot and a booth. The purpose is to promote the end to end specification for IPTV towards the TV industry and promote the vision that the industry is driving towards a next generation IPTV solution that blends communication and IPTV services.

Business briefing speaker slot 16.00-16:30, Sunday 9th September, "Open IPTV Forum - Creating a Mass Market for the Next Generation IPTV" by Yunchao Hu from Ericsson, chairman of Open IPTV Forum steering group.

Summary of presentation: *The pan-industry Open IPTV Forum is soon coming out with its first end to end specifications for IPTV which will be a key enabler for taking the next generation of IPTV into a mass market service. The presentation will give the reasons and purpose behind Open IPTV Forum and an overview what the specifications will contain.*

Booth number 223 in IPTV Zone where members of Open IPTV Forum Steering Group will take discussions with potential new member companies and others who are interested in the upcoming IPTV end to end specification initiative.

For more information about IBC see, [IBC homepage](#).

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### 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](http://www.openiptvforum.org)