

Introduction to IP Television

Who Should Attend:

Executives, Operation Managers, and Professionals who need to know the available options and processes for sending television over data networks.

Objectives

- Clarify what executives, operation managers and professionals should know about selecting, implementing, and managing systems that send video and television through data networks.
- Identify the critical requirements for sending digital video and audio over data networks.
- Recognize implementation options.
- Identify the potential risks in implementing IPTV and ways to reduce those risks.
- Learn IPTV terminology to better communicate with vendors and staff.
- Learn how to send live TV broadcast through broadband data networks such as DSL, Fiber and Wireless Broadband (WBB).
- Discover challenges with implementing various IP Television features.
- Learn how IPTV addressable advertising can exceed typical broadcast network advertising revenue by 10 to 100-fold.
- Discover new revenue enhancing services.

Prerequisites

A basic knowledge of telephone systems, data networks, and Internet operation is desirable.

Summary Outline

Communication Systems

- Voice
- Data
- Video

Transmission Technologies

- DSL
- Cable Modem
- Wireless
- Optical

IPTV Network Equipment

- Media Players
- IP Set Top Boxes
- Multicast Routers
- Media Servers

IPTV Options

- Video and Audio Compression
- Protocols
- Standards

Television Features

- Interoperability
- Channel Processing
- EPG
- DVR

Content Licensing

- Common Terms
- Regulations IPTV Costs
- Equipment
- Data Transfer
- Licensing IPTV Revenue Sources

IPTV Services

- Basic Subscription
- PPV
- Advertising Provisioning

Basic Operation

- Activating
- Billing
- Monitoring Case Studies
- Remote Locations