IPTV/VOD

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WHAT IS IPTV

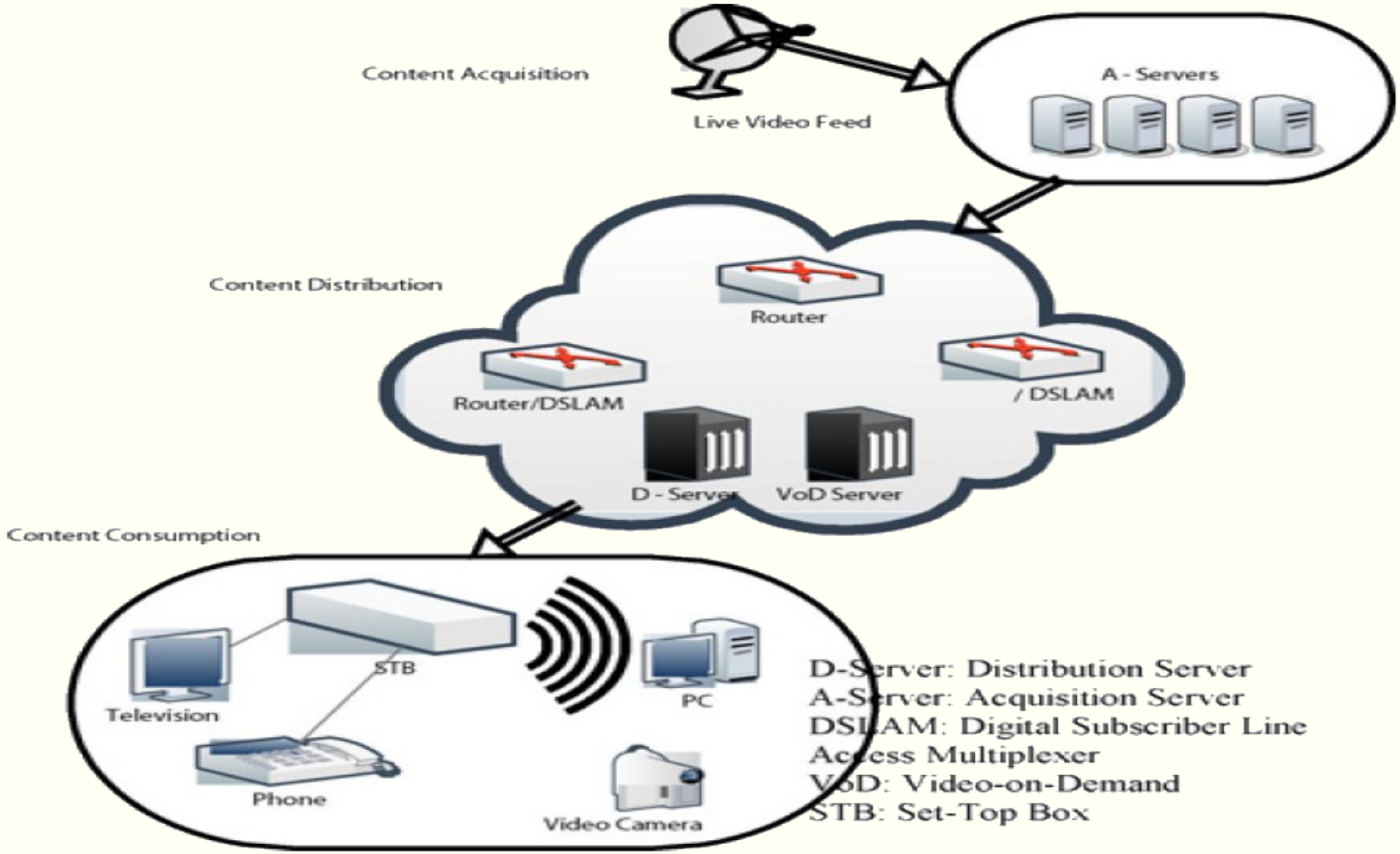
- INTERNET protocol television (IPTV) is a collection of modern technologies in computing, networking, and storage combined to deliver a rich set of services and high quality television (TV) content through Internet protocol (IP) networks.

- In addition to providing traditional broadcast TV, IPTV can provide 2-way interactive services. IPTV is typically bundled with other services like non-linear video services such as **Video on Demand (VOD),** voice over IP (VOIP) or digital phone, and internet access.

WHY

- IPTV signals are 100% digital, so the days of analogue TV are fast becoming a thing of past.
- IPTV doesn’t require wires to get its signal.
- Programs can be stored on servers and ready to view with the click of a button on IPTV remote (in contrast to linear broadcast TV) .
- IPTV works on any existing internet connection. So we just need to install the set top box and power it on.
- Uses different medium.

HOW IPTV WORKS?



Challenges

- IPTV has the potential to be devastating to the production of local content; if you could get a show from anywhere in the world at any time, why would you bother with a Canadian show or movie?
- Bandwidth Limitations: Due to limitations in bandwidth, an IPTV channel is delivered to the user one at a time, as opposed to the traditional multiplexed delivery.
- Privacy Issues: In conjunction with regulatory differences between IPTV and cable TV, this tracking could pose a threat to privacy according to critics. For IP multicast scenarios, since a particular multicast group (TV channel) needs to be requested before it can be viewed, the same privacy concerns apply.

Future Research

- Adding Social Networking
- Mobility
- Location-based traffic and weather reports
- Doctor and nurse house calls
- Create and share home videos
- Real-time chat

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