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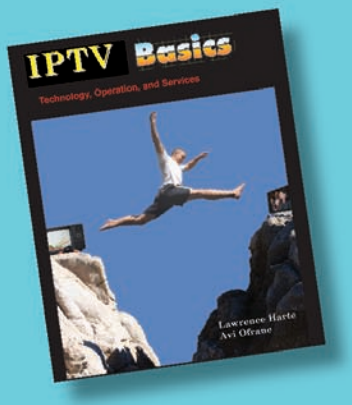

IP Television Basics

IP Television Basics: Technology, Operation, Economics, and Services provides an understanding of how IP television technology operates, what applications it can offer, the costs & benefits of packetized video systems, and the new services that can be provided by IP Television systems.

Authors: Harte, Flood
384 pages, $39.99

Introduction to IP Television

This book explains how and why people and companies are using IP television and Internet television services.

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Introduction to Mobile Video

Described are the key mobile video applications including sending video clips, live TV, video messaging and multi party gaming.

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Introduction to Premises Distribution Networks

This book covers the different types of premises distribution networks (PDNs) that distribute audio, data and video through a home or business.

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Editor's Viewpoint

TV Advertising and IPTV go together as a perfect match. Advertisers want to communicate their messages to specific types of people. Broadcasters want to earn more revenue from advertising. Consumers want more relevant ads. Addressable advertising is truly a win-win-win opportunity.

Google's entry into the TV advertising space should be a wake up call that advertising is changing. Systems like Google's TV Ad Bidding System can help advertisers to better target their promotional messages and dramatically increase IPTV operator ad revenues.

IPTV system operators have the information gathering tools and systems necessary to precisely select and deliver targeted advertising messages. IPTV systems are capable of receiving every viewer media programming command and this information can be used to identify subscriber interests and even track ad viewing activities.

Industry standards groups such as SCTE and Cablelabs have been rapidly releasing specifications, such as the SCTE 130 Digital Program Insertion Specification, which defines how ad decision systems can use information sources, such as content information services (CIS) and subscriber information services (SIS), to decide which ads will be provided to which viewers.

While implementing fully addressable, personalized and interactive advertising to all subscribers in a network is not practical using the existing infrastructure of TV system operators (limited number of ad servers and transmission capacity), it is possible to gradually transition networks by adding and pushing ad servers closer to the edge and providing ads to smaller target groups.

Targeted Advertising for IPTV is a Killer Application!

Lawrence Harte, Editor

IP Television Expert Writers

What makes a magazine successful is the value of its content. Our expert writers cover marketing, technology and business issues that are critical to the success of IP television systems and services.

Robert Belt
Marketing

Mr. Belt is a new product business development, marketing and sales expert for communication products. Robert specializes in assisting international and OEM companies in finding, qualifying, establishing meetings, defining product requirements, negation of sales contracts and follow-up customer communication. He has more than 20 years of experience in product definition, engineering specification, design and contract negotiation for non-standard and new products. Mr. Belt has defined and located for strategic partnering, initiated discussions for technology partnering and drafted alliance agreements. Robert's clients have included Alps, Motorola, Nokia, Wavetek, Norand, Trimble, Mitsubishi, Panasonic, Fujitsu, Uniden, NEC, Qualcomm, Novatel, JRC, Apple, Omnipoint, NYNEX, Bell Atlantic, SONY and hundreds of other companies.

Bud Bates
Technology

Regis (Bud) Bates is a wireless systems expert who specializes in network operations and planning for telecommunications and management information systems. As president of TC International Consulting, he performs Strategic Planning, Business Continuity Planning and Technology Innovation for his client companies. Mr. Bates has helped fortune 100-500 companies design, setup, and manage LANs and WANs using SONET, ATM, MPLS, and VPN architectures. He specializes in the setup of mobile communication systems and developing the processes necessary to ensure the reliable restoration of networks when failures occur. Bud is a sought after professional instructor and he teaches using both Instructor-led (ILT) and Virtual classroom learning (VCL) formats. Bud Bates authored over fifteen technology-oriented books, many of which were best sellers for McGraw-Hill. Bud received his degree in Business Management from Stonehill College (BS) in Easton, MA and completed an MBA in Finance at St. Joseph's University in Philadelphia (except the thesis).

Lawrence Harte
Business

Mr. Harte has over 29 years of technology analysis, development, implementation, and business management experience. Mr. Harte has worked for leading companies including Ericsson/General Electric, Audiovox/Toshiba and Westinghouse and has consulted for hundreds of other companies. Mr. Harte continually researches, analyzes, and tests new communication technologies, applications, and services. He has authored over 60 books on communications technologies and business systems covering topics such as IP television, mobile telephone systems, data communications, voice over data networks, broadband, prepaid services, billing systems, sales, and Internet marketing. Mr. Harte holds many degrees and certificates including an Executive MBA from Wake Forest University (1995) and a BSET from the University of the State of New York, (1990).

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Roger McGarrahan Content Licensing

Roger McGarrahan is co-founder and General Manager of PathFinder World Video LLC which licenses linear channel and VOD programming from ethnic and niche television networks to CATV, Telco IPTV, Broadband IPTV, Mobile and Hospitality television service providers. Prior to that Roger was CEO of Thomson Broadcast & Multimedia, Inc. (Thomson/Grass Valley) in charge of North America operations and previously its General Counsel. Earlier Roger was legal counsel for COMSAT RSI which specialized in the design and delivery of satellite communication systems. In total, Roger has twenty years experience as executive management, operations management, and corporate counsel in the broadcast, satellite and telecommunications industries.

Michael Sommer Consumer Electronics

Michael H. Sommer - The "Gadget Guy" Technology Commentator is a consumer electronics industry expert. Mr. Sommer regularly appears on several television stations as the Gadget Guy and is a sought after technology evaluation and marketing expert. His words and industry findings are referenced in many leading industry publications including USA Today, N.Y. Times and Telecom Business magazine. Mr. Sommer has been on the communication staff of the Winter Olympics and he is a staff expert writer for IP Television Magazine. He has been a consultant for hundreds of consumer electronics product developers ranging from high-tech start-ups to fortune 100 multinational companies. His clients include Motorola, Cendant Corporation, Sony, and other leading edge companies. Mr. Sommer attended the University of Hartford majoring in communications and he specializes in working with executives from fortune 1000 companies providing them with an understanding of consumer electronics device requirements and marketing programs.

Eric Stasik Patents & Legal

Mr. Eric Stasik is the director of Patent08, an expert consulting firm located in Stockholm, Sweden providing patent engineering, business development, and licensing services to small and medium-sized enterprises. He is an expert in helping firms develop patent and licensing strategies that support their business objectives. He is the author of several books on patent strategy and maintains a well-respected blog (www.patent08.com) on the business aspects of developments on patent law and practice. Mr. Stasik is an engineer; he is not an attorney at law and does not provide legal advice.

Avi Ofrane Billing Systems

Avi Ofrane is the president and CEO, and a master instructor of The Billing College. Mr. Ofrane founded The Billing College in 1996 to address the converging market trends associated with telecommunications Billing and Customer Care. Mr. Ofrane began his career in 1977 as an analyst with the IBM Corporation, designing and implementing manufacturing systems. Throughout his extensive career, Mr. Ofrane has been involved in all aspects of the industry, including strategic planning, RFP processing, vendor evaluation and selection, business process engineering, business/systems analyses, project management, implementation, operations, quality assurance, and executive management. Since 1982, Mr. Ofrane has concentrated exclusively on the telecommunications industry, in which he is now a recognized expert and master instructor in Billing and Customer Care. Mr. Ofrane lectures extensively in the US and in Europe on Billing and Customer Care issues, strategies, methodologies, and practices and he is a frequent speaker at major industry conferences. He has authored several leading books on billing systems. Mr. Ofrane holds a BS, Computer Science, from Pennsylvania State University.

Market Update

Europe and North America Show Growth in Broadband and IPTV Adaptation

By: Broadband Forum

Consumer demand for IPTV seems to be driving the rollout of higher bandwidth options. In terms of technology, fiber and wireless broadband continue to gain access technology market share.

According to the Broadband Forum, in the past twelve months, broadband subscription in Europe grew 13 per cent overall, to reach 135 million, which included an impressive growth of 29 per cent in the Eastern European territories.

Figure 1 shows the top ten broadband countries. Europe is the second largest broadband region in the world, and holds four of the top 10 country spots as detailed below.

Based on data provided for the Broadband Forum by industry analysts Point Topic, global broadband grew by 12.9 million lines in the second quarter of 2009 to reach 445 million, while IPTV growth remained strong at 11 per cent - reaching 26.9 million. Europe continues to lead the IPTV success story with 13,631,074 subscribers, a 51 per cent growth over the twelve months leading up to July 2009.

Figure 2 shows the broadband regional growth numbers. In the second quarter 2009, there was a healthy six per cent growth in Western Europe, where France remains the as the leading IPTV country with more than seven million subscribers. Eastern Europe had a 12 percent growth where new services in countries such as Poland, Czech Republic, Slovenia and Russia are in demand.

The Americas have also continued to show massive growth in IPTV, where over the last 12 months there has been an increase of 86 percent, partly due to a major commitment by two of the region's leading operators.

Country	2008Q2 Total	2009Q2 Total
China	75,768,350	93,549,000
USA	74,440,195	86,227,582
Japan	29,584,700	31,085,500
Germany	21,420,702	24,086,250
France	16,601,286	18,324,300
UK	16,718,400	17,838,200
South Korea	15,061,659	15,876,992
Italy	11,534,230	12,855,463
Brazil	8,490,400	10,469,755
Canada	9,005,181	9,618,107

Figure 1 Top Ten Broadband Countries

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Region	2008Q2		2009Q1		2009Q2	2009Q2
		Total	Net Add	Total	Net Add	Growth
Asia-Pacific	60,875,668	64,598,397	1,028,132	65,959,917	1,361,520	2.11%
Eastern Europe	19,408,909	23,713,655	1,383,969	25,107,902	1,394,247	5.88%
Latin America	22,294,590	27,947,382	1,711,397	29,292,408	1,345,026	4.81%
Middle East and Africa	10,934,739	12,819,703	562,699	13,054,260	234,557	1.83%
North America	83,445,376	93,502,047	3,483,678	95,845,689	2,343,642	2.51%
South and East Asia	84,002,699	100,884,917	7,487,522	105,389,289	4,504,372	4.46%
Western Europe	99,721,070	107,878,672	2,985,982	109,650,503	1,771,831	1.64%

Figure 2 Broadband Regional Growth

Figure 3 shows IPTV subscriptions by territory. The Americas now have reached a major milestone in IPTV, serving over five million IPTV subscribers, which represents nearly 20 percent of IPTV penetration worldwide.

Broadband lines in the world now top 444.2 million. North America had total growth of 3.63 per cent and the USA and Canada between them now have more than 95 million broadband users. In Latin America broadband now serves more than 29 million customers. Brazil, one of the global top 10 countries for broadband, showed solid gains at 4.02 per cent - taking them to 23.3 per cent growth over the year, accounting for more than ten million of the region's users.

The Broadband Forum mission is to develop the full potential of broadband. With the recent union with the IP/MPLS Forum, the Broadband Forum is now the central body for next generation IP network specifications. This organization, comprising around 200 members of most of the world's leading service providers, equipment manufacturers, chip vendors and other key organizations, defines and facilitates next generation networks for local broadband access, mobile backhaul, business services, IPTV, gaming and other applications, and is poised to address further developments as they arise. The Broadband Forum's formal BroadbandSuite™ Release Program, Technical Reports and specifications are publicly available at www.broadband-forum.org.

Region	2008Q2	2009Q2
Western Europe, Middle East and Africa	8428	12416
North America	2718	5018
South and East Asia	2512	4375
Asia Pacific	2817	3835
Eastern Europe	655	1215
Latin America	14	53

Figure 3 IPTV Subscriptions per Territory

IPTV News

NTTC and Conklin-Intracom Team Up To Simplify IPTV

October 7th, 2009(Atlanta, GA) - Entering the IPTV arena just got easier for US Telcos. Conklin-Intracom and the National Telco Television Consortium (NTTC) have teamed up to simplify the IPTV content affiliate rights approval and implementation process.

"NTTC and Conklin-Intracom are part of an active IPTV ecosystem, both bringing unique solution sets to the table," states Ian Meletios, CEO, Conklin-Intracom, "when combined, they represent a simplified path for IPTV content acquisition and distribution."

NTTC believes its relationship with Conklin-Intracom will accelerate a successful entry for Telcos and other operators looking to deploy IPTV solutions. "One of the biggest hurdles to a profitable Telco TV business model is the cost and complexity of securing content. Our role in acquiring IP content licensing helps overcome that paramount task for new operators." says William Shepherd CEO, NTTC.

For Telcos entering the video arena for the first time with IPTV, working with an integrated solution set such as that provided by Conklin-Intracom and NTTC can help to hasten the learning curve and speed time to market of new services. Those already delivering video via HFC systems or video over ATM, looking to make a change to IPTV for its next-generation service capabilities and infrastructure investment capitalization qualities will be able to unburden themselves of some of the challenges of migration and implementation by engaging experienced partners such as Conklin-Intracom and NTTC.

Akamai Unveils the Akamai HD Network

CAMBRIDGE, Mass. - September 29, 2009 - Akamai Technologies, Inc announced the Akamai HD Network, its next generation video delivery offering and the first platform to deliver HD video online to viewers using Adobe Flash technology, Microsoft Silverlight, and to the iPhone, at broadcast-level audience scale. The Akamai HD Network is the only solution that supports live and on-demand HD streaming with a highly-personalized and interactive online experience that matches and complements HD television.

As a first-of-its-kind streaming platform, the Akamai HD Network is designed as one, comprehensive HD network reaching multiple playback environments and devices, including Flash, Silverlight, and the iPhone. Leveraging the global breadth and scale of Akamai's globally-distributed EdgePlatform of more than 50,000 servers, the Akamai HD Network enables content providers to deliver more HD content than previously possible - due to its wide-scale distribution in 70 countries and increased throughputs in more than 900 networks.

The Akamai HD Network offers adaptive bitrate streaming capabilities across playback formats that are specifically optimized to work with Akamai's HD EdgePlatform for the fastest and most consistent video bitrate switching - enabling an instant and uninterrupted viewing experience for consumers even at the highest bitrates. Leveraging Akamai's entire HTTP footprint, video over Akamai's HD Network is delivered from servers closer to audiences around the world. As a result, Akamai can more tightly control the amount of time the player needs to buffer before switching streams. The shorter the buffer, the faster the stream can adapt and respond to changing end-user conditions. The result is intended to create a seamless HD quality video experience - with little to no buffering.

"We are excited to see Akamai's commitment to HTTP adaptive streaming as the future of online video delivery, as we have worked closely over the past year to build a robust end-to-end media delivery platform with IIS Smooth Streaming and Silverlight," said Steve Sklepowich, director for Silverlight at Microsoft Corp. "Together, we've proven that these true HD experiences can dramatically increase online viewing times for broadcasters. In addition, Microsoft's ability to deliver live and on-demand protected streams with Smooth Streaming and Silverlight, along with enhanced interactive experiences, such as multiple camera angles, alternate language tracks and in-stream data feeds, have raised the bar for online delivery using HTTP."

Definitions FREE at www.IPTVDictionary.com

BigBand Advances IP Video Delivery With Key Ecosystem Partners

October 22, 2009 REDWOOD CITY, Calif. - BigBand Networks, Inc. announced the company's completion of a number of key integrations that advance the delivery and availability of IP video, securely and to multiple devices. The company's IP delivery products, including its recently announced vIP PASS™, have been integrated with leading chipset, cable modem, and digital rights management (DRM) technology providers. These integrations are designed to provide an end-to-end vIP PASS solution for delivery of IPTV that capitalizes on existing infrastructure to deliver video services to a broad range of customer devices and screens. BigBand works closely with diverse ecosystem and network partners, leveraging its experience in providing digital video networking and advertising solutions, to ease the transition from standard to high definition television.

The vIP PASS end-to-end solution is the result of integrations with leading DRM systems, off the shelf DOCSIS® 3.0 compatible cable modems and chipsets that are designed to create an open, secure and reliable IP video delivery system. On the DRM front, vIP PASS has been integrated with Widevine's multiplatform, multiformat DRM and Video Optimization solutions for secure, high quality delivery of premium content. On the consumer premise equipment side, vIP PASS has been integrated with numerous DOCSIS 3.0 cable modems and gateway technologies including NETGEAR, Mplus Technology Co., Hitron Technologies, SerComm, and DOCSIS 3.0 chipsets from Texas Instruments and other major chipset manufacturers.

vIP PASS is compatible with and does not modify any DOCSIS 3.0 modem software. With the integration of vIP PASS with major DOCSIS 3.0 chipsets, most DOCSIS 3.0 modems can now support vIP PASS. An end-to-end solution, vIP PASS is part of BigBand's recently announced Converged Video Exchange (CVEx™), an intelligent video control plane that provides a unified means to deliver and manage video services across networks and devices, enabling a migration path to tomorrow's IP network.

"IPTV is not about the technology, rather it's about the underlying promise of being able to easily move video to multiple destinations securely and cost-effectively, be it TV services to the PC or PC content to the TV or mobile devices," said John Holobinko, vice president of marketing, BigBand Networks. "We're pleased to work with leading technology companies to forge an open systems approach to DOCSIS 3.0-based IP video delivery that is seamless, protected and compatible with the latest cable modem technology that cable operators will deploy into millions of homes."

BigBand's vIP PASS solution is designed to reduce the network complexity in delivering IP video services by leveraging the same cable network architecture, software systems and network-based tools that are used to deliver and manage all of today's proven cable video services. vIP PASS supports the delivery of IP video services to a wide variety of IP-enabled consumer electronics devices. By delivering IP video in DOCSIS format (the industry's signaling standard), vIP PASS gives service providers the ability to deliver video streams to IP devices without the need to transit through a CMTS. This is designed to offer a more cost-efficient means to deploy IPTV today, whether through managed services or over the top. vIP PASS is further enhanced by BigBand's market-leading and field proven edge QAM platforms, video control plane technology, video QoS, and performance and viewership tools that give operators visibility into the performance and viewing statistics of their video content.

Tangerine Global Delivers State-of-the-Art IPTV Delivery Solution

Oct 22, 2009 Tangerine Global has unveiled a new IPTV service that provides 120 digital TV channels and expansive HD choices to worldwide travelers. The state-of-the-art "Citrus Solution" is a seamlessly integrated entertainment and information service that uses interactive technology to deliver the ultimate in-room experience.

Fittingly, the system is debuting at the Rosewood Sand Hill, located in the technology epicenter of Silicon Valley in Menlo Park, California. Future hotel installations will be announced shortly.

"The Citrus Solution is flexible and can be customized to achieve each hotel`s needs and objectives," said Greg Pasetta, Tangerine Global President & CEO. "We are able to deliver the ultimate IPTV guest experience by combining our top programming with our IPTV platform, which features a fully interactive program guide (IPG), the fastest change time in the industry and more channels in a smaller headend footprint."

Tangerine Global`s Citrus Solution, a proprietary IPTV entertainment system that delivers the latest technology and content for the creation of personalized guest experiences, also boasts the most advanced proven technology for delivery of HD channels and VOD programming.

"Tangerine Global is the expert in IPTV, and its Citrus Solution provides us with the ability to offer every guest a new level of interactivity and customization, thereby enhancing their in-room experience," added Fred Crespo,Senior Director of Information Systems at Rosewood Hotels and Resorts. "Our guests already have their fingers on the pulse of entertainment and technology,so the ability to elevate those experiences for them with Tangerine Global`s Citrus Solution is a tremendous benefit."

Tangerine Global`s extensive HD offering includes 41 HD channels and more than 100 HD On-Demand titles. It also features an IPG, a customized interface and six HD luxury thematic channels, including Fashion & Design; Art & Culture; Sports & Recreation; Food, Wine & Beverage; Yoga & Fitness; and Travel & Adventure.

Additionally, there are 50 channels of digital music, which make a total of 120 digital channels available to Rosewood guests.

To further enhance the guest experience, Tangerine Global has integrated with Rosewood`s in-room control system to provide guests with a seamless interface between the TV and in-room controls, as well as individual wake-up calls and lighting controls.

Thomson Signs Contract with LiveTV for Development of IPTV Technology for Aircraft

Paris (France), October 22, 2009 - Thomson announced that it has signed a long-term contract with LiveTV for the development of a live TV broadcast system for aircraft.

Based on Thomson's pioneering IPTV-based satellite television distribution technol-

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ogy, the solution enables the transformation of satellite content into video-over-IP content for distribution and viewing on individual seat back screens. Thus, Thomson's system enables LiveTV to offer hundreds of channels in digital quality, as well as providing features such as electronic program guide. Additionally, the system allows for insertion of live channels generated within the plane, such as navigation information.

This partnership has been recently concretized with Continental Airlines, to which LiveTV is currently supplying DIRECTV® services via Thomson's technology.

Frederic Rose, Chairman and CEO of Thomson, commented, "The signing of this contract with LiveTV provides us with an opportunity to further expand our existing customer and solutions portfolio and sets the stage for what we believe will lead to a very innovative partnership. It also illustrates our commitment to provide cutting edge services to content creators in any situation."

"We are delighted to benefit from Thomson's worldwide expertise in digital video technologies to bring airline passengers the widest choice of programming to their seat-back screens just as they would enjoy at home. This partnership will strengthen our position as the leading US provider of live entertainment products to commercial aircraft markets worldwide", said Nate Quigley, CEO of LiveTV.

Under the terms of the agreement, Thomson will carry out engineering and product development services for the live broadcast entertainment system for aircraft, while LiveTV will license Thomson's satellite multi-client gateway software technology and market the system to commercial airlines worldwide.

Amino Announces IPTV Set-Top Box Powered By Intel® Atom™ Processor CE4100

Cambridge, UK - 12 October 2009 - Amino Communications has demonstrated an IPTV set-top box (STB) that is powered by the new Intel® Atom™ Processor CE4100 (formerly codenamed "Sodaville"). The Intel media processor is the first 45nm consumer electronics (CE) system-on-chip based on the Intel® Atom™ core and popular Intel® architecture.

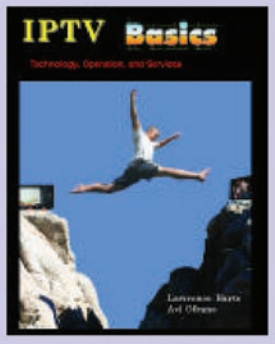
This new generation of Amino products will address growing consumer demand for TV-based entertainment from any source - including broadcast, on-demand and open Internet "Over-the-Top" (OTT) services. Using the new Intel® Atom™ Processor CE4100 will enable Amino to develop new types of hybrid/OTT devices that offer unparalleled flexibility and functionality.

Announced at the recent Intel® Developers Forum (IDF) in San Francisco, the CE4100 media processor combines leading-edge CE features for high-definition video support, home-theatre quality audio and advanced 3-D graphics, with the performance, flexibility and compatibility of hardware and software based on Intel architecture.

The CE4100 will enable IPTV STBs to deliver a full open Internet experience, creating new opportunities for network operators and service providers to offer enhanced entertainment experiences to their customers.

Le Foll also added, "This builds on our relationship with Intel and we are delighted to have worked closely with them to showcase the benefits that CE4100 can bring to the performance of STBs in the IPTV world. We look forward to delivering a powerful new STB that harnesses the strengths of the CE4100 to deliver top-notch performance, improved functionality and reliability at a compelling price point."

The CE4100 media processor is a highly-integrated solution that pairs a powerful Intel® Atom™ processor core with leading-edge multi-stream video decoding and processing hardware. It also adds support for 2-channels of 800MHz DDR2 or 1333MHz DDR3, dedicated multi-channel dual audio DSPs, a powerful 3-D graphics engine enabling advanced UIs and EPGs, and support for multiple peripherals, including USB 2.0.



IPTV Basics

by: Lawrence Harte

This book explains how to provide television services over IP data networks. IPTV video technology is explained including video compression, audio compression and IP multimedia transmission. The functional parts of IPTV systems are described along with their operation and the key protocols that are used to manage IPTV networks.

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Featured Article

Addressable TV Advertising

By: Lawrence Harte

With the use of the targeted ad revenue success of Internet marketing, implementing addressable advertising into TV systems can multiply broadcaster ad revenues by 4 to 10 times (or more). However, implementing full addressable advertising has complexity and capacity challenges.

The traditional TV advertising business model of selling ad spots for specific TV programs is shifting to dynamically selected (well targeted) ads that may have a sophisticated set of campaign rules and requirements. The good news is that the Society of Cable Telecommunication Engineers (SCTE) has created (and is continuing to develop) a set of industry specifications that define how addressable advertising services can be provided.

Addressable Advertising Systems

Matching the right ads to the right customer at the right time can involve many rules and decisions. Ad campaigns define what promotional opportunities advertisers are willing to pay for, including territory, system type and times of insertion. Advertisers may define what types of content they want their ads inserted in and how they may be seen in proximity to other ads. The broadcaster may have a varying number of promotional opportunities based on programming type and network affiliate agreements. Subscriber viewing habits and preferences may be available to help select the types of ads that may be desired. The SCTE has created a series of industry specifications (known as the SCTE 130 Series) that work together to provide addressable advertising services.

Advertising Decision Service (ADS)

Ad decision service (ADS) is a set of rules and processing functions that determine which ads are selected to be combined with other program content and how they will be combined. Decisions made by the ADS may be specific (date and time) or they may be based on a set of conditions and parameters (such as geographic zones and subscriber profile information). The ADS system is described in SCTE 130-3.

Content Information Service (CIS)

Content information service (CIS) is a system that identifies and manages descriptive data (metadata) for programs and advertising messages. The CIS system allows for the searching, discovery, and alerting of the availability of media items and their classifications. The CIS system is described in SCTE 130-4.

Placement Opportunity Information Service (POIS)

Placement opportunity information service is system and process that identifies and provides descriptions of placement opportunities for media (such as the availability to insert ads). A TV broadcaster typically has several minutes of ad insertion opportunities for each hour of programming.

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"We created this course to help TV system operators and equipment manufacturers learn how TV advertising has changed!"

Lawrenc Harte
IPTV Magazine Editor

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Placement opportunities are content and time specific so they can vary based on the type of network, geographic location or other associated content attributes. The POIS may contain requirements and attributes that may include which platforms may be used, ownership rights, and policies that are used to coordinate the placement of media. The POIS system is described in SCTE 130-5.

Subscriber Information Service (SIS)

Subscriber information service is a system or process that can store, process and access subscriber information that can assist in the selection of ads. SIS enables behavioral targeting of ads. Because SIS captures personal information from viewers, SIS systems may be required to control access and limit identification information to ensure viewer privacy. SIS is defined in SCTE specification 130-6.

Figure 1.x shows how SCTE has created an addressable advertising system that uses several different information systems to assist in the selection of TV ads. The advertising decision system (SCTE 130-3) identifies and coordinates the insertion of ads into media systems which may include linear TV advertising. Ads and program content can be classified and described in the content information system (SCTE-4). The ADS can register with the CIS system to search for content and receive alerts when specific types of content are available. The placement opportunity information service (SCTE 130-5) can be used to identify when advertising inventory is available for use. The subscriber information service (SCTE 130-6) can be used to obtain information related to subscriber activities (preferences or viewing habits).

Addressable Advertising Revenue

According to the Television Bureau of Advertising (TVB), TV advertising revenue in the United States in 2008 was approximately $48 billion, which was a 0.4% decrease from the TV ad spending in 2007 [1].

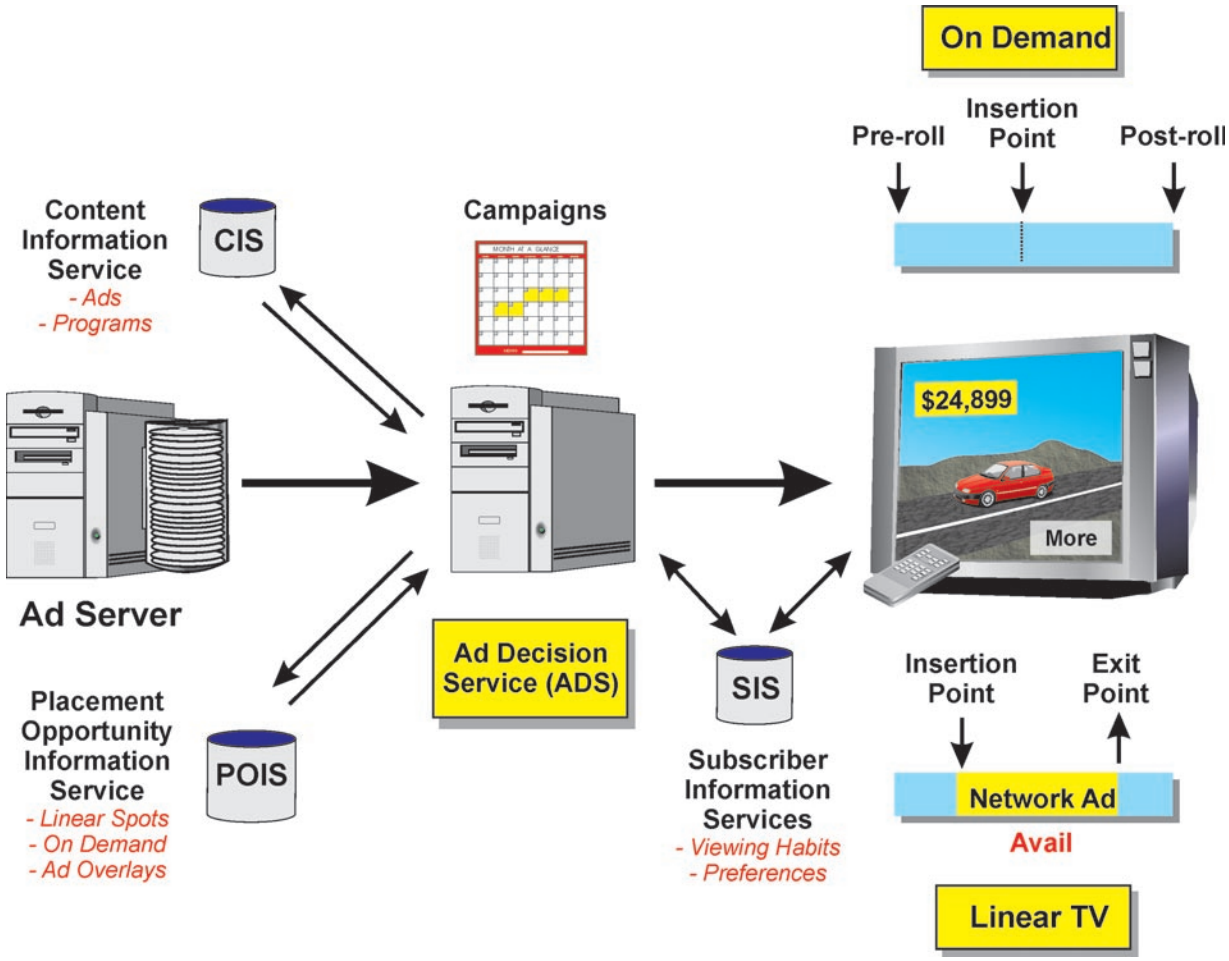

Figure 1.1 Addressable TV Advertising System

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According to the Interactive Advertising Bureau (IAB), Internet advertising revenue in the United States in 2008 was $23.4 billion compared to $21.2 billion spent in 2007 (a 10.6% increase) [2].

One advertising trend shows the shifting of ad spending from broadcast TV into communication channels (such as the Internet) that are more targeted and measurement. TV system operators can modify their systems to take advantage of this trend. By upgrading TV advertising systems so they can target ads (addressable advertising) and provide improved measurement and reporting (even more than Internet advertising in some cases), dramatic increases in TV advertising revenue can be achieved. The increases can come from charging higher fees per insertion (higher cpms), obtaining revenue from new advertisers (from ad bidding networks), and new ad revenue streams (from new types of advertising services).

Higher Revenue CPMs

Highly targeted ads can lead to higher ad cpms. By targeting ads to specific viewer groups, the results of advertising can be dramatically improved. For example, only sending tampon commercials to women viewers in certain age groups increases the response rates and provides new ad insertion opportunities for commercial insertions to other viewer groups. Advertisers may improve their response rates by 5 to 10 times through precisely targeting their audience groups.

In addition to better targeting viewers with ads, ad viewing information may be gathered and used to indicate how viewers responded to the ad. To protect the privacy of viewers, anonymized set top boxes can be used. Anonymized STBs gather selection and channel changing (tuning metrics) data, and ad interactions (option selections) with content, all without revealing the viewer's identity.

Adding the ability to precisely target ads to groups of viewers and provide detailed viewing measurements will help to motive advertisers to pay much higher cpm rates.

Ad Bidding Networks

Advertisers may compete (bid) for access to available advertising spots and they may have paid or committed to pay an amount that is determined by the number of viewers reached by the broadcaster. Ad bidding systems dynamically allocate promotional ad opportunities to pre-approved advertising companies.

One of the key advantages to using ad bidding networks for TV advertising is that it lowers the barrier to entry for advertisers. It makes TV advertising more like Internet advertising where the advertiser can setup their own ad campaigns and budgets. While the minimum TV ad bidding budget may be low, the actual ad spend per cpm is very high. Lower entry costs result in more advertisers, more competition and higher ad revenues.

Another advantage of ad bidding networks is that they automatically coordinate the selection and placement of ads. Once the automation process is setup, it can dramatically reduce the advertising system's operational costs.

New Ad Revenue Streams

Addressable advertising offers new types of advertising services which can create new revenue streams for the operator. Like Internet advertising, some of the transaction based revenue sources can have high transaction value (possibly over $20 per event). Some of the new types of ad revenue streams include placing ads in on demand programming, overlay advertising and downloaded ad applications.

Advertising in on demand programs (such as movies on demand) can be performed as pre-rolls, post rolls and in program advertisements. Because the viewer is already streaming the program from the media server, the insertion of ads into on demand programs may require only relatively simple software upgrades.

An overlay ad is a promotional message that is overlaid on top of another media item. An example of an overlay ad is the insertion of a company or brand logo, or a message onto part of a video display. A benefit to overlay advertising is the assurance that viewers will see the advertising messages. When overlay ads are used, viewers cannot skip or fast forward through promotional messages.

Ad applications, which are a new type of advertising service, are downloadable software programs that an initiate an advertising message (such as within a STB) when certain conditions exist. Ad triggers may occur during the viewer's selection of certain types of media, allowing for highly targeted advertising experiences. For example, if a viewer has selected to watch a TV program on car repair, a car repair ad may appear.

Upgrading to Addressable Advertising

Upgrading to addressable advertising involves the addition of software intelligence and equipment, the installation of more ad servers, and, potentially the addition of more bandwidth to the distribution network.

Addressable Advertising Systems

Addressable advertising systems can dynamically setup campaigns, select ads, coordinate ad insertion and track the ad consumption (viewing and interaction). Addressable ad insertion systems may be capable of managing ad in broadcasts (linear advertising) or programs (on demand).

Addressable advertising systems operate on a system of rules rather than simple ad insertion orders. They use databases (usually in relatively simple XML text formats) that identify content, promotional opportunities and subscriber preferences. Addressable ad insertion systems may be designed to integrate with existing (legacy) TV ad systems. Some of the companies that provide addressable advertising systems include Black Arrow (www.blackarrow.tv, Big Band Networks (www.bigbandnet.com), and SeaChange (www.schange.com).

Ad Server Capacity

Ad server capacity is a measure of the ability of a storage device to select and deliver ads. Ad server capacity may be defined using a combination of media storage capacity (storage of ad media), device streaming capacity (in Mbps or Gbps), and the number of streams that can be simultaneously delivered (media processing).

The number of ad requests that can be processed over a period of time is also important as ad requests in addressable advertising systems may simultaneously occur. The ability to process the requests and to find the media file and start streaming can be limited.

Ad servers have traditionally relied upon the use of disk storage. The relatively long disk access times (seek time) for disk storage ad servers can limit their capacity to rapidly service many ad requests. To overcome the long seek time challenge, ad servers are transitioning into flash memory servers, eliminating the disk access challenge.

Ad Transmission Bandwidth

The transmission bandwidth that is needed for addressable ad delivery is related to the number of streams and the average bandwidth per stream. For networks with tens of thousands of customers, distribution networks cannot provide simultaneous streams.

Some of the solutions to the bandwidth that is required for ad delivery include moving ad servers towards the edge of the network, increasing media compression and preloading ads.

By installing ad servers closer to the edge of the network, the need to provide many simultaneous streams through the distribution network is no longer present. Viewers are connected to a local ad server.

For unexpected occurrences of high addressable ad activity, the media server might be configured to deliver ads in lower resolution formats. While this may result in some adjustments in ad revenues, it may help to ensure that all advertisers reach their desired target audiences.

Preloading ads into the memory of set top boxes can be performed before the ads are scheduled to be inserted. When the ad spot comes on, the system can simply redirect the viewer's media source to the memory inside the STB. This allows ad servers to transfer the media between times that require the delivery of many simultaneous ads.

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1. "2008 TV Ad Revenue Figures," Television Bureau of Advertising (TVB), April 2009, http://www.tvb.org/rcentral/adrevenuetrack/revenue/2008/ad_figures_1.asp.
2. "IAB Internet Advertising Report," March, 2009, http://www.iab.net/media/file/IAB_PwC_2008_full_year.pdf.

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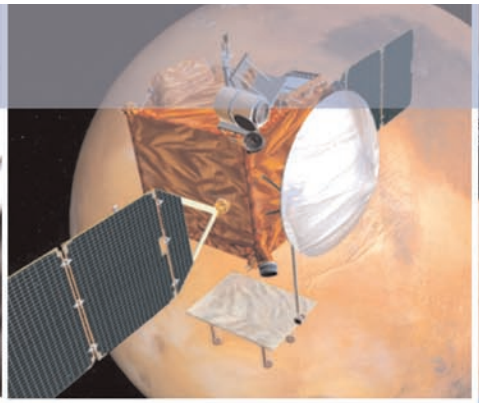

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Featured Article

University TV Systems are Upgrading to IPTV

By: Rick Brown

Schools and universities worldwide are upgrading to IPTV services. Some of the key reasons to upgrade TV systems at schools include increasing channel capacity, adding new features and services, and improving content security. The upgrading of systems in schools and universities does have some unique challenges compared to public TV systems, including departmental controls, mixed communication lines, and equipment durability.

Increased Channel Capacity

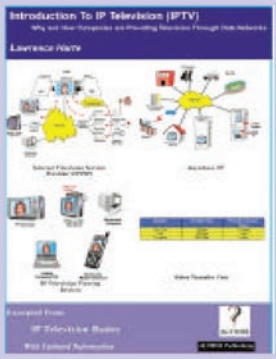
Many campus TV systems are already offering hundreds of channels. Seemingly even 1,000 channels are not enough to provide the specialty programming that is desired by campus students and faculty. International students want to watch programming from their home countries and students want to both consume and produce media wherever they are. Fully implemented IPTV systems offer virtually unlimited channel capacity as viewers are simply connected (switched) to the appropriate media source. Initially, campus IPTV systems are commonly setup as hybrid systems that offer viewers access to television programming channels from network providers (such as cable TV or digital satellite broadcasters) via an IP data connection.

New Multimedia Features and Services

IPTV systems provide many new features and services ranging from searchable programming guides to interactive TV programs. One of the key initial benefits of working with IPTV systems is the ease of setup and management of video content and subscriber access. Another benefit is the use of a common data network, which allows for the simplification of moves, adds, and changes (MACs), since the process becomes more of a software function than a wiring install process. The student simply plugs their device into the data connection and once authenticated, they can begin watching campus TV! It is virtually impossible for a university to operate without its data network. The use of a single common data network reduces the costs of supporting two distinct infrastructures. It is much easier to justify upgrades to a single infrastructure.

Improved Content Security

The use of IPTV in schools and universities can provide for improved content security. Content owners (such as Disney and Universal) want ways to control and protect their media. Media access and encryption can be precisely controlled by IPTV systems.



Introduction to IP Television (IPTV)

by: Lawrence Harte

This book explains how and why people and companies are using IP television services and how global television services are already available through broadband data networks. You will learn how IP Television works and the different types of viewing devices that can be used in IPTV systems such as standard televisions with adapters, dedicated IP televisions, multimedia computers and mobile telephones.

ISBN: 1-932813-35-7 **Price: $14.99 print version *or $12.99 eBook* !!!**

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Media security systems are more than access control systems. They may also provide the inclusion of watermarks or other information that allows for digital fingerprinting. Detailed user identification information can be used to perform digital forensics, offering the ability to identify and/or measure information related to the use, operation or actions of a digital media object or service by a company, system or person.

Multiple Department Controls

A challenge for some schools when upgrading to IPTV is the assignment of control for communication systems to different departments and functions within the school. IP systems commonly merge voice, data and video into one communication system. The control of each of these systems may be assigned to different departments or groups, which, when systems merge together, often leaves people wondering who is in charge.

Installing and operating IPTV systems usually requires many new skills including knowledge of data communications, software applications, and information management.

Mixed Types of Communication Lines

The communication lines that are installed in universities are often added as needed using technology that is available and cost effective at the time. Buildings that house similar departments, such as engineering, are commonly linked together in an effort to combine resources. While many universities have already installed optical TV distribution systems typically referred to as Hybrid Fiber Coaxial (HFC) systems, they may not be well suited for the bandwidth that is required for IPTV.

Optical fiber is commonly used in the backbone or building access portions of campus communication systems, although not all optical is the same. When optical systems are used for TV distribution, they may send TV signals by translating them directly onto fiber carrier signals (frequency shifting). This is known as RF over glass (RFoG), and it means simply that optical fibers are carrying simulcast (shared) signals as opposed to the switched video services that are used by IPTV.

Equipment Durability

Some campus TV systems simply provide analog channels to existing television sets. Key benefits of this include less cost as there are no set top boxes (STBs) to purchase, and few issues aside from repairing cables used by students to connect their televisions. Some IPTV systems require the use of set top boxes which must be purchased and installed in student dormitory rooms. STBs can be expensive and consumer grade STBs are usually not durable enough to withstand the regular use of students.

One way to overcome the challenge of using STBs is to allow students to watch TV on their personal multimedia computers. The student may simply open a browser and point to the IPTV application or download a soft client media player (a plug in for a web browser) and they are ready to watch!

Rick Brown is a Network Systems Engineer with the OIT Communication Technologies Engineering team at NC State University. He is responsible for the operation and maintenance of the CATV headend and 750 MHz HFC distribution system. He has been involved in evaluating IPTV systems and next generation CATV technologies in preparation for replacing the current distribution system.

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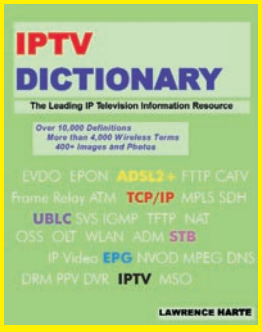

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Featured Article

Over-the-Top IPTV: The Niche Broadcaster's Distribution Platform of Choice

By: Roger McGarrahan

Like all television networks, niche content providers such as ethnic and religious broadcasters want to reach as many viewers as possible. For years they have lobbied cable operators for carriage on cable distribution systems. While cable operators have become more aware of the need and financial benefits of broadcasting niche content, the reality is that there is not a sufficient population in most operators' geographic markets to justify the expense of launching niche networks. There are exceptions of course (Hispanic networks, premium services, the occasional golf channel) but for hundreds of other cultures and enthusiasts, their particular style of programming will not be available to them on cable systems.

Until recently the best option for niche broadcasters to reach their audience seemed to be Direct to Home (DTH) satellite systems. All you needed was cash and content and you could be on the air. The problem however was that you needed a lot of cash. DTH is very expensive and both the signal and the associated cost needs to be replicated in each geographic footprint. Granted it is a large footprint, but if you want to broadcast around the world, you must incur the broadcast expense multiple times. DTH is also inconvenient for the viewer. Installing a home dish is often problematic or even impossible for some viewers. These realities have left niche broadcasters with the daunting problem of how to distribute their content to their target audiences economically.

If only niche broadcasters had a broadcast platform that could deliver content most anywhere in the world. Wouldn't it be great if they didn't need a high concentration of viewers in a particular geographic location in order to justify the expense of a launch? Rather, they could rely on a sprinkling of people in many locations rather than a large number of people in a single location. Better yet, what if the cost of the distribution was low when they had only a small number of viewers and did not become significant until they had a significant viewer base? Then even small content providers could afford to reach their target audience.

The solution is of course Over-the-Top IPTV (OTT). OTT is similar in operation to Telco IPTV multicast systems except that rather than using their own local infrastructure to transport the content, OTT systems contract third party distribution networks (Internap Network Services, Limelight Networks, Akamai) to transport the content for ultimate delivery to viewers via the public Internet. Granted, this capability has been around for a number of years and early adopters such as Jump TV have been broadcasting on OTT systems for some time, but a few recent developments have made the model more credible.

For starters, broadband Internet speeds are far more available than they were a few years ago; especially in the US. An April 2009 survey by the Pew Research Center's Internet & American Life Project shows 63% of adult Americans now have broadband Internet connections at home; up from 30% in 2005. Today download speeds of 1.5Mbps are common and provide sufficient bandwidth to deliver a near broadcast quality signal. This provides viewers the quality they are accustomed to for viewing on mid to small television monitors.

It isn't very sexy, but a big evolution has been cost. It is simply much more affordable to build and operate an OTT IPTV system than it ever has been before. Encoder companies such as Visionary Solutions have developed very capable, reliable and extremely affordable encoder solutions. Middleware companies have tempered their dreams of multimillion dollar systems and now offer turnkey content gateways for less than six figures. PeerTV offers multicast and unicast ready set top boxes with up to 1080P decoding and an abundance of video and audio protocols for well under $200. This abundance of

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high quality software and hardware at rates that can be afforded by even the smallest of broadcasters has made OTT IPTV a viable distribution option.

Broadcasters that want to keep their investment to a minimum have the option to simply add their programming to an existing IPTV platform. PathFinder Digital offers their "Broadband TV Shared Services" solution that provides broadcasters the option to launch a channel for under $4,000 of upfront cost; inclusive of the encoder and shared content gateway. PathFinder Digital will then operate the system, provide customer support and perform all the logistics necessary to distribute set top boxes to viewers for a flat monthly fee of $1,500 for the first channel and as low as $500 for additional channels. The network is only responsible for selling set top boxes to their viewers and for the cost of the delivery network which of course varies with the number of set top boxes in the field. Firms such as NeuLion and TVU Networks offer similar services where they operate the system for a fee on behalf of the network.

Another evolution for broadcasters is the integration of television sets with IPTV platforms pre-equipped with STB functionality. AnySource Media (recently acquired by DivX) and Global Digital Broadcast are developing hardware and software to be installed in television sets by manufacturers that allow viewers to identify, select and access content from virtually anywhere. The chip provides the viewer a program guide to aid in the selection of the content and then "requests" the program file from the content owner. The file is then streamed from the content owner's server directly to the television set for viewing. The beauty of these systems is that they can accept a wide variety of audio and video protocols so most content owners will be able to participate. And because the content is delivered over the Internet, it can come from anywhere. A big challenge for this solution is obtaining the agreement of television set manufacturers to include the technology in their products. If a solution is adopted, it will provide all television viewers a built-in option to obtain niche content from anywhere.

Networks of any size now have access to affordable OTT IPTV solutions which enable them to distribute their content to their target audiences via the Internet. Whether they install and operate their own OTT IPTV service, lease access on a shared system, or simply make content files available for streaming, a solution is near. And because these systems are scalable, they can grow their solution as their viewer base increases. If you are a niche broadcaster, you have to consider Broadband TV.

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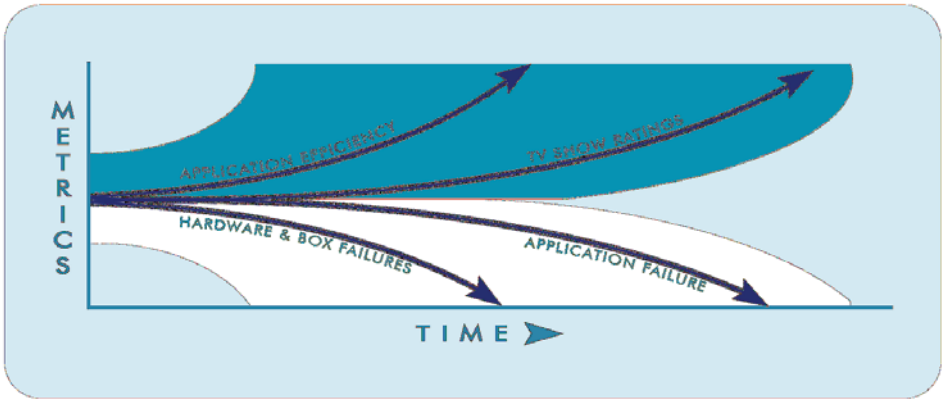

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Google allows users to find websites, images, videos, maps, patents and much more on the Internet. Google offers advertising services such as AdWords and AdSense programs, in addition to a number of other services to advertisers, including various advertising formats on YouTube, Google TV Ads, as well as online ad serving and management services through DoubleClick. Google's AdSense for TV brings new advertisers, simple workflow, and measurement data to inventory owners.Google also develops web applications, or "apps", to make it simpler for people to share information and get things done together. Gmail, Google Calendar and Google Docs help people communicate and collaborate more easily, as well as mobile services.

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Fax: +1-650-253-0001
www.google.com

Harris

Harris is an international communications and information technology company serving government and commercial markets worldwide. Harris Broadcast Communications consists of several business units focused on meeting the needs of radio and television broadcasters worldwide. These business units are tightly integrated to enable broadcasters to profit from new, multichannel services, get on air fast with high definition and effectively project their brand.

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Invision Inc.

Invision makes software solutions and consulting services for the media industry since. Invision focuses on offering strategic revenue optimizing, inventory management and pricing systems that enable media companies to make smart decisions about their ad sales business. Invision is one of the leading provider of strategic advertising sales management systems in the United States to the broadcast and cable network industries, offering managed services for hosting, WAN, LAN, security and application support, as well as eBusiness application development and integration.

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Packet Vision

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Pilat Media

Pilat Media is dedicated to the business of broadcast business management by helping multi-channel top tier broadcasters generate billions of dollars in revenue each year. Their flagship IBMS, IBMS add-on modules and MediaPro products cover the complete spectrum of media needs for the linear, on-demand and interactive delivery of video, radio and non-airtime media over any platform. Streamlining content programming, advertising sales, media operations and financial control, Pilat Media off-the-shelf systems can be deployed "out-of- the-box" or customized - and can be scaled for specific business units or as an enterprise wide integrated system.

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RSG Media

RSG Media Systems designs innovative enterprise applications for major media and entertainment industry clients and other intellectual property owners. RSG Media provides software products that enable our customers to more profitably manage the evolving media landscape. They provide clients with tools to work efficiently across different divisions in an unprecedented manner. RSG Media simplifies business processes and provide executives with better information to make better decision and increase their clients' profit by reducing costs, improving efficiency, and growing revenues.

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Sintec Media

SintecMedia designs and implements innovative management systems for the broadcast, cable, and satellite industries. SintecMedia`s advanced software tools have addressed the growing gap between the established sales, traffic and scheduling management systems and the new requirements created by a rapidly changing business environment.

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Spotplanner has a solution for every sales organisation looking for a state-of-the-art television or radio airtime sales system at an affordable price. SPOT can handle the most complex campaigns, rate cards and demographic groups. SPOT is the ideal Airtime Sales system for both television and radio and for single-channel and multi-channel organisations, regardless of the distribution method (broadcast, cable, online). SPOT was built with the user in mind. The intuitive interface makes SPOT fast, accurate and easy to work with.

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WideOrbit is a provider of business management software for Media companies. WideOrbit provides solutions for managing the business of broadcast and cable operations - from proposal to order, scheduling to billing and aging. WideOrbit provides innovative, proven solutions for managing the business of broadcast and cable operations - from proposal to order, scheduling to automation, billing and aging

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New Products

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The CE4100 processor can deliver speeds up to 1.2GHz while offering lower power and a small footprint to help decrease system costs. It is backward compatible with the Intel® Media Processor CE 3100 and features Intel® Precision View Technology, a display processing engine to support high-definition picture quality and Intel® Media Play Technology for seamless audio and video. It also supports hardware decode of up to two 1080p video streams and advanced 3-D graphics and audio standards. To provide OEMs flexibility in their product offerings, new features were added such as hardware decode for MPEG4 video that is ready for DivX* Home Theater 3.0 certification, an integrated NAND flash controller, support for both DDR2 and DDR3 memory and 512K L2 cache.

Mailing Address: 2200 Mission College Blvd., Santa Clara, CA 95054-1549, United States
Tel: +1-408-765-8080
www.intel.com

IPTV Software

Alticast
Awaken TV

Alticast's Awaken TV is a new "FASTMHP" product that delivers Quantum Leap in HDTV viewing experiences including graphics, video, audio, Internet applications and faster remote control response times. High Definition Broadcast, Cable & Satellite and IPTV vendors can deliver a highly intuitive Virtual Channel Navigation Solution integrated with services such as VOD, PVOD, NVOD, PVR, MP3 and iTV. It also provides a framework for the seamless delivery of Games Portals, Widgets, Twitter and other social networking interfaces onto the screen.AwakenTV consumers will also gain instantaneous response from the remote control, such as rapid channel tuning capability of around 0.03 sec. This eliminates slow digital channel change response times while offering the highest-quality, GUI manipulation in the industry.

Mailing Address: 18th Floor, Hana Capital. Bldg. 1328-3, Seocho-dong, Seocho-gu, Seoul, South Korea 137-858
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STB User Inerface

ANT Software
Galio HBBTV Platform

The ANT Galio HBBTV Platform, building on the already deployed ANT Galio Platform, is a complete go-to-market solution providing full support for Hybrid Broadcast Broadband TV (HbbTV) services. The major new pan-European initiative HbbTV aims to harmonise broadcast and broadband delivery of entertainment to the end consumer through connected TVs and set-top boxes. The HbbTV initiative, which combines the richness of broadcast and broadband while providing an alternative to proprietary technologies by delivering an open platform for broadcasters to deliver value added on-demand services.

Mailing Address :Cambridge Business Park, Cowley Road, Cambridge, CB4 0WZ, UK
Tel. +44(0)-1223-716400
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Home Media Server

Pace
Home Content Sharing

Pace's Home Content Sharing is an advanced multiroom DVR solution which utilizes centralized storage to connect multiple high definition (HD) set-top boxes within the home. Pace's multiroom DVR is a market first and delivers full dual tuner HD-DVR functionality to each connected television in the home. The product is built around a single Network Attached Storage (NAS) device that provides centralized storage and enables multiple non-DVR set-top boxes in the home to access and share recorded content. Pace's advanced software and NAS architecture make it possible for the HCS solution to distribute nine simultaneous HD streams throughout the home. Subscribers will be able to concurrently record six HD programs while maintaining full trick mode[1] capability, which is an industry first. The HCS solution also offers advanced DVR features including a folder system, a bulk delete tool, and the ability to bookmark playback to resume in another room.

Mailing Address: Saltaire, West Yorkshire, BD18 3LF
Tel: +44(0)-1274-532000 Fax: +44(0)-1274-532010
www.pace.com

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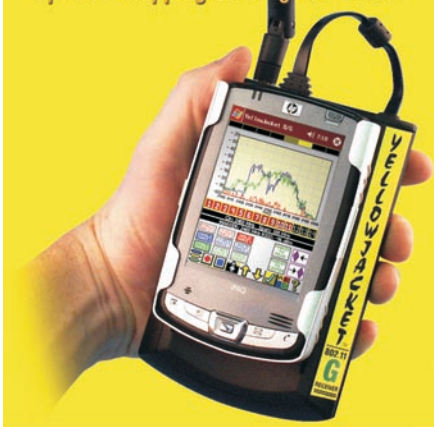

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Event Schedule

Event	Start	End	Location	Web Site
Africa Media and Broadcasting Congress 2009	11/2/2009	11/6/2009	Johannesburg, South Africa	www.terrapinn.com/2009/mediaza/
CTO Telecom Summit 2009	11/8/2009	11/11/2009	Scottsdale, United States	www.ctotelecomsummit.com/
Pubcon Las Vegas 2009	11/10/2009	11/13/2009	Las Vegas, United States	www.pubcon.com/vegas2009/vegas-pubcon-2009.htm
TelcoTV 2009	11/10/2009	11/12/2009	Orlando, United States	www.telcotvonline.com
iTV Con San Francisco 2009	11/12/2009	11/13/2009	San Francisco, United States	www.itvcon.com
IPTV World Forum Middle East & Africa 2009	11/15/2009	11/16/2009	Jumeirah Beach, United Arab Emirates	www.iptv-mea.com/
Streaming Media West 2009	11/17/2009	11/19/2009	San Jose, United States	www.streamingmedia.com/west/index.asp
Ad:Tech 2009 Beijing	11/17/2009	11/18/2009	Beijing, China	www.ad-tech.com/beijing/adtech_beijing.aspx
NATEXPO 2009	11/17/2009	11/20/2009	Moscow, Russia	www.natexpo.ru
Wimax Americas 2009	12/2/2009	12/3/2009	Fort Lauderdale, United States	www.wimaxforumglobalevents.com/americas
IPTV World Forum Asia 2009	12/8/2009	12/9/2009	Hong Kong, China	www.iptv-asia.com
Management World Orlando 2009	12/8/2009	12/10/2009	Orlando, United States	www.tmforum.org/ManagementWorldOrlando/6761/home.html
Interactive Local Media 2009	12/9/2009	12/11/2009	Los Angeles, United States	www.kelseygroup.com/ilm2009/index.asp
CES 2010	1/7/2010	1/10/2010	Las Vegas, United States	www.cesweb.org
NTCA Wireless Symposium 2010	1/13/2010	1/15/2010	Tampa, United States	www.ntca.org
OPASTCO Winter Convention 2010	1/23/2010	1/27/2010	San Diego, United States	www.opastco.org/site/meetings/winter/
ACUTA Winter Seminar 2010	1/24/2010	1/27/2010	New Orleans, United States	www.acuta.org/home.cfm
NAPTE 2010	1/25/2010	1/27/2010	Las Vegas, United States	www.natpe.org/natpe/
CeBIT 2010	3/2/2010	3/6/2010	Hannover, Germany	www.cebit.de/cgc_e
ITEX (Information Technology Education & Exposition) 2010	3/3/2010	3/4/2010	Las Vegas, United States	www.itexshow.com/
Media Summit 2010	3/10/2010	3/11/2010	New York, United States	www.digitalhollywood.com/MediaSummit.html
International Wireless Communication Expo 2010	3/10/2010	3/12/2010	Las Vegas, United States	www.iwceexpo.com/iwce2010
IPTV World Forum 2010	3/23/2010	3/25/2010	London, United Kingdom	www.iptv-forum.com/
MiPTV 2010	4/12/2010	4/16/2010	Cannes, France	www.milia.com
NAB 2010	4/12/2010	4/15/2010	Las Vegas, United States	www.nabshow.com

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Editorial Calendar

Month Deadline/ Submission	Special Editorial Focus	Featured Articles	Buyers Guide	Trade Show Participation
January 09 12/29/09 1/5/09	**Local Ad Insertion**	Local Ad Insertion Options Digital Signage	**Ad Servers**	**CES** **Future TV Show** **NTCA**
February 09 1/26/09 2/4/09	**Interactive Ads**	Interactive TV Advertising	**Interactive Service Platforms**	**SCTE** **Blackhat**
March 09 2/26/09 3/3/09	**User Contributed Content**	User Contribution Portals Fast Channel Changing	**IPTV Middleware**	**IPTV World Forum** **MiPTV**
April 09 3/25/09 4/2/09	**IPTV Portability**	User TV Gateways TV Program Metadata	**Broadband TV STB**	**NAB**
May 09 4/24/09 5/1/09	**IP STB Features**	STB Design Architecture	**IPTV STB Manufacturers**	**Interop**
June 09 5/23/09 5/30/09	**Remote Monitoring**	IPTV Test Monitoring	**IPTV Test Monitoring Systems**	**Supercomm** **Broadcast Asia**
July 09 6/23/09 6/30/09	**IPTV Access Systems**	Media Transcoding	**Media Encoders**	**SMPTE** **Blackhat**
August 09 7/21/09 7/28/09	**TV Ad Bidding Systems**	Setting up a TV Ad Campaign	**IPTV Ad Management Systems**	**SIGGRAPH**
September 09 8/18/09 8/25/09	**IPTV Open Systems**	IPTV Industry Standards IPTV Regulation	**IPTV Standards Organizations**	**IBC** **Mobile Content World**
October 09 9/19/09 9/26/09	**TV Commerce**	Adding TV Commerce to IPTV Systems	**E-Commerce Systems Providers**	**NECA** **Interop** **ISPCON** **CTAM Summit**
November 09 10/18/09 10/25/09	**International Content**	Getting International Content for IPTV	**International Content Aggregators**	**Interop** **Telco TV**
December 09 11/18/09 11/25/09	**IPTV Customer Care**	IPTV Customer Care System Options	**IPTV Customer Care Systems**	

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