

# Open IPTV Forum (OIPF)

<http://www.oipf.org>

Jan Lindquist (Ericsson)

# OIPF Members

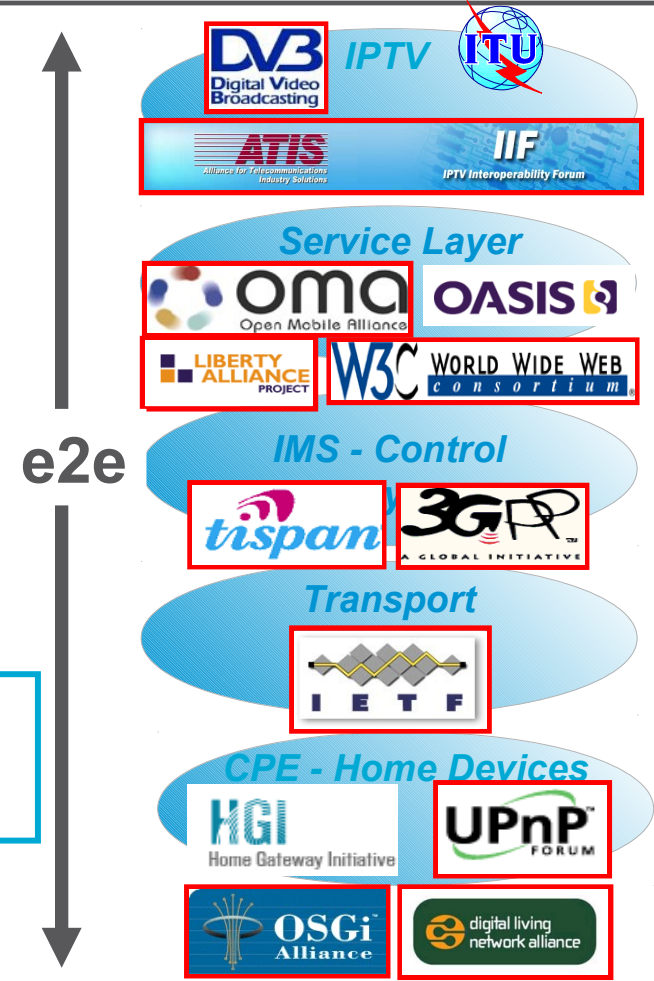
Network Operators	CE/Mobile/Home Device Vendors	Public Network Infrastructure	Service / Content Providers	Technology Providers

# Standardization

a success factor for IPTV mass market

- › Standardization landscape fragmentation
- › Market dominated by proprietary solutions
- › Interoperable specifications needed to establish IPTV market growth

*Open IPTV Forum works towards an interoperable IPTV solution*



# OIPF Strengths

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- › Flexible organization to facilitate go-to-market activities complementing the specification development
  - Interoperability Centers
  - Certification programs
  - Pilot deployments
  - Regional specific features
  
- › Global organization containing representatives from all key stake-holders in the IPTV area
  - Network providers, CE/Home/Mobile device manufactures, Network Infrastructure providers, Content & Service providers and Technology providers

# OIPF References

(<http://www.oipf.org/specifications.html>)

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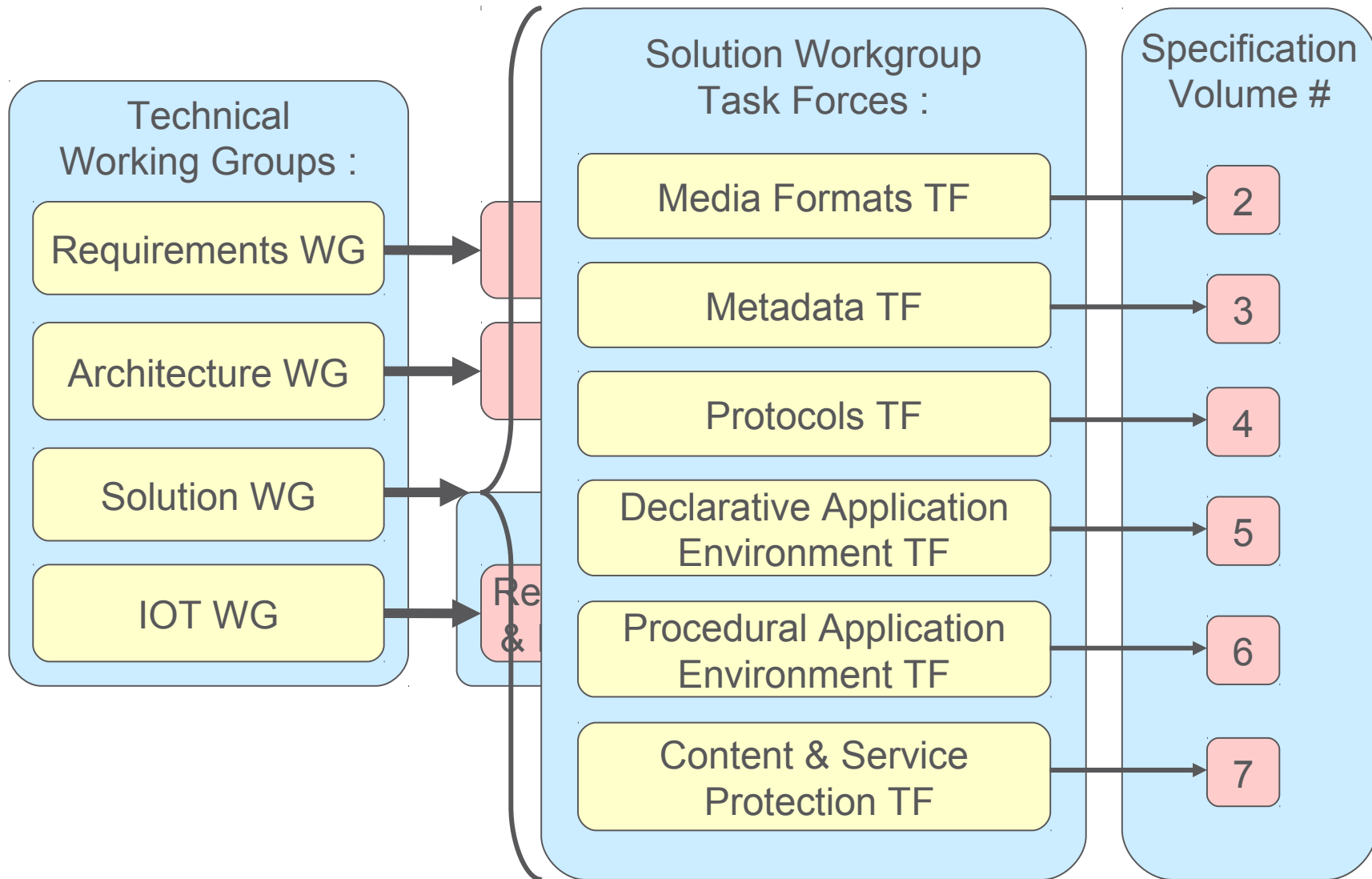
## › Release 2:

- [Functional Architecture V2.0](#) ( PDF 3.26 MB) - 2009/09/08
- [Service and Platform Requirements V2.0](#) (PDF, 269KB) - 2008/12/12
- [Services and Functions for Release 2 V1.0](#) (PDF, 56KB) - 2008/10/20

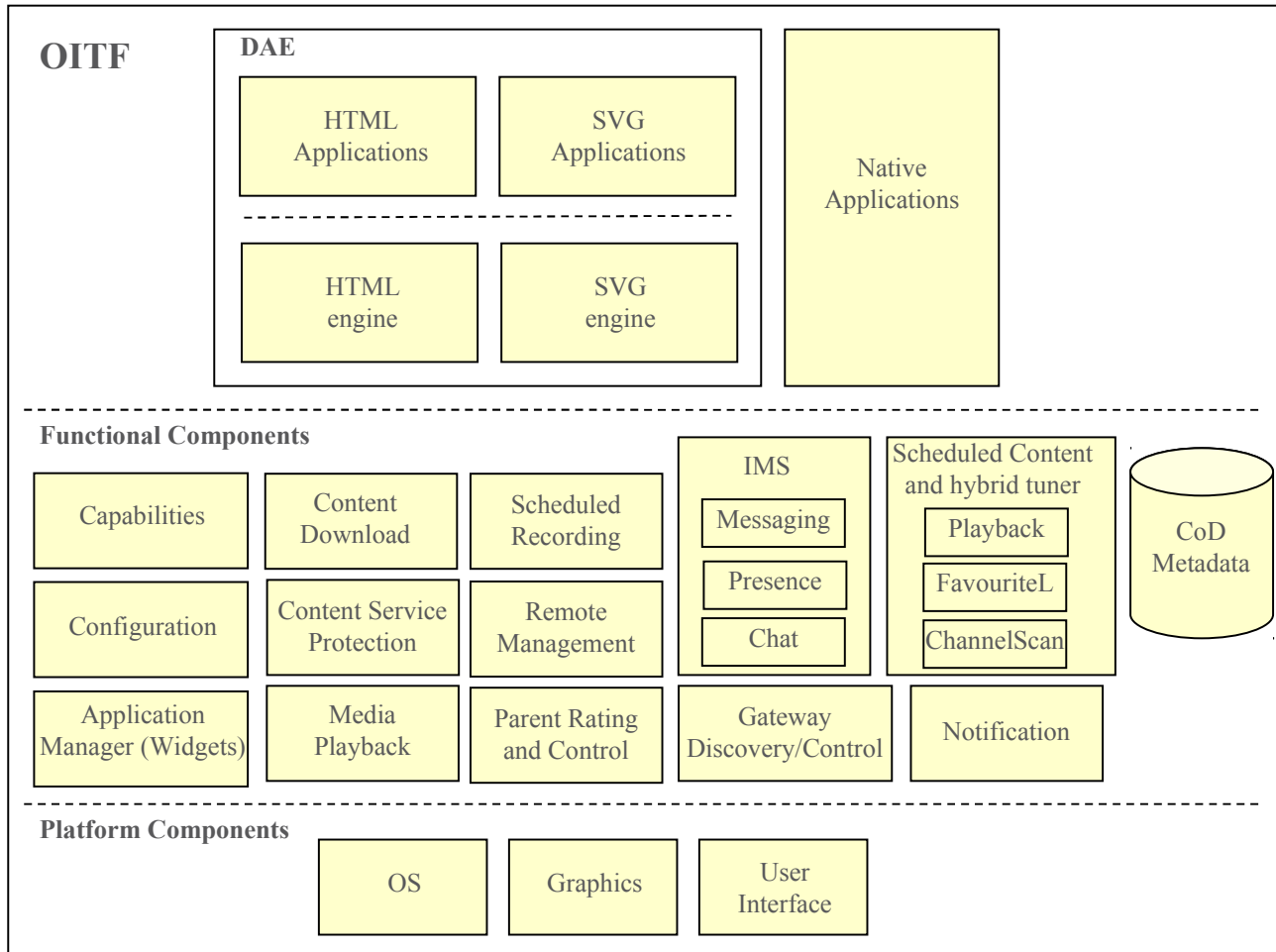
## › Release 1:

- [Volume 1 - Overview V1.1](#) (PDF, 400 KB) - 2009/10/08
- [Volume 2 - Media Formats V1.1](#) (PDF, 101 KB) - 2009/10/08
- [Volume 3 - Content Meta Data V1.1](#) (PDF, 371 KB) - 2009/10/08
- [Volume 4 - Protocols V1.1](#) (PDF, 1.2 MB) - 2009/10/08
- [Volume 5 - Declarative Application Environment V1.1](#) (PDF, 1.6 MB) - 2009/10/08
- [Volume 6 - Procedural Application Environment V1.1](#) (PDF, 535 kb) - 2009/10/08
- [Volume 7 - Authentication, Content Protection and Service Protection V1.1](#) (PDF, 919 kb) - 2009/10/08
  
- [Profiles specification V1.0](#) (PDF, 233 kb) - 2009/10/08
  
- [V1.1 Errata 1](#) (PDF, 203 KB) - 2010-07-27
- [V1.1 XML Schemas](#) (ZIP. 113KB) - 2010-07-27
  
- [Release 1 DAE Reference Guide](#) (PDF, 409KB) - 2010/03/11

# OIPF Structure



# Terminal Reference Architecture



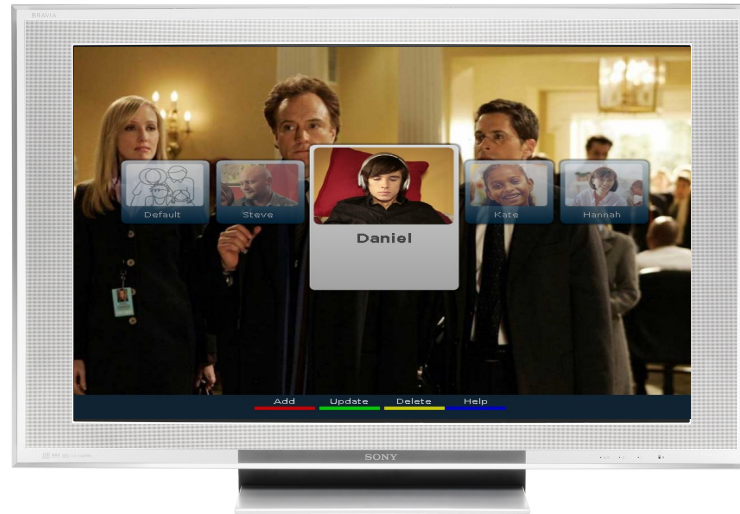
# Sample Use Cases

- › Personalization
- › Seamless experience across Devices
- › Red button



# Personalized Services

## Personalization



## Incoming call pop up



## Remote parent control



# Seamless experience across devices

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# Red Button



**Holidays?**

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