In Brief: ITU working on Internet TV standards

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Efforts to have international standards for Internet-based television are under way by the International Telecommunications Union.

The Geneva-based U.N. agency said that there are "benefits of worldwide standards for all players in the (Internet Protocol television) value chain" that requires global standardization "to avoid market fragmentation."

"Standards are necessary in order to give service providers, whether traditional broadcasters, ISPs or telecommunication service providers, control over their platforms and their offerings. Standards here will encourage innovation, help mask the complexity of services, guarantee quality of service, ensure interoperability and ultimately help players remain competitive," the ITU said in a news release.

The first meeting on the issue will be held in June.

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