

Industry leaders form consortium to develop end-to-end specification for IPTV

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AT&T Inc., Ericsson, France Telecom, Panasonic, Philips, Samsung, Siemens, Sony, and Telecom Italia today announced the founding of the Open IPTV Forum, an industry consortium that will work to define an interoperable end-to-end specification for delivery of IPTV services.

The forum, which is fully open to participation across the communications and entertainment industries, will focus on development of open standards that could help to streamline and accelerate deployments of IPTV technologies, and help to maximize the benefits of IPTV for consumers, network operators, content providers, service providers, consumer electronics manufacturers and infrastructure providers.

While standardization bodies are already addressing specific elements of IPTV, the pan-industry Open IPTV Forum will work to aggregate today's diverse standards into a complete delivery solution, with the goal of accelerating the full standardization of IPTV-related technologies. The Open IPTV Forum plans to establish requirements and architecture specifications as well as protocol specifications later in 2007.

The evolving IPTV service has many advantages, including personalization, interactivity and on-demand access for all forms of digital content. Unique possibilities exist for integration of content and communication services offered across mobile handsets and home devices. By ensuring the interoperability between consumer equipment and services compliant to the Open IPTV Forum's specification, the end

users can easily access their choice of contents and services among multiple service providers.

With this scope in mind, the Open IPTV Forum will work on the basis of suitable open-standards technologies, and will also address key technology elements such as content protection, necessary interfaces that allow IPTV services to be delivered over both managed network environment and the public Internet, and adequate measures to ensure interoperability between such services and retail consumer devices. Candidates include, but are not limited to: IP Multimedia Subsystem (IMS) and Digital Living Network Alliance (DLNA).

Initially the Forum will consist of the founding member companies, but will be open for other companies at a later date.

Please refer to www.openiptvforum.org for more details.

Source: Philips

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