

Table of Contents

0	Executive Summary
1	Introduction
1.1	Overview & definitions
1.1.1	Broadband
1.1.2	Interactive TV (iTV)
1.1.3	Internet Protocol Television (IPTV)
1.2	Platform business model
1.2.1	Satellite
1.2.2	Cable
1.2.3	Telco IP platform
1.2.4	DTT
1.2.5	MobileTV
2	Overview Benchmarking Study
2.1	Purpose of the study
2.2	Selected IPTV solutions
2.3	Duration of the study
2.4	Methodology of the study
2.4.1	Instrument development and study design
2.4.2	Evaluating “Products and Services”
2.4.3	Evaluating “Implementation Quality”
2.4.4	Aggregation of the final results
3	Results Benchmarking Study
3.1	Introduction
3.2	Evaluation: Product & Service Portfolio
3.2.1	Overview
3.2.2	Best practice samples
3.2.2.1	Configuration/Setup
3.2.2.2	Video on Demand
3.2.2.3	Electronic Program Guide
3.2.2.4	Communication Services
3.2.2.5	Walled Garden Offerings
3.2.2.6	Advertising Concepts
3.2.3	Details
3.2.3.1	Company details
3.3	Evaluation: Implementation Quality
3.3.1	Overview
3.3.2	Best practice samples
3.3.2.1	Functionality
3.3.2.2	Usability
3.3.2.3	Content
3.3.2.4	Branding
3.3.3	Details
3.3.3.1	Company details
3.4	Summary
4	Market Overview
4.1	Business models and perspectives
4.2	IPTV products, pricing and packaging
4.2.1	Triple-play competitors
4.2.2	Homechoice, United Kingdom

- 4.2.3 Broadband is the Driver
- 4.2.4 Now Broadband TV
- 4.2.5 Attractive price points
- 4.2.6 Creating an upward migration path
- 4.2.7 Broadcast TV access as a loyalty enhancer
- 4.2.8 Marketing Conclusions
- 4.3 Contents and rights
 - 4.3.1 Rights windows and their development
 - 4.3.1.1 First window VOD for movies
 - 4.3.1.2 Subscription VOD (SVOD) for movies
 - 4.3.1.3 TV series on VOD
 - 4.3.1.4 Music videos on VOD
 - 4.3.2 The impact of new technology on content distribution
 - 4.3.2.1 Download-to-Own
 - 4.3.2.2 The content value chain
 - 4.3.2.3 Content owner aggregation model
 - 4.3.2.4 Direct sale model
- 4.4 Hardware & retail
 - 4.4.1 New trends in the hardware market
 - 4.4.2 Distributing set-top boxes
- 4.5 Technology
 - 4.5.1 Network evolution
 - 4.5.2 Compression standards
 - 4.5.3 DRM systems
 - 4.5.4 IPTV Software platforms
- 4.6 Implementation
 - 4.6.1 User interface
 - 4.6.1.1 Web browser based
 - 4.6.1.2 Custom application
 - 4.6.1.3 Integrating platforms, services and systems
- 4.7 IPTV, PVRs and the future of advertising
 - 4.7.1 IPTV
 - 4.7.2 PVRs
- 4.8 iTV usability challenges
 - 4.8.1 Introduction
 - 4.8.2 Targeting populations
 - 4.8.3 Setup and Configuration
 - 4.8.4 Navigation and Orientation
 - 4.8.5 Remote Controlling
 - 4.8.6 EPG: Information inflation on limited screen estate
 - 4.8.7 Future areas of research

5 Main IPTV Markets

- 5.1 Overview: European IPTV market
 - 5.1.1 Telco incumbent's IPTV plans
 - 5.1.2 The challengers: Alternative carriers or regional networks
 - 5.1.3 The platform battle
 - 5.1.4 Focus: Roll-outs in Germany
- 5.2 Overview: US IPTV market
 - 5.2.1 Introduction
 - 5.2.2 Scalability of large networks a big issue for growth
 - 5.2.3 General market drivers
 - 5.2.3.1 Loss of voice subscribers via fixed line
 - 5.2.3.2 Competition from cable for other triple-play services
 - 5.2.3.3 Interactive programming/services
 - 5.2.3.4 High definition (HD)
 - 5.2.4 US IPTV market size
 - 5.2.5 Future Outlook: Opportunities in the US IPTV market
- 5.3 Overview: Asian IPTV market
 - 5.3.1 Overview
 - 5.3.2 Why is Asia leading IPTV?
 - 5.3.3 Challenges for launching IPTV in Asia
 - 5.3.3.1 Success factors and lessons learned

- 5.3.4 Asian IPTV market overview
- 5.3.4.1 The market in Hong Kong
- 5.3.4.2 Japan
- 5.3.5 Taiwan
- 5.3.6 South East Asia Market Overview
- 5.3.7 China
- 5.3.8 Other markets
- 5.3.9 Future Outlook: IPTV service evolution

6 Summary

- 6.1 Consumer Perspective
 - 6.1.1 IPTV as the king of iTV approaches?
 - 6.1.2 Additional Value vs. the question of time and money budgets
- 6.2 Business Perspective
 - 6.2.1 The future competition on Triple Play between Cable and Telco industry
 - 6.2.2 The race between both industries
 - 6.2.3 Snapshot satellite networks
 - 6.2.4 Beyond the infrastructure
 - 6.2.5 Grassroots thrive on digital platforms
- 6.3 Outlook and Recommendations

7 Appendices

- 7.1 Company Profiles
- 7.2 Market Information
- 7.3 Fact Sheets
 - 7.3.1 Belgacom / Details & Screenshots
 - 7.3.2 T-Online International / Details & Screenshots
 - 7.3.3 Comcast / Details & Screenshots
 - 7.3.4 Fastweb / Details & Screenshots
 - 7.3.5 Homechoice / Details & Screenshots
 - 7.3.6 Telefonica / Details & Screenshots
 - 7.3.7 Premiere / Details & Screenshots
 - 7.3.8 Swisscom / Details
 - 7.3.8.2 Screenshots (unbranded MSTV platform)
 - 7.3.9 France Telecom (MaLigne) / Details & Screenshots
 - 7.3.10 Maxinetti TV / Details & Screenshots
 - 7.3.11 Now Broadband / Details & Screenshots
 - 7.3.12 Telecom Italia / Details & Screenshots
 - 7.3.13 Sky / Details & Screenshots
 - 7.3.14 Teliasonera / Details
 - 7.3.15 Tele Denmark / Details
 - 7.3.16 Smart Telecom / Details
 - 7.3.17 Hong Kong Broadband (HKBN) / Details
 - 7.3.18 Yahoo BB / Details
 - 7.3.20 NTT / Details
 - 7.3.21 KDD Hikari Plus TV / Details
 - 7.3.22 Chunghwa Telecom / Details & Screenshots
 - 7.3.23 MiTV / Details
 - 7.3.24 Screenshots of other solutions
- 7.4 Link list
- 7.5 Literature
- 7.6 Author Team
- 7.7 Glossary