

IPTV wares for small North American operators target opex, applications

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Date: December 2009

Pages: 17

Price: US\$ 1,495.00 (Single User License)

ID: I94D2B6618FEN

Abstracts

IPTV vendors are targeting smaller North American telco operators with different products and strategies than those needed for large global deployments by tier-1 incumbents. This report describes vendor offerings and recent announcements for this market from 180Squared, Alcatel-Lucent, Avail-TVN, Cisco, Mariner, and Minerva. This segment is fertile ground for Internet TV, interactivity, and opex reduction.

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Executive summary

In a nutshell

Ovum view

Market overview

Who are the tier-2 to tier-4 operators?

Segment definitions

Tier 1: national incumbents in large, economically developed nations

Tier 2: multi-regional but not national

Tier 3: local service provider for a single region

Tier 4: not even the incumbent local provider

Smaller operator needs differ from tier-1 requirements

VoD later than Internet TV

High definition important to compete against cable and satellite

Other differences

A sample of IPTV offerings for smaller telcos

180Squared: cloud services added to solution-in-a-box

Solution

Customer and partner engagement examples

IPTV role in company strategy

SWOT

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