

IPTV wares for small North American operators target opex, applications

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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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Segment definitions

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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

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Solution

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Customer and partner engagements IPTV role in company strategy SWOT

Minerva Networks: open platform middleware Solution Customer and partner engagement examples IPTV role in company strategy SWOT



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