

The many faces of IPTV and Internet TV services: a taxonomy

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Abstracts

While the first use of 'walled garden' IPTV platforms replicated existing CATV services and business models, the choice was always made with an eye to future flexibility of services. Meanwhile, another set of players has introduced a variety of Internet TV flavours over multiple devices and delivery technologies with different business models and content types. A summary of this paper was first published for The International Conference on Consumer Electronics in October 2009. It provides a taxonomy of services, some associated opportunities and issues, and a view of the types of player likely to flourish and those likely to struggle.

Contents

EXECUTIVE SUMMARY

IN A NUTSHELL

TAXONOMY

INTERNET TV AND IPTV ARE DISRUPTIVE TECHNOLOGIES

CLASSIFICATION BY TYPE OF CONTROLLING ENTITY

SUBCATEGORIES BY CONTENT TYPE WITH CORRELATION TO BUSINESS MODEL

SUBCATEGORIES BY NEW ENTRANT TYPES

BUSINESS OUTLOOK BY CATEGORY

DIFFERENT SERVICE TYPES

SERVICE TYPES EXPECTED TO FLOURISH (GREEN)

SERVICE TYPES EXPECTED TO SURVIVE (YELLOW)

SERVICE TYPES EXPECTED TO STRUGGLE (RED)

CE SERVICES TO COME

TECHNOLOGY IMPLICATIONS

DIFFERENCES IN QUALITY EMPHASIS

SEARCH, DISCOVERY AND NAVIGATION

CONSUMER ELECTRONICS HAVE A PIVOTAL ROLE IN ENRICHING THE CONSUMER EXPERIENCE

LIST OF TABLES

Table 1: Types of controlling entity, their assets and risks

List Of Figures

LIST OF FIGURES

Figure 1: Business outlook by controlling entity

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