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Demystifying IPTV and IP-delivered Video

University of Arizona
Race Track Industry Program
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In subtle ways, TV has become “more” than TV

The screenshot displays the AT&T News Multiview interface. On the left is a navigation menu with options: Weather, Stocks, Sports (highlighted), Traffic, and Exit. Below the menu is a 'LOS' button with a left arrow and an L.A. logo. The main content area is a grid of video thumbnails. The top-left thumbnail shows two football players in red and gold uniforms. The top-right thumbnail is a Bloomberg news anchor with the title 'News Multiview' and 'Bloomberg' text. The bottom-left thumbnail shows a street scene with a silver car and a blue bus, with an 'Incoming call from Mary Sanchez 214-555-4321' notification overlaid. The bottom-right thumbnail shows a news anchor with the title 'Reform: At What Cost?' and a financial data ticker. To the right of the main grid is a vertical sidebar with three thumbnails: '225 TWC' (a couple), '230 CSPAN1' (a town hall meeting), and '231 CSPAN2' (a Senate hearing). The sidebar also includes a '9 of 21' indicator and an up/down arrow.

at&t

Weather
Stocks
Sports
Traffic
Exit

LOS

Incoming call from Mary Sanchez 214-555-4321

News Multiview

Bloomberg

Reform: At What Cost?

225 TWC

230 CSPAN1

231 CSPAN2

9 of 21

Source: AT&T

TV has become Interactive (DVR, VoD)

Source: Verizon Communications

The image shows a composite of two digital video interfaces. On the left is a 'Video On Demand' menu with three movie options:

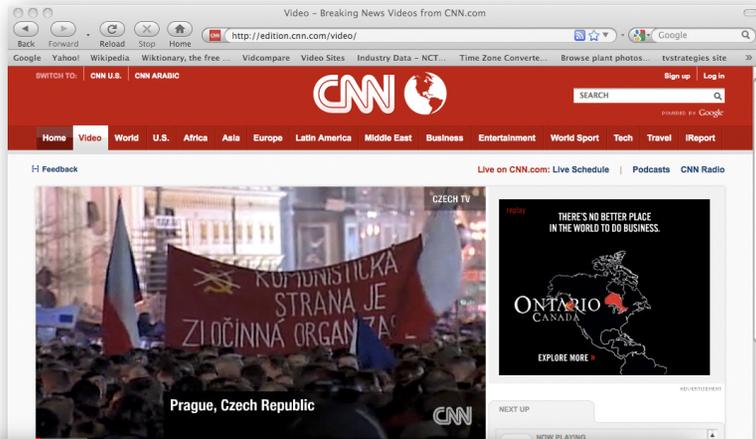
- American Preside...**
Comedy(1995)
\$3.99 114 minutes
- Fast&Furious: Tok...**
PG-13
Action(2006)
Cast: Lucas Black, Nathalie Kelley, Brian Tee,
Dir: Justin Lin
\$3.99 98 minutes
- Inside Man**
R
Drama(2006)
\$3.99 129 minutes

On the right is a live soccer match broadcast. The field is green with players in orange and red kits. A goal is visible in the foreground. A progress bar at the bottom indicates the current time is 15:56, with a total duration of 16:30. The interface includes various advertisements for brands like Kärcher, Coca-Cola Zero, and EnBW.

Source: Deutsche Telekom / Bundesliga

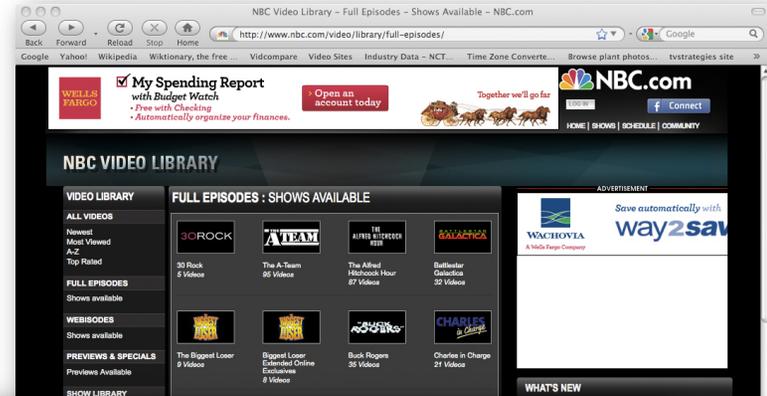
Now, Network TV is on the Internet

Source: CNN

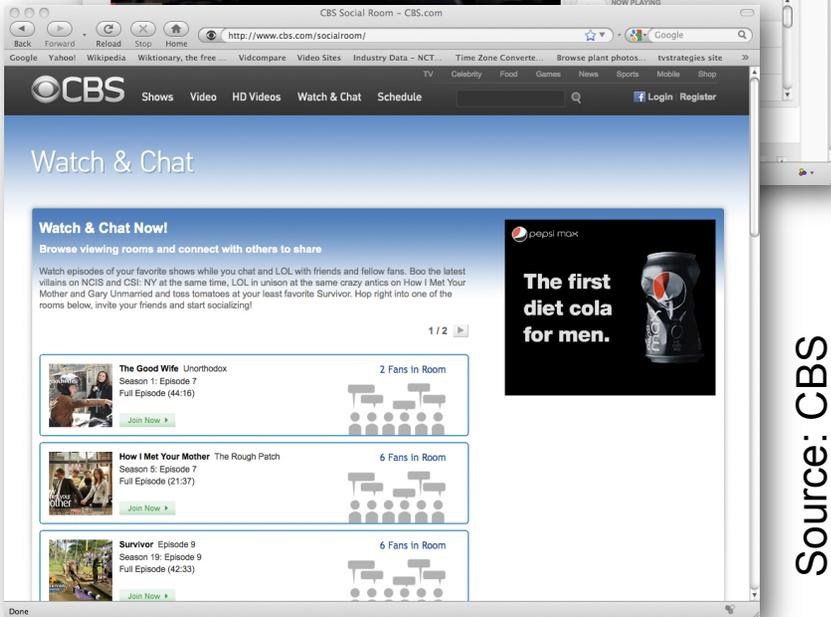


Free but Ad-sponsored. Some are social.

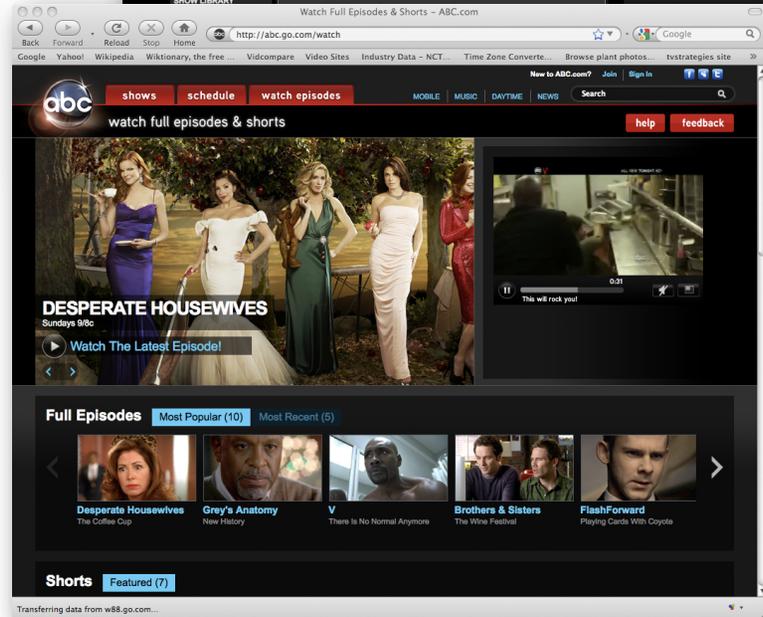
Source: NBC



Source: CBS



Source: ABC



In fact, TV is already a multi-screen experience

Pay TV options

Pay TV live, On-demand & Internet to STB



Pay "TV Everywhere" to PC

Pay TV to Mobile



Pay TV to other home devices



Hybrid Pay-Internet TV



Hybrid Pay IP VOD + digital terrestrial broadcast STB



Hybrid IP Pay TV + Internet TV STB

Also: Entone, HbbTV, YouView, "AllVid" . . .

Internet TV options

Internet content and box from "ecosystem" supplier



Internet content and STB from different suppliers



Internet TV to Game console



Internet TV to Web from multiple sources

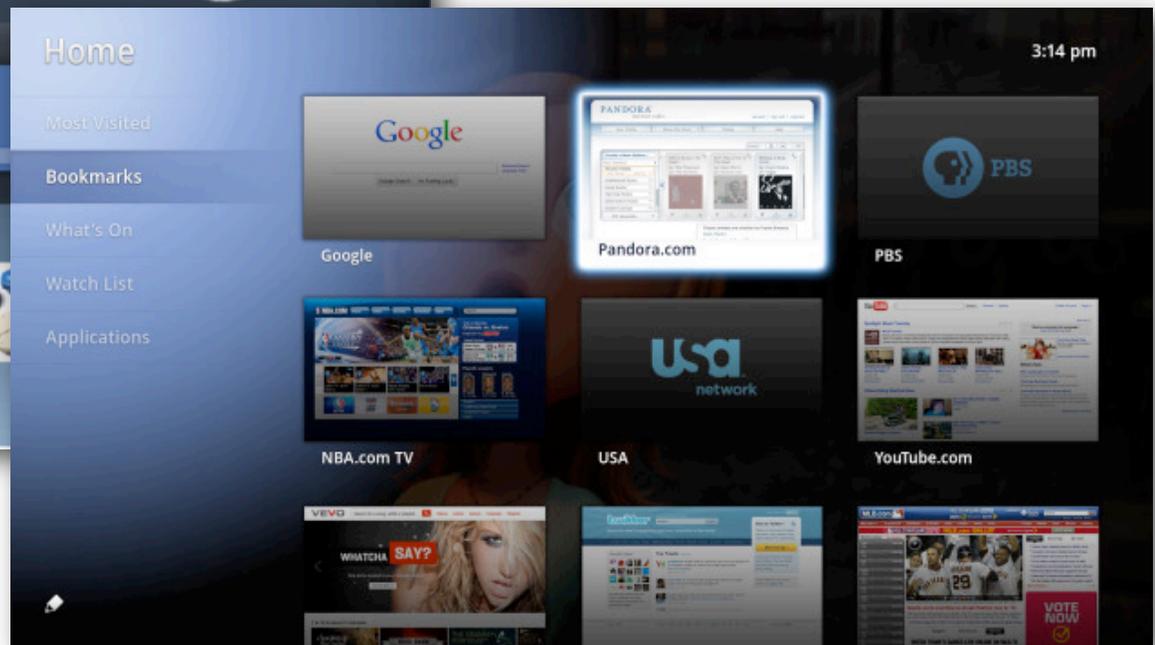


Internet TV to Web from original source

“Apps” have migrated from Phones to TVs



Source: Verizon Communications



Source: Google



OK, so ... “What are IPTV and IP Video?”

- IPTV

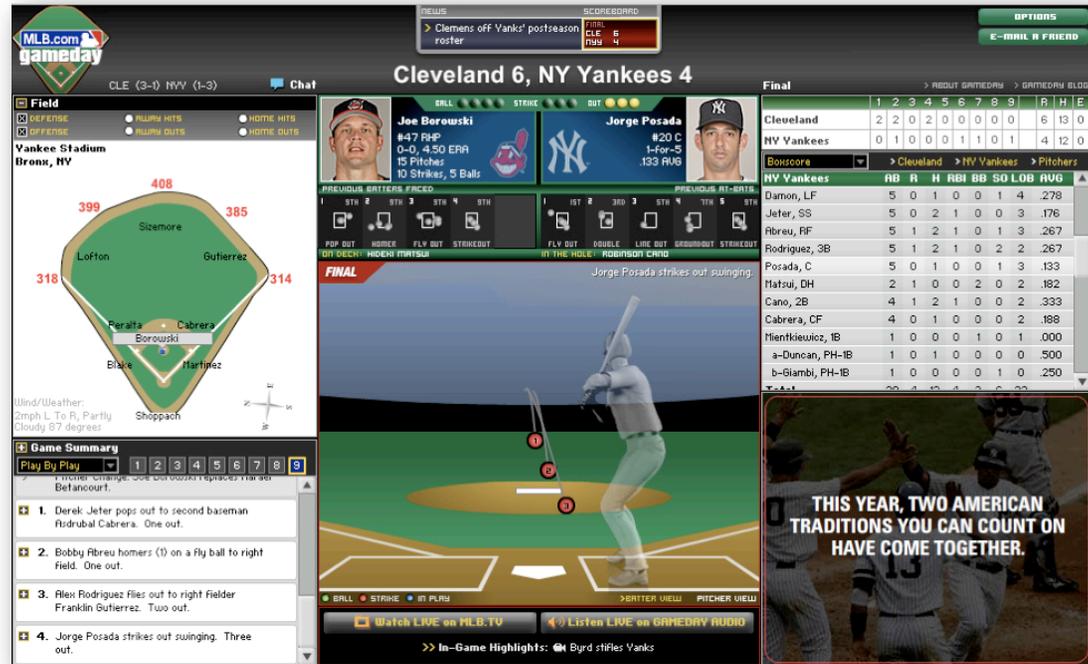
- Managed delivery
- Emphasis on quality
- High performance
- “Pay TV”

- IP Video

- Best-effort Delivery
- High quality is optional
- Users tolerate errors and lags
- “You Tube”

Sports led the way into IP Video & Multi-screen

Leveraging Internet technologies to enrich the experience



Source: MLB



In Australia, Racing is multi-screen too

The collage illustrates the multi-screen capabilities of the Sky Racing Media Centre. Key elements visible include:

- Top Left:** A browser window showing the 'Sky Racing Media Centre' interface with a 'Race Results' section for 'Lingfield Race 5 (ER5)'. It lists official dividends for various horses and their positions.
- Top Right:** A 'Win & Place' table for 'SR 4 - Canterbury 4 (1550m)' showing runners, odds, and payouts.
- Middle:** A 'NEXT TO GO' section listing upcoming races at Ascot Park and Gore, along with 'RACE REPLAYS' and 'LATEST RESULTS' for Lingfield Race 5.
- Bottom Left:** A 'COMING UP' section listing future races at Ascot Park and Gore, and an 'EXPERTS' section featuring 'ANDREW BENSLEY'.
- Bottom Right:** A 'MEDIA' section with a video player showing 'DAVID RAPHAEL, SKY RACING INTERNATIONAL EXPERT' and a 'LATEST VIDEO' list.
- Right Edge:** A 'Press for next to go' section showing race times for Avondale and Geelong.
- Center:** A promotional banner for 'THE SOLO THE WEEK' with the text 'TO WIN A YEAR'S SUPPLY OF SOLO'.

Source: Sky Racing (Sky Broadcasting Australia)



Where does this experience come from?

Live TV Feed
(Encoders)



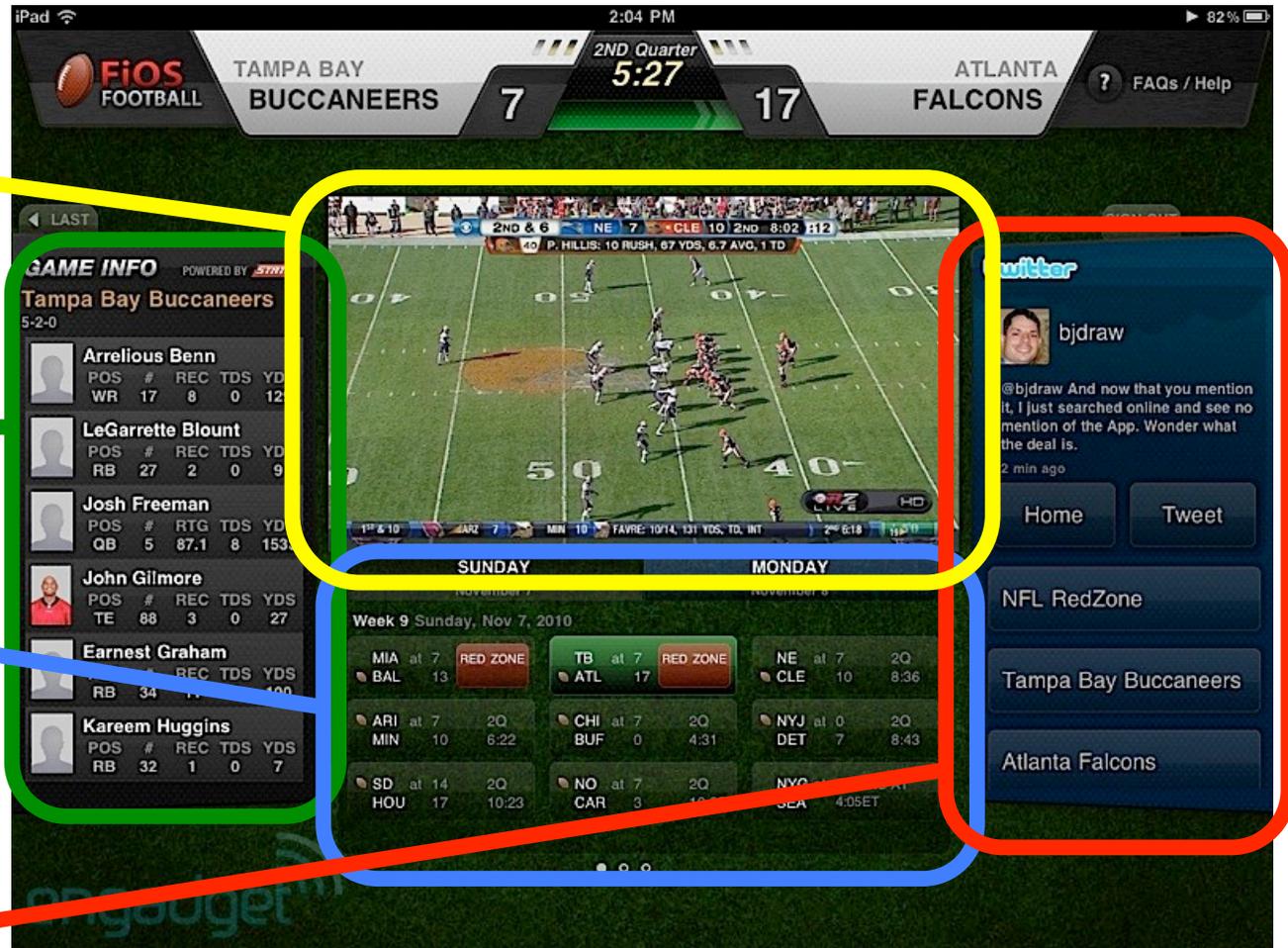
Game &
Player data
(Team database)



Today's
Games
(League database)

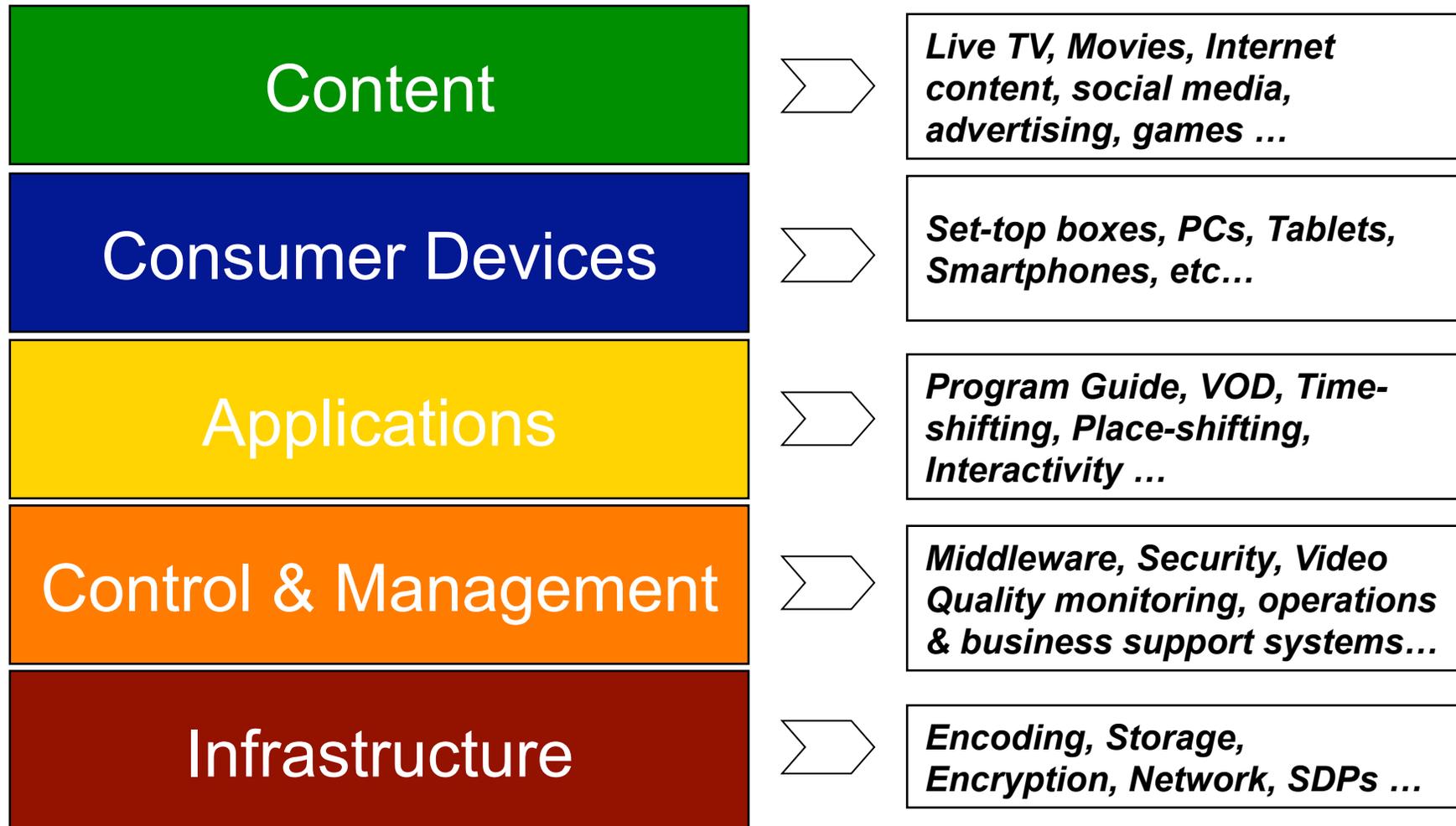


Social Media
(Twitter API)



Source: ESPN / Verizon / Engadget

IP-delivered video - many moving parts . . .



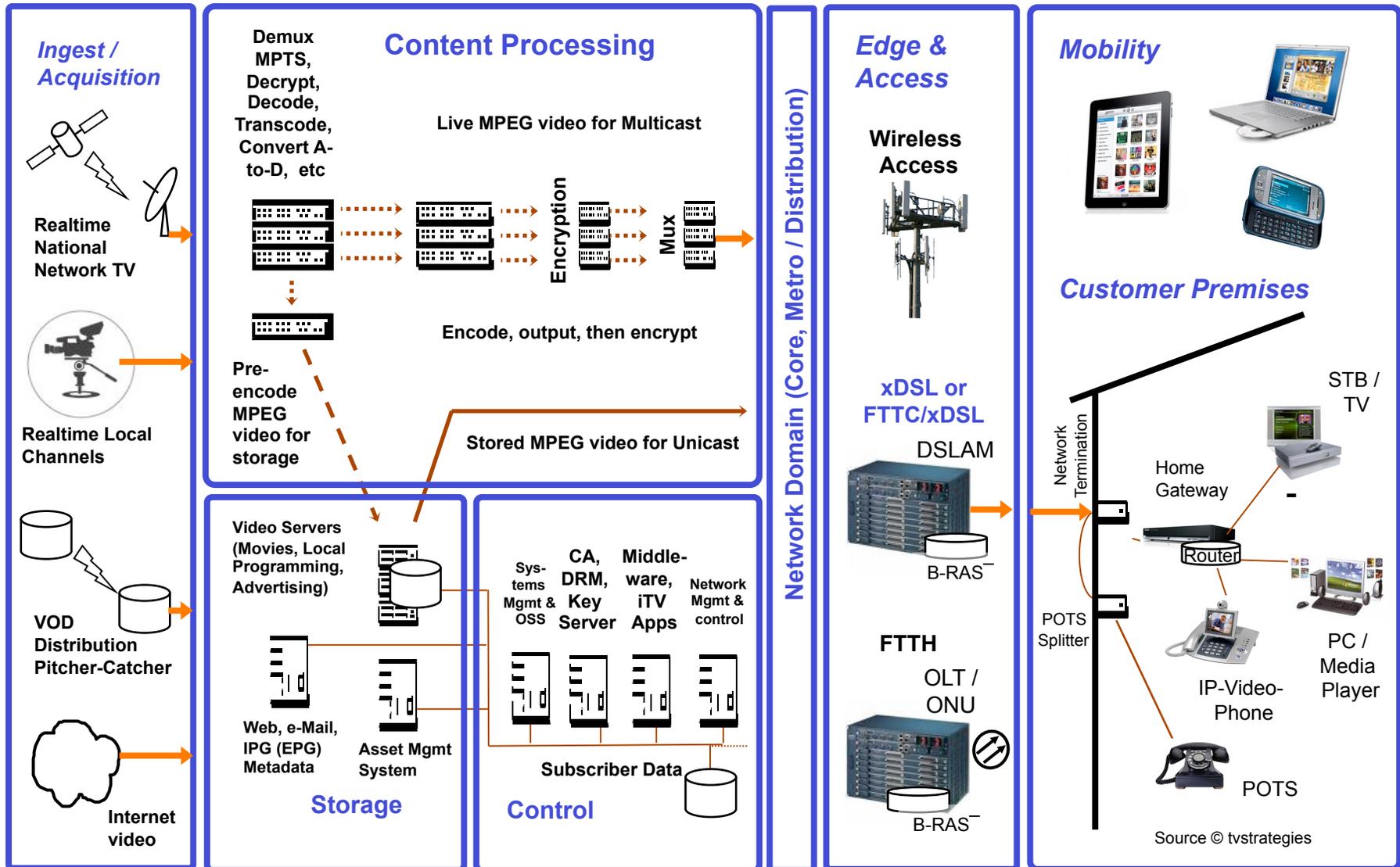
High-level view of the IP Video infrastructure

Cont. Prov.

Service Provider

Netwk. Provider

Consumer

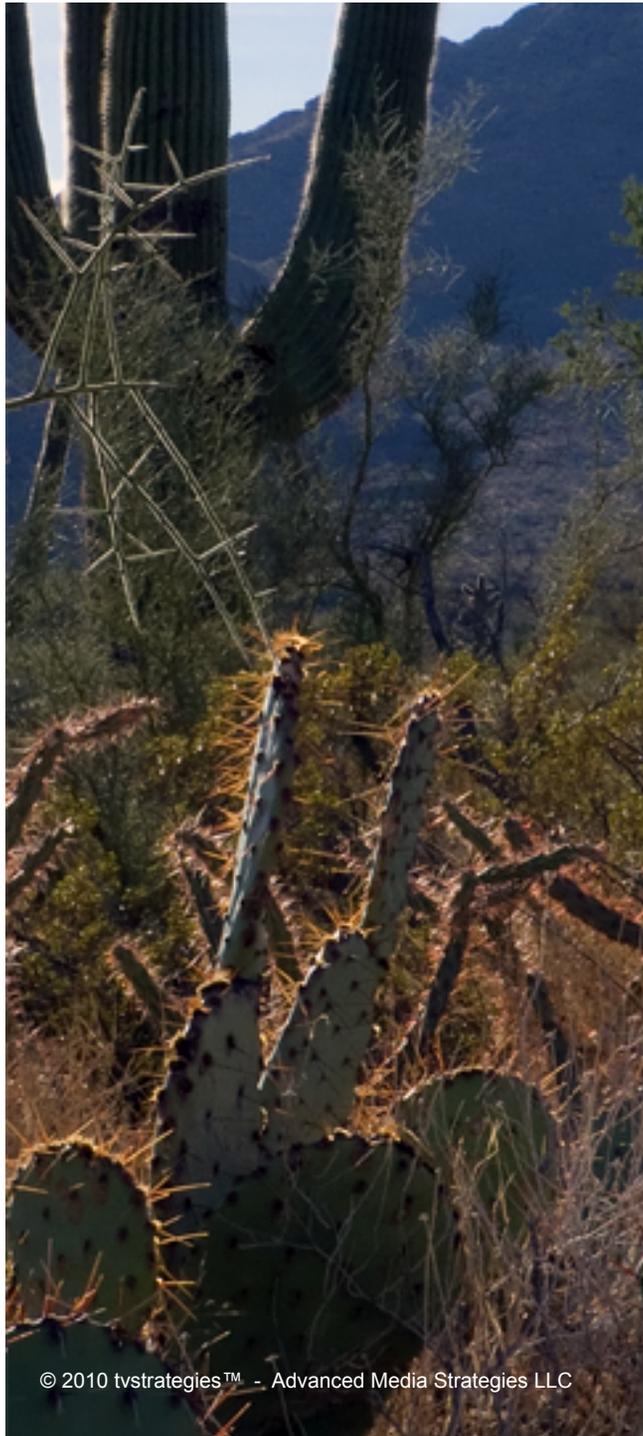


Source: © tvstrategies™

Ask “Seven Burning Questions”

- Is it where your viewers want it to be?
- Can it be further monetized?
- Is it compelling?
- Is quality sufficient?
- Is it unique?
- Does it justify the expense?
- Will it scale?





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