

“IPTV” – A MERGER OF TELECOM AND BROADCASTING?

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**"INTERNET-PROTOCOL
TELEVISION"- BROADCASTING OF
TELEVISION CONTENT THROUGH
INTERNET NETWORKS"**

"IPTV is not an OTT"

EVOLUTION OF CABLE TV SERVICES

ANALOGUE/ANTENNA (WIRES)



**DIGITIZATION
(DIGITABLE
ADDRESSABLE
SYSTEMS)/ STB'S**



**INTERNET
PROTOCOL/APP
BASED
RETRANSMISSION**



BENEFITS OF CONTENT RETRANSMISSION THROUGH “IPTV”

- **High-Quality Streaming:** IPTV services usually offer high-definition (HD) or 4K resolution, giving consumers a better viewing experience with clearer picture quality and sound.
- **Multi-Device Support:** Consumers can watch IPTV on multiple devices, including smartphones, tablets, smart TVs, and computers. This mobility and multi-device compatibility make it convenient for users to watch their favorite shows on the go.
- **No Dependency on Set-Top Boxes:** IPTV can be accessed through apps and streaming devices, eliminating the need for cable set-top boxes. This reduces hardware dependency and installation costs.
- **Expanded Customer Base:** By offering IPTV services, cable companies can tap into the growing market of tech-savvy consumers who prefer streaming content over traditional TV, expanding their customer base.

CHALLENGES FACED BY IPTV SERVICES PROVIDERS

1. No tariff regulations for their major Competitor OTT.
2. No Licensing requirements for OTT Platforms.
3. Live-Streaming and Availability of Pay TV Content on OTT Platforms.
4. Huge Capital Investments.
5. Slow Internet Connectivity in Rural parts of the Country.

THANK YOU!