"IPTV"- A MERGER OF TELECOM AND BROADCASTING?

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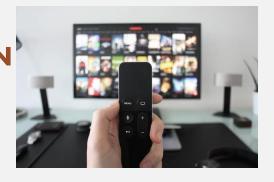
"INTERNET-PROTOCOL
TELEVISION"- BROADCASTING OF
TELEVISION CONTENT THROUGH
INTERNET NETWORKS"

"IPTV is not an OTT"

EVOLUTION OF CABLE TV SERVICES

DIGITIZATION (DIGITABLE ADDRESSABLE SYSTEMS)/ STB'S

INTERNET
PROTOCOL/APP
BASED
RETRANSMISSION



ANALOGUE/ANTEN NA (WIRES)





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

- I. 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.

THANKYOU!