

Technologies for New Media

The IPTV Ecosystem

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Technologies such as IPTV will be a disruptive challenge for the media industry

- Revolution rather than Evolution

- IPTV will become a disruptive technology and not only an enhancement of today's TV



- IPTV Ecosystem emerges

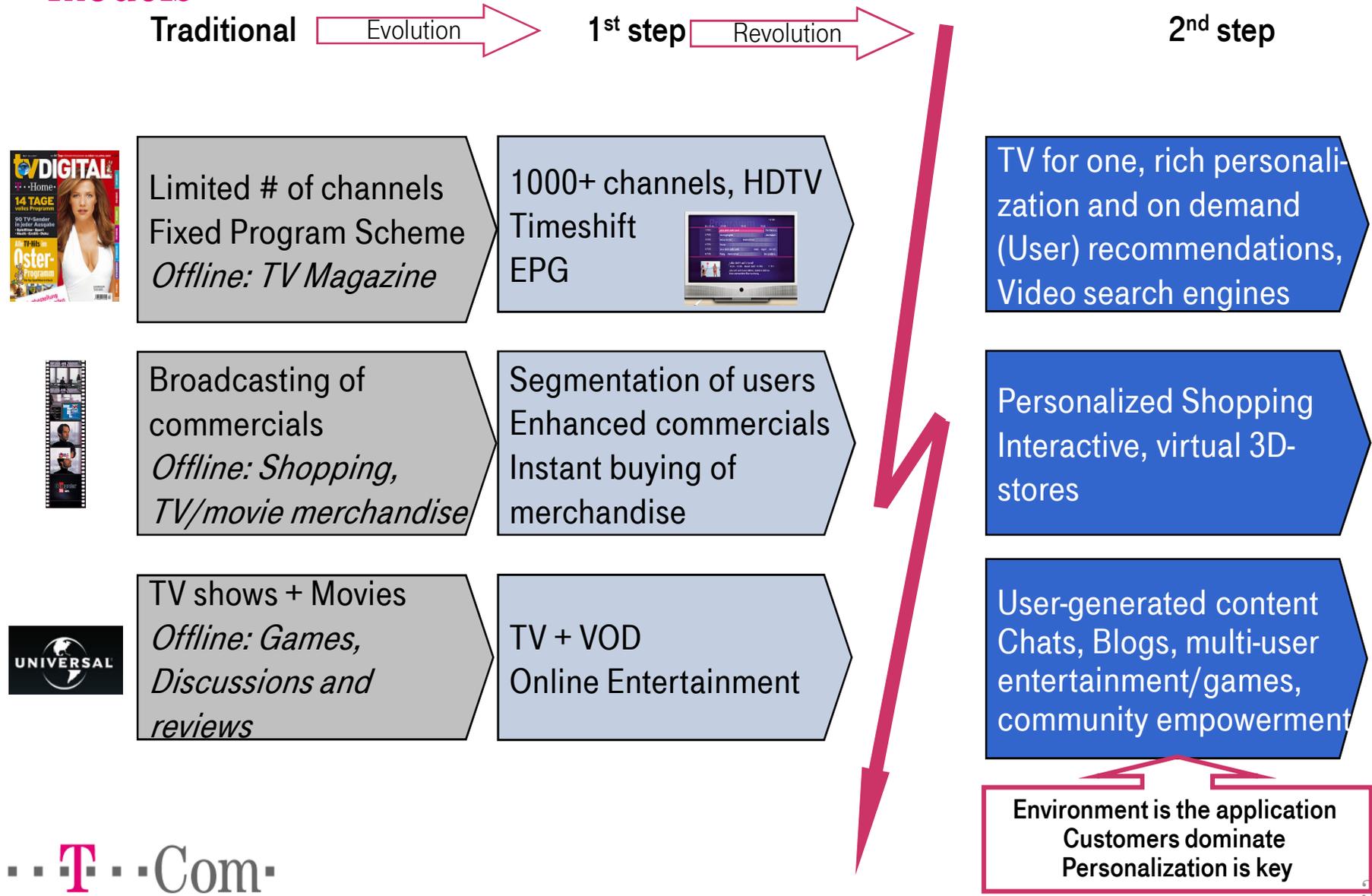
- A new media ecosystem will change industries and business models

- Customers dominate

- Industry will be forced by customers to change



As 1st step, IPTV is evolution and substitution of today's TV
 As 2nd step, it leads to revolutionary usage scenarios + business models



Thank you!