

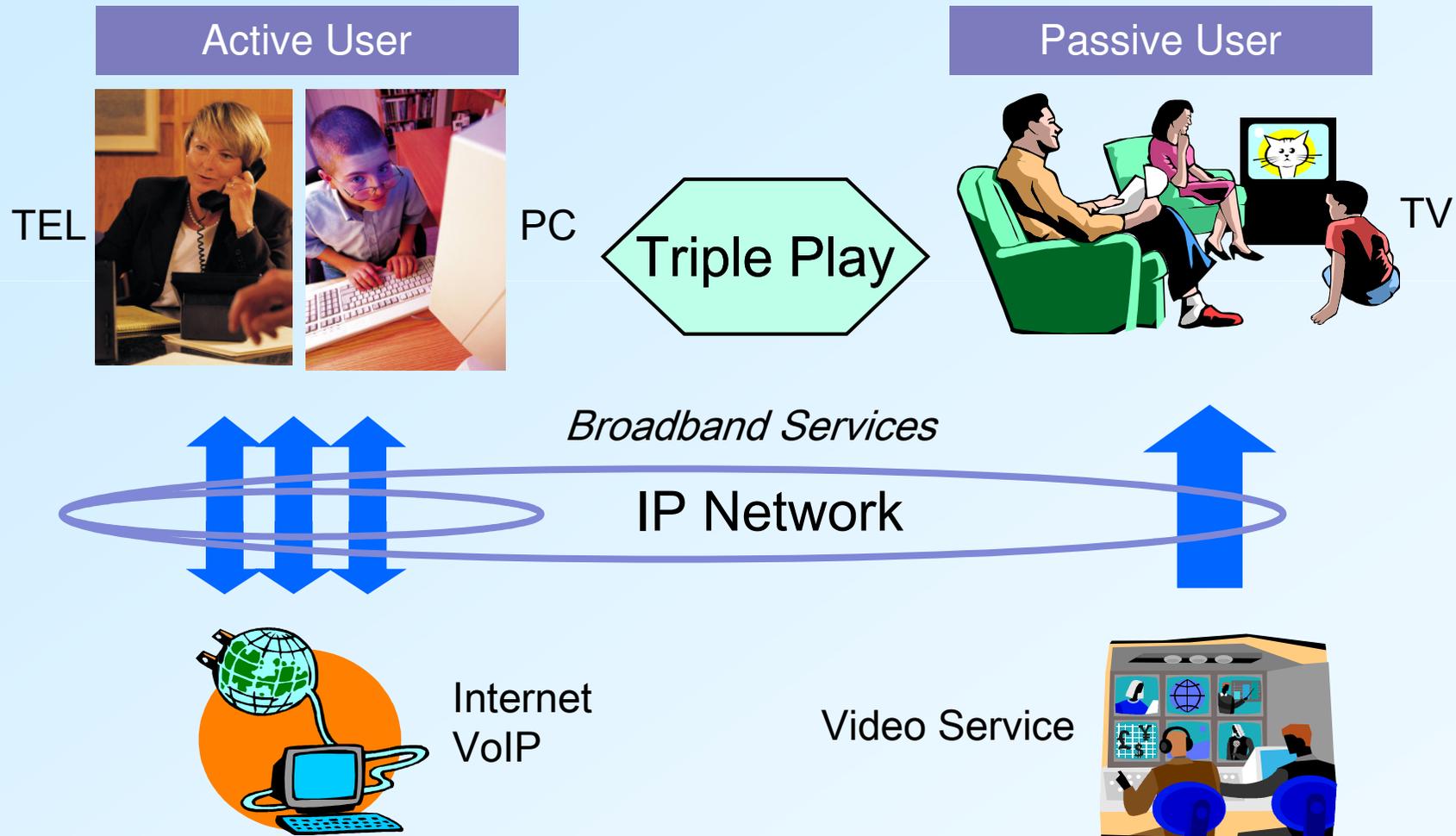
IPTV Service Development

NTT Cyber Solutions Laboratories

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Media Collaboration : Telco's Approach

- To expand the number of broadband customers, IPTV services are provided world wide as well as IP-phone and Internet access in "Triple Play" service.

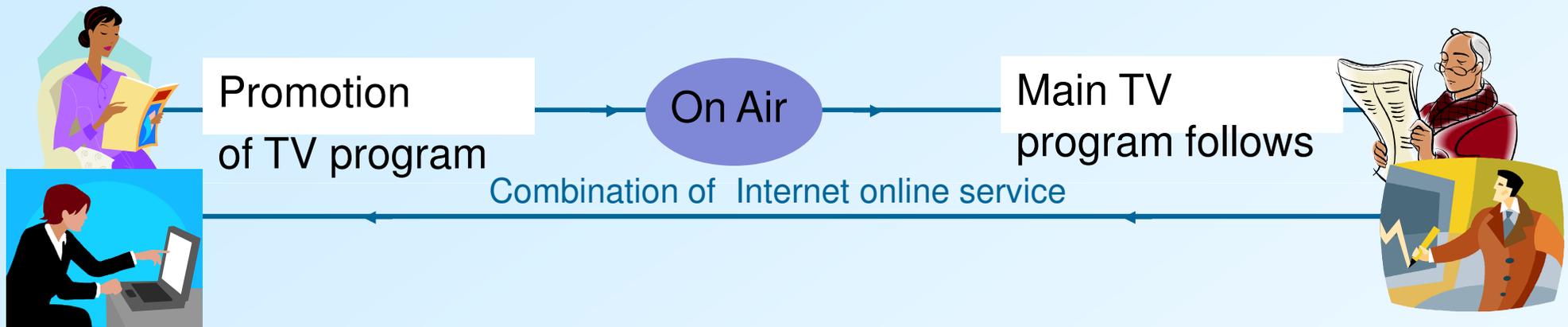


IPTV Services in Japan

	4th MEDIA	OCN Theater	BBTV	HIKARI plus TV
Service Area	Eastern Japan	Eastern/Western Japan	Major cities	Major cities
ISP	Plala, Biglobe, @nifty, So-net, Hi-HO	OCN	Yahoo! BB	KDDI
Subscription	ADSL/B FLET'S	B FLET'S	Yahoo! BB	HIKARI Plus
Multi-Channel	○	×	○	○
VOD	○	○	○	○
Video Quality	MPEG2 (2 to 4 Mbps)	MPEG2 (3 Mbps)	MPEG2 (2 Mbps)	MPEG2 (4 Mbps)
VOD Titles	3,000	2,000	5,000	4,000
Channels	45	-	26	30
Initial Charge	¥5,000	¥5,000	¥10,000	¥3,000
Monthly Charge	¥2,500	¥1,500	¥2,000	¥2,500
STB Charge	¥26,250	↑included	¥525	↑included

Media Collaboration : Broadcaster's Approach

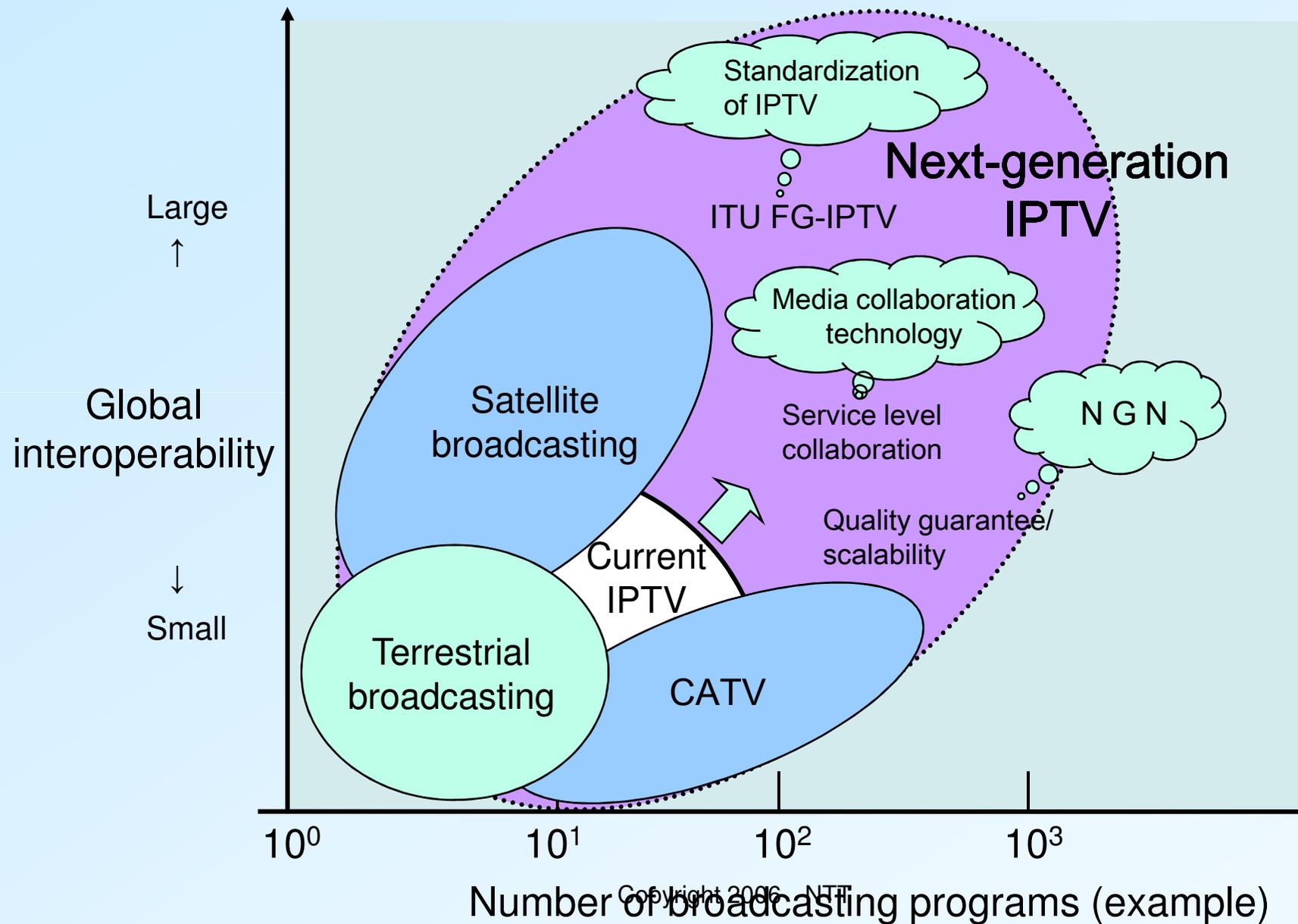
The Broadcasters in US have changed their business to use the internet since the end of 2005. ABC, NBC, CBS, FOX provide full episodes online for free!



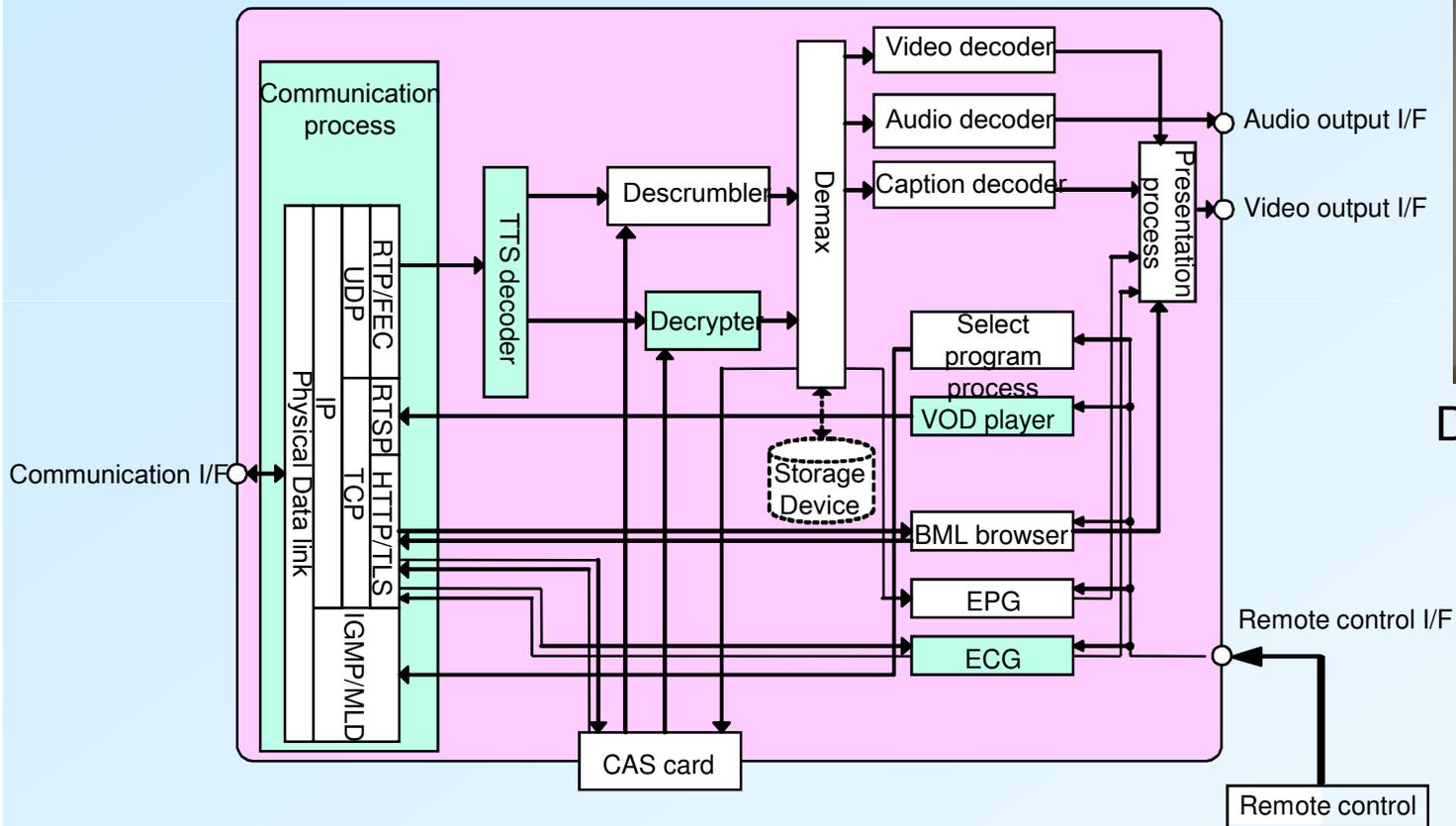
- The audience rating is improved by piling up the program with all media.
(Media collaboration)

- Expansion of audiovisual application
 - Real-time viewing
 - On-demand viewing
 - Time-shift viewing
 - Segment viewing
 - Ubiquitous viewing

Overview of the next-generation IPTV service



Digital Television Implementation for Next-generation IPTV



Digital-TV with IPTV faculty
(no STB solution)



Thank you for your attention.

Contact:

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<https://www.ntt.co.jp/cclab/e/contact/index.html>