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The Irvine IPTV Group, LLC.**North America IP & TV Forum: The Debrief!****“There is no replacement for pure bandwidth”- U.S. Telecom Executive**

The Irvine IPTV Group attended the North America IP & TV Forum in New York recently. The forum brought together executives from large industry players such as Verizon, ATT, France Telecom, and smaller, niche firms to discuss the eminent paradigm shift that awaits North American Telecommunication and Cable service providers, content producers, distributors, and technology solutions providers; Internet Protocol Video/Data content delivery!

The forum was buzzing with excitement as each of the “Big 3” pres-



entations about their own take on the IP revolution, and the giant strides that still need to be made to fully monetize and normalize the IPTV experience in the modern ecosystem with so many Internet capable devices both in people’s homes, and mobile devices in their pockets.

Small and large firms alike reiterated their frustrations about the limitations of current bandwidth capabilities in the existing delivery infrastructures.

As one telecom executive stated, “Broadband is waiting for the next level of compression”. Delivery of High Definition

video is still a paralyzing issue for the larger firms, as HD consumes 3-4 times more bandwidth than SD video, and is correspondingly 3-4 times more expensive to deliver for service providers.

The Irvine IPTV Group’s proprietary Any-View technology not only mitigates the bandwidth stresses that are hindering HD delivery, but it provides the necessary protocols for 1080p resolution! Furthermore, our technology mitigates the need for content providers to send multiple feeds of the HD content since the P2P platform will distribute the video content to all the subscribers with minimal feeds coming from service providers.

Content producers and media firms also voiced their opinions about IPTV at the forum. Media outlets and content owners want to integrate into IP infrastructures to monetize on viewership trends. The Triple Play (TV, mobile, internet) ecosystem is highly favorable where a device ambiguous solution/delivery platform such as the Any-View solution is highly appealing.

Market research firms and Wall St. also chimed in, as their delegates projected only 2 years from now, there will be 200 million video enabled mobile devices and the market opportunity will be ripe!

**Industry News:**

- Mexican telecom has confirmed plans to stick to capital expenditure of USD 606 million for 2009 to launch IPTV services.
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- Italian telecom operators to generate USD 4.4 billion in video revenue by 2014.
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