

# News Release

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## The Future of Television Explored in New IPTV Book

Industry foresees "the end of television as we know it" by 2012 (IBM). New in-depth briefing prepares Broadcasters, Technology Professionals & Investors for what's coming.

**April 15, 2007, NAB LAS VEGAS, NEVADA** – Go Associates and Telecom Product Consulting announced publication of ***IPTV and Internet Video: Expanding the Reach of Television Broadcasting*** by Wes Simpson and Howard Greenfield, two veteran digital media technology experts. The book, published by Focal Press (Elsevier) in conjunction with NAB (National Association of Broadcasters) Executive Briefings Series, discusses the technical basics and business implications of video as it becomes increasingly integrated into broadband and the Internet.

**"This is the right book at the right time.** Greenfield and Simpson offer a clear and compelling overview of the emerging IPTV space that is at once an accessible introduction to the basics, as well as a guide to thinking through issues of implementation and strategy in this crucially important emergent space."

Paul Saffo  
Silicon Valley Forecaster

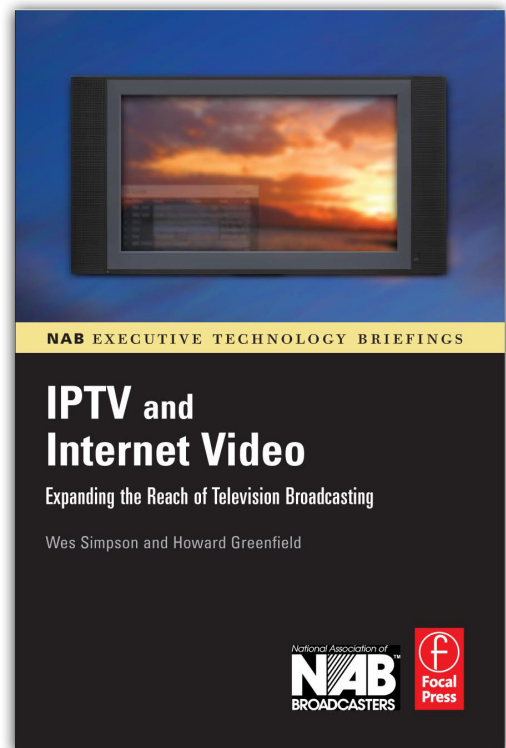
"Like DBS before it, IPTV is coming, like it or not. It's proliferating globally, thus broadcasters must understand the impact of this technology. IPTV & Internet Television, in a single, well-conceived volume, provides a comprehensive view to this critical, emerging industry development. Technology and media professionals beware: this will change your business. **Authors Greenfield and Simpson get it done here, from micro to macro.** Many new technologies are arising in the wake of IPTV, e.g., new compression schemes, data formats, and media devices. All of these will sneak up on broadcast and convergence professionals who are not paying attention. Indeed, it will punish the uninformed."

Jimmy Schaeffler, Chairman,  
Senior Research Analyst, The Carmel Group

The traditional business model for broadcasters, which has worked reasonably well for the past few decades, is starting to break down. Increasingly, consumers are demanding (and starting to receive) their video content in ways that were impractical even a few years ago.

What have been only whisperings about the promise of new digital media networks for the last 25 years is now becoming an audible roar, and a commercial revolution is building. How will traditional broadcasters compete with the surge of disruptive technology ahead? ***IPTV and Internet Video: Expanding the Reach of Television Broadcasting*** explains the key technologies that support these competitive video outlets and brings together the technical evolution and business cases for what is an inevitable industry sea change.

**Part of the NAB Executive Technology Briefing series—a leading source of broadcast information, bringing you industry technology information in a non-technical fashion.**



## ***Why all the fuss about IPTV? Consider the following . . .***

**Television Has Moved to the Web.** Viewers around the world tuned in to watch the 2006 FIFA World Cup in record numbers using their PCs and other Internet connected devices. InFront Sports reported more than 125 million downloads from the fifaworldcup.com Web site of two-minute video clips with game summaries.

**It's All Personal: PVR Timeshifting and Ad-Zapping.** The use of personal video recorders in the U.S. has skyrocketed over the past few years, with a variety of stand-alone solutions as well as those integrated into set top boxes from satellite and cable television providers. Broadcast advertisers have grown increasingly upset by the practice of commercial skipping and the loss of their ability to control the timing when viewers watch ads for specific events, such as movie openings or store sales.

**Media Has Gone Mobile.** In Asia, mobile phones are just beginning to be used to deliver both broadcast and on-demand video services. Reports show that by 2010, there will be 68 million mobile TV users in Asia according to *Business Week*, or 55 percent of the worldwide total of 120 million viewers. Also, new standards for mobile file and stream delivery are often based on IP technology, indicating an increase in market penetration in coming years.

**Everyone Wants to Be a Producer.** Meanwhile, a wide range of user generated video content continues to drive viewers to sites like youtube.com which generated more than 100 million downloads per day in 2006. Clearly, at least for certain types of content, viewers are perfectly happy to watch video on normal PC displays.

**Podcasting Is Official.** Apple Computer has sold over 100 million iPods and 2 billion songs on iTunes. "Podcasting" has officially become part of the language (New Oxford American Dictionary *Word of the Year*).

**You Are Now Free to Placeshift.** Devices from Sling Media, Apple and many others are now allowing consumers to move content among several different viewing devices, such as PCs, home television sets and portable media players.

Television broadcasters have long been intensive IP technology users. However, until recently, it has not been feasible to deliver broadcast-quality video over IP networks to consumers. Today, with the growth of high speed networks to consumers and the adoption of IP technology by carriers around the world, video delivery over IP networks is not only feasible, it is becoming the only way to reach some categories of viewers. The key for both established and aspiring video content distributors will be to understand how IP technology will affect the ways viewers watch and pay for video content.

In this book, Simpson and Greenfield explore both the technologies of IP video delivery and the business impacts of this new technology. IP technology creates a wide array of new ways to deliver content to consumers. From a business perspective, IP video opens up many avenues for generating revenue, including customer payments in many forms, and opportunities for sponsorships and advertising. The ease of implementing new technologies on an IP platform means that different business models can be supported, spawning a combined creative challenge and window of opportunity.

### **Key Features of the Book:**

- Comprehensive introduction to IPTV and Internet Video networks and applications
- Insider's guide to the rise of Internet Video and IPTV's exponential growth
- Clear explanations of complex technologies to help leaders make informed decisions
- *Reality Check* perspectives in each chapter tie theory to real-world case studies
- Expanded glossary clarifies confusing, complex technical jargon

## About the Authors:

Two leading experts in digital media, each with 25 years experience, combine their technology development experience and insights:

**Wes Simpson** is President of Telecom Product Consulting, an independent consulting firm that focuses on video and telecommunications products. He has more than 25 years experience in the design, development and marketing of products for telecommunication applications. He is a frequent speaker at industry events such as IBC, NAB and VidTrans and is author of the book *Video Over IP*. Wes was a founding member of the Video Services Forum.

**Howard Greenfield** is a digital media strategist, industry columnist, and President of Go Associates, a leading global strategic business development consulting firm. Howard has held senior management and consulting positions with Sun Microsystems, Informix Software, British Telecom, and Apple Computer. He was the creator and leader of Sun's first Media Lab, and completed graduate studies at Stanford University. He is a frequent contributor to technology and business publications and conferences world-wide.

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## IPTV & Internet Video: The Seminar

Wes and Howard, who are both frequent industry speakers, have also produced a fascinating seminar based on topics explored in the book. For both small and large groups, this seminar serves to both introduce and reinforce the concepts, technology, and services currently in production, and adds up-to-the-minute information about this rapidly evolving marketplace. For more information, please visit <http://www.go-associates.com/iptv-seminar.htm> or contact:

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