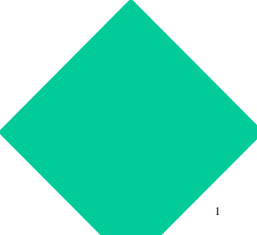


IPTV.2

The Stages of TV

Eli M. Noam

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Columbia, 2005


1

Stages of TV

- Stage 1: Limited TV
 - Broadcasting; ad-support; regulated; mass-audience
- Stage 2: Multi-channel TV
 - Cable/DBS; Narrow-casting; lightly regulated
- Stage 3: Individualized TV
 - Me-TV– TiVo, VOD, IPTV

2

IPTV.1



3

(http://cc.sagepub.edu/iptv)

- “Black September” 2000
 - Pseudo.com
 - AtomFilms
 - Digital Entertainment Network (DEN)

4

- IFILM
- AtomShockwave
- MediaTrip
- Hypnotic.com
- Distantcorner.com
- Icebox.com
- Heavy.com
- Mondomedia
- Worldbrain.com
- Wirebreak.com
- Voxy.com

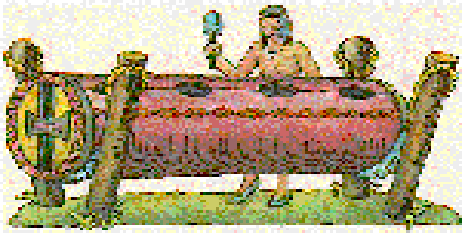
5

IPTV.2

- Broadband
- Post-bubble
- Viewer involvement

6

- Transmission Technology is Media Destiny



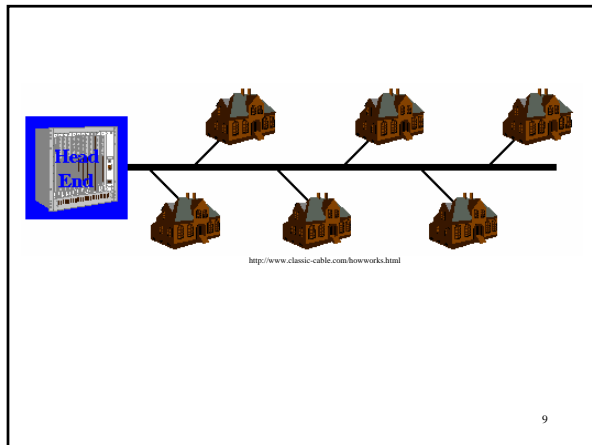
Source: WWW History of Telecommunications

7

- In the past we created transmission networks of 2 types:

1. Networks that moved a lot of bits shared by many: fat party line— broadcasting and cable TV

8



9

2. Networks that moved a relatively small number of bits, on an individualized basis—skinny individual lines telephony

10



www.corbis.com

11

- If money were no object, one could have transmitted video over phone lines in the 1940s

12

- Also, it used to be expensive to transmit information across distance, which led to essentially local bit distribution

13

- So now we are in the midst of a historical move
 - From the kilobit stage of individualized communications to
 - the megabit stage
 - and within the reasonable future to the gigabit stage

14



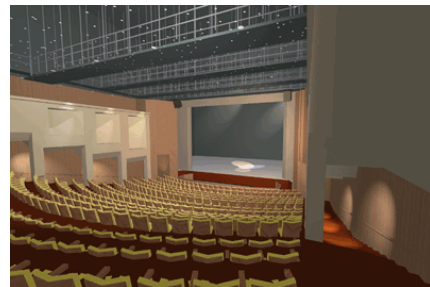
15



http://www.fodd.forth.se/users/lexao/flyg/boeing/747_2.jpg

17

Theater



18

Cost

	Distrib/cap/sec
Theater	4,600m¢

19

Film



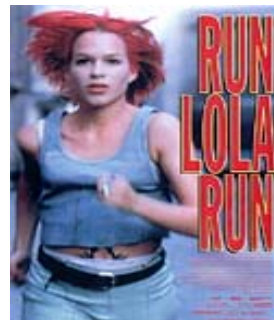
Sony theaters in New York raised ticket prices to \$9 (CNN)

20

Cost

	Content	Dist/cap/sec
Theater	\$70	4,600m¢
Film	\$9,260	5.2m¢

21

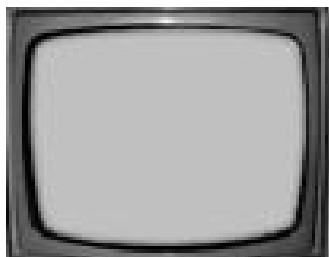


Sony Pictures Classics

<http://www.spe.sony.com/classics/buyitonvideo.html>

22

Broadcast Television



Source: www.wasp-factory.com/

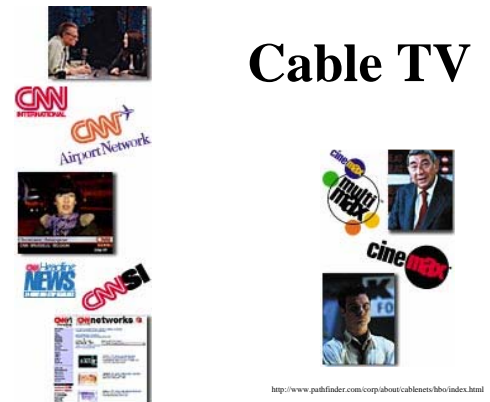
23

Cost

	Content/sec	Dist/cap/sec
Theater	\$70	4,600m¢
Film	\$9,260	5.2m¢
Broadcast	\$550	0.068m¢

24

Cable TV



<http://www.pathfinder.com/corp/about/cablenews/turnernews/index.html>


25

Cost

	Content/Sec	Distrib/Cap/Sec
Theater	\$70/sec	460m¢
Film	\$9260/sc	5.2m¢
Broadcast	\$550/sec	0.068 m¢
Cable	\$110/sec	0.046 m¢

26

Internet TV



<http://cc.sagepub.com>

27

Cost

	Content/Sec	Distrib/Cap/Sec
Theater	\$70/sec	460m¢
Film	\$9260/sc	5.2m¢
Broadcast	\$500/sec	0.068¢
Cable	\$111/sec	0.046m¢
Internet TV	\$250/sec	1.85m¢

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IPTV.1 Content Models

29



<http://www.dream.com/OnScreenBox.htm>

Content Model: Specialty Content



<http://www.zdnet.com/dstv/>

31

Content Model: “How to” Programs



32

Office Viewing

33

Content Model: Info-Customization

BBC ONLINE NETWORK HOME PAGE | SITE MAP | SCHEDULES | BBC INFORMATION | BBC EDUCATION | BBC WORLD SERVICE

BBC NEWS

Home | Radio | News | Video | Navigation | Personal | Technical | 新聞 | 新聞 | 新聞 | 新聞 | 新聞

<http://www.bbc.com/>

- CNN let and BBC users create customized “news programs” based on own interests and priorities

CNN.com

<http://www.cnn.com/>

34

IPTV.2 Content Elements?

- Interactive?
- Collaborative?
- Multi-media?
- Hyperlinking?
- Recombinative?

35

Business Models?

36

Business Models

- Advertising and promotions
- Subscription
- Micro-payments
- P2P/TV-wiki/commons model
- Public service/subsidy
- Part of quadruple-play bundles
- Loss-leader
- XYZ

37

Content Model: Shopping

The main iQVC page welcomes users with a golden splash that is carried throughout the site.

<http://www.2.bps.com/ibusiness/way/qvc.html>

38

Policy Models?

39

Policy Issue

- Integration with legacy telecom and cable rules, and their modification

40

Policy Issue

- IP protection
 - Bittorrent case
 - Star Wars Episode III

41

Policy Issue

- Subsidy by public service TV

42

Policy Issue: Sex and violence
Morality



Policy Issue: Privacy
protection



Policy Issue: Access by
content providers to viewer

45

Policy Issue: Consumer
Protection

46

Policy Issue: Taxation of
IP-TV and of its
Transactions

47

• **Policy issue:**
globalisation of
content

48

End of Presentation

Thank You

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