IPTV: From Quadruple Play to Multiplay

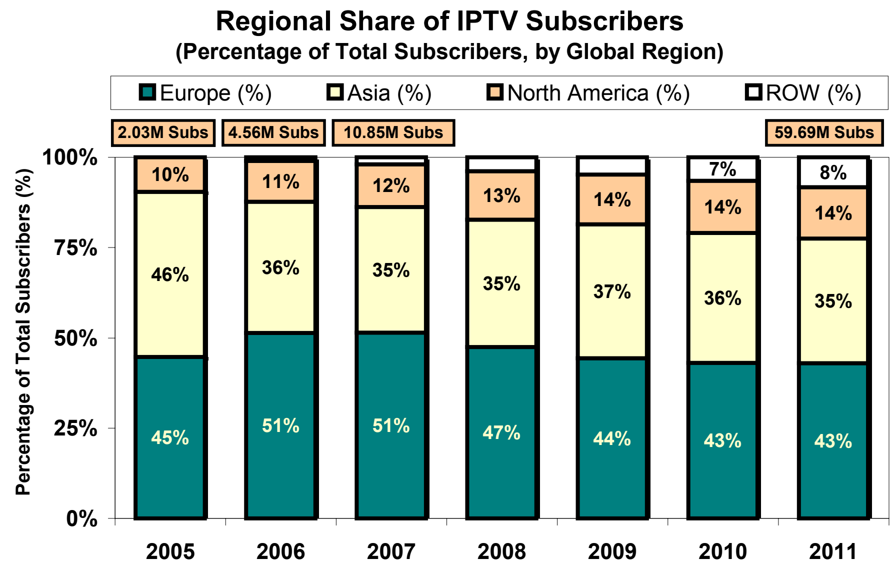
By Kurt Scherf, Vice President, Principal Analyst; Harry Wang, Research Analyst; and Yilan Jiang, Research Analyst

2Q 2007

Synopsis

This report provides analysis and forecasts on the worldwide IPTV market. It specifically covers IPTV deployments in 20 nations and profiles nearly 60 providers. It also examines key IPTV technology, including middleware, applications software, and conditional access providers. The report also provides worldwide forecasts for subscribers and set-top box shipments through 2011.

Forecast: U.S. Digital Pay Services



Source: *IPTV: From Quadruple Play to Multiplay*
© 2007 Parks Associates

Publish Date: May 07

"On a global scale, the IPTV experience is going to provide widely-varying levels of success and challenges," said Kurt Scherf, Parks Associates' vice president and principal analyst. "Market forces are pushing European incumbents to enter nontraditional markets. Asian markets have, in many cases, the necessary infrastructure to support incredible television experiences, but providers may struggle to differentiate their offerings from competitors. Finally, the North American model for telcos is going to have to shift very quickly from a defensive to an offensive posture for Tier 1 providers to establish a foothold and actually build revenue per subscriber."

Contents

The Bottom Line *is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.*

A Parks Associates' **Resource Book** *contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.*

Resource Book

IPTV: From Quadruple Play to Multiplay

By Kurt Scherf, Vice President, Principal Analyst; Harry Wang, Research Analyst; and Yilan Jiang, Research Analyst

2Q 2007

Figures

Resource Book

IPTV: From Quadruple Play to Multiplay

By Kurt Scherf, Vice President, Principal Analyst; Harry Wang, Research Analyst; and Yilan Jiang, Research Analyst

2Q 2007

Attributes	
Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805 800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax parksassociates.com sales@ parksassociates.com	Authored by Kurt Scherf, Harry Wang, and Yilan Jiang Executive Editor: Tricia Parks Published by Parks Associates © May 2007 Parks Associates Dallas, Texas 75230 All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher. Printed in the United States of America. **Disclaimer** Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.