

IIF

IPTV Interoperability Forum

IPTV DEFINED

IPTV is a collection of video and related services that may include live broadcast video, content on demand and interactive TV (iTV) services. In contrast to video over the public Internet, with IPTV deployments, network security and performance are closely managed to help ensure a superior entertainment experience resulting in a compelling business environment for content providers, advertisers and customers alike. These services are delivered across an access-agnostic, packet-switched network that employs the IP protocol to transport the audio and video signals.

BUILDING STANDARDS FOR IPTV

Perhaps the most critical step toward IPTV's effective deployment is broad industry agreement on both the standards and the most appropriate technology path for these services. This area is the focus of the innovative work of the ATIS IPTV Interoperability Forum (IIF).

Recognized globally, the ATIS IIF is the leading developer of requirements, standards, and specifications for IPTV. The ATIS IIF defines industry requirements, the overall industry reference architecture and critical standards to support various aspects of IPTV delivery, including Digital Rights Management and Quality of Service.

ADVANCING INITIATIVES FOR 2011 AND BEYOND

The ATIS IIF is working to develop standards related to IPTV functions, including:

- » Internet-sourced Content
- » Push Content Delivery
- » Pay-Per-View
- » Advanced Advertising
- » Notification Services
- » Interactive Program Guide

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Standards that Drive the
Business of Communications

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ATIS IIF STANDARDS AND SPECIFICATIONS PRESENTLY UNDER DEVELOPMENT

Internet-Sourced Content Metadata and Transaction Details

Adapting Client-Addressable Advertising to IPTV

Client-Side Application Level Interfaces (API)
Interoperability Specification for IPTV

Distribution of IPTV Content in the Subscriber's
Authorized Service Domain

Device Identity and Authentication

IPTV QoS Measurement Recommendations and Framework

QoS and QoE for Stereoscopic 3D IPTV

Technical Report on Mobile IPTV QoS

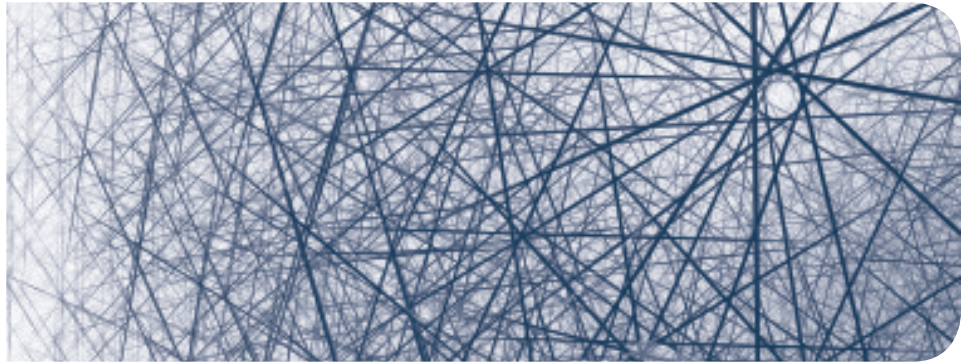
Interoperability and Testing of ATIS-0800009, Remote Management of Devices in the Consumer Domain for IPTV Services

IIF PARTICIPANTS

Alcatel-Lucent
 ARRIS Group
 AT&T
 British Telecom
 Brocade Communications
 CenturyLink
 Cheetah Technologies
 Cisco Systems
 Concurrent
 DTS
 Ericsson
 ETRI
 Huawei
 IneoQuest Technologies
 Intel
 JDSU
 Juniper Networks
 LG Electronics
 Microsoft
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 Nagravision
 NEC Corporation of America
 Nielsen Company
 Nokia Siemens Networks
 RGB Networks
 Rogers Wireless
 SeaChange International
 TDS Telecom
 Telchemy
 Telcordia Technologies
 TELUS
 Time Warner Cable
 Verivue, Inc.
 Verizon
 ZTE USA

JOIN ATIS

ATIS offers a unique and pragmatic approach to standards development. If you have questions regarding ATIS membership contact Jennifer Harrell at jharrell@atis.org or 202-434-8858.

**IIF COMMITTEES****Architecture (ARCH) Committee**

The Architecture Committee develops IPTV architecture requirements, specifications, protocols and other documents required to enable deployment of a standardized, interoperable, access-agnostic IPTV service.

IPTV Security Solutions (ISS) Committee

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Metadata and Transaction Delivery (MTD) Committee

The Metadata and Transaction Delivery Committee develops standards that define metadata elements, the representation of metadata elements and the content of application-level transactions where the MTD Committee is the primary developer of metadata standards in support of all ATIS IIF Committees.

Quality of Service Metrics (QoS) Committee

The Quality of Service Metrics Committee develops standards that define metrics, models and approaches for measurement and reporting of quality of service (QoS) and quality of experience (QoE) for IPTV services.

Testing & Interoperability (T&I) Committee

The Testing and Interoperability Committee develops the necessary test scripting and test planning for the interoperability of ATIS IIF standards and addresses IPTV interoperability issues, providing recommended courses of action for mitigation of the identified issues.

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