Technologies for New Media

The IPTV Ecosystem

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Technologies such as IPTV will be a disruptive challenge for the media industry

Revolution rather than Evolution

 IPTV will become a disruptive technology at not only an enhancement of today's TV



IPTV Ecosystem emerges

- A new media ecosystem will change industries and business models

Customers dominate

Industry will be forced by customers to change





As 1^{st} step, IPTV is evolution and substitution of today's TV As 2^{nd} step, it leads to revolutionary usage scenarios + business models

Traditional

Evolution

1st step Revolution

2nd step



Limited # of channels Fixed Program Scheme Offline: TV Magazine 1000+ channels, HDTV
Timeshift
EPG

EPG



Broadcasting of commercials

Offline: Shopping,

TV/movie merchandise

Segmentation of users \
Enhanced commercials \
Instant buying of \
merchandise



TV shows + Movies

Offline: Games,

Discussions and

reviews

TV + VOD
Online Entertainment

TV for one, rich personalization and on demand (User) recommendations, Video search engines

Personalized Shopping Interactive, virtual 3D-stores

User-generated content Chats, Blogs, multi-user entertainment/games, community empowerment

Environment is the application Customers dominate Personalization is key



Thank you!

