

The Diffusion Group

IPTV: Analysis and Global Forecast

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Television

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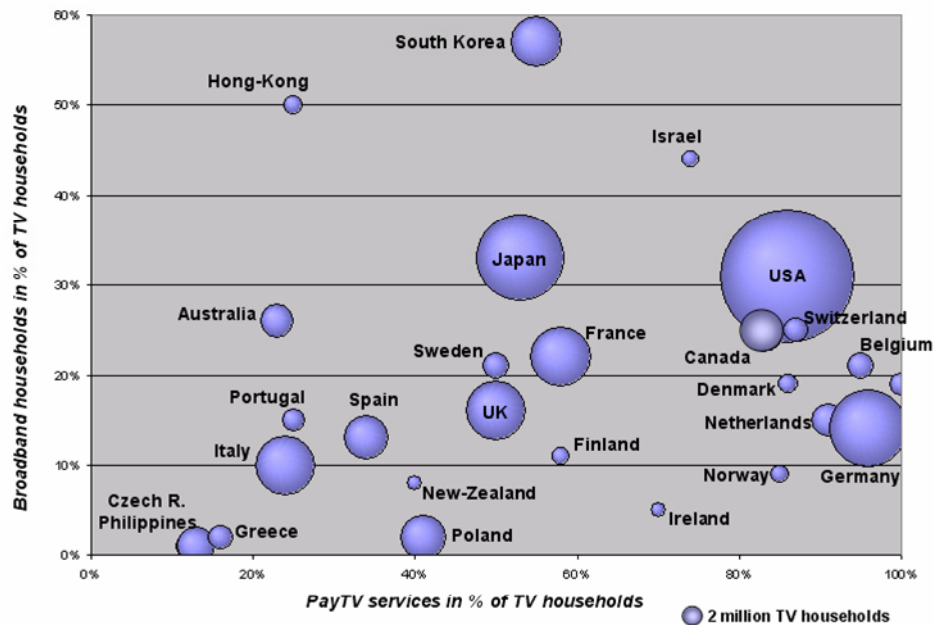
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IPTV: Analysis and Global Forecast

Overview

The high-profile 2004 launch of television-over-DSL from France Telecom's *Maligne TV* and the compelling market success of Italy's *FastWeb* have put Internet Protocol-based Television (or IPTV) squarely on the radar screen of many technology vendors, content programmers and network operators – not to mention the financial community. In addition to presenting the key technologies and products, this report discusses the business aspects and trends impacting the emerging IPTV market, paying particular attention to the lessons of current Pay- and Freeto- Air television strategies.

Major TV Markets by PayTV and Broadband penetration



About the Author

Hervé Utheza
Contributing Analyst
IP-based and Pay Service Digital Television

Mr. Utheza brings a wealth of knowledge on the IPTV and DTV space. He is a well-known international senior executive with operational and management experience in the digital media, digital television, consumer electronics, and broadband industries. Through the last 13 years, Mr. Utheza has lead various corporate departments including Sales, Sales Operations, Product Marketing, and Corporate Development. He has strong exposure to the various problems and challenges of rapid growth structures - from inception to 700 people.

Recently, Mr. Utheza was at Liberate serving in the roles of VP, Product Marketing and VP, Corporate Development. He established the licensing program and closed license agreements of two leading digital television interactive platforms (OpenTV and Liberate) which are now run in an aggregate of more than 30 million consumer households, about 50% of the worldwide digital interactive market since inception.

Mr. Utheza received his MBA with honors from Graduate Management School of H.E.C. (Hautes Etudes Commerciales) in Paris, France, with a major in International Tax and Law Planning, and holds a Bachelor of Science magna cum laude.

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