

Internet TV



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Internet Connectivity Comes to the TV



Internet-enabled

Traditional

What Does It Mean?



HIGH LEVEL VIEW

- Opens new communication pathway to receiver
 - one that may be used for independent content delivery (*i.e.*, VOD)
 - one that may provide content that's integrated, coordinated, synchronized with linear broadcast
 - clear requirement for new standards
- Opens receiver to infinite sources of content (legal and illegal)
 - Conversely, opens new markets to content
 - Places territorial control of content under pressure



MY PORTFOLIO

FTSE 100 3,907.20 ▲ 56.60 [1.5%]

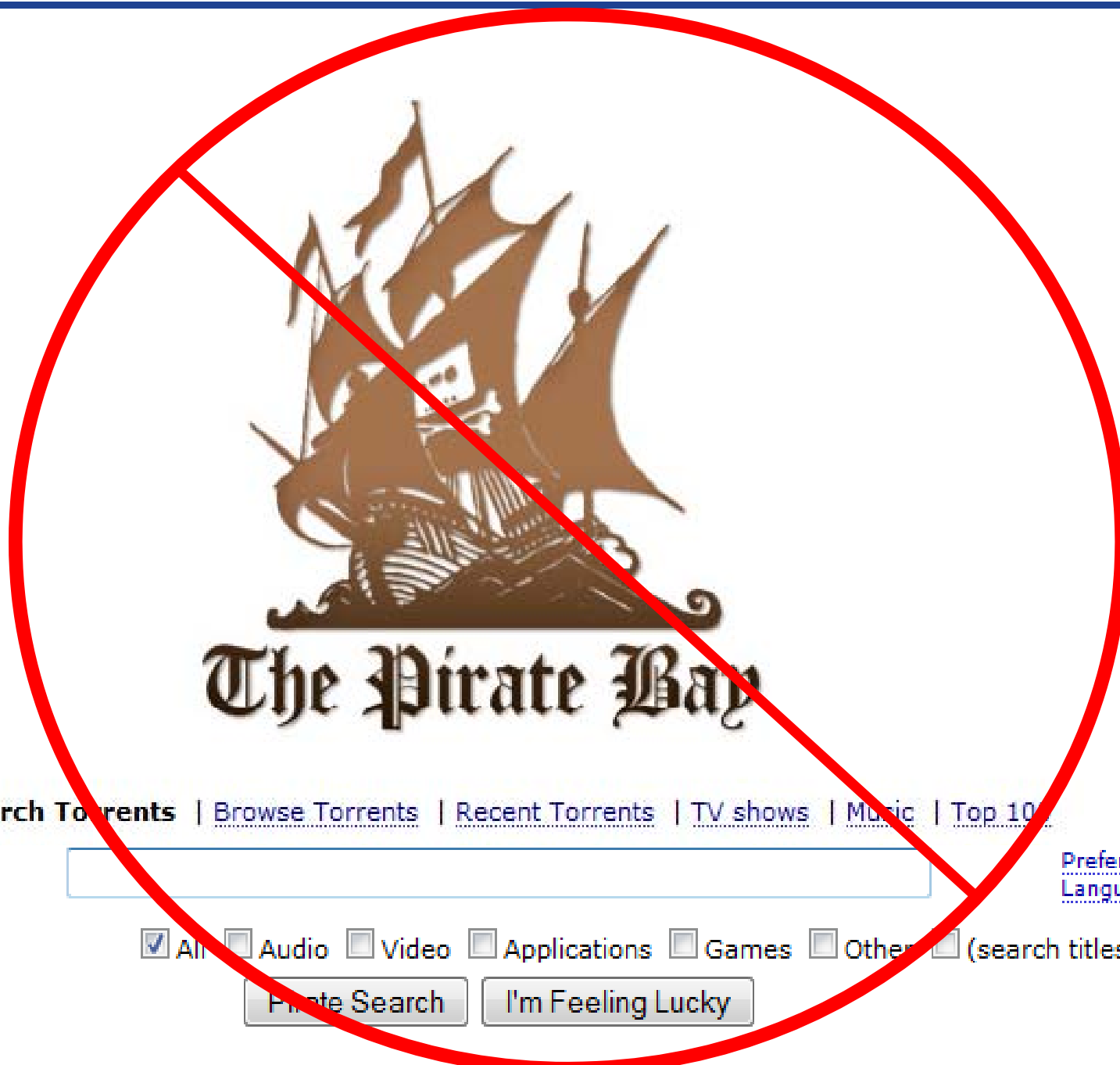
Bernanke on the Housing Market:
"Weakness in residential construction is likely to remain a drag as homebuilders try to reduce their inventories."

BERNANKE SPEAKS
EXCLUSIVE STREAMING VIDEO
To listen click on your remote.

INFLATION FORECAST

7.44 ▼ 1.58 America (AMX) 13.3x @ 57.44 ▼ 1.58 America (AMX) 13.3x @ 57.44 ▼ 1.58 America M (AMX) 13.3x @ 57.44 ▼ 1.58
General Electric (GE) 400 @ 37.36 ▲ 0.24 General Electric (GE) 400 @ 37.36 ▲ 0.24 General Electric (GE) 400 @ 37.36 ▲ 0.24

TV needs knowledge of Program, Time Sync, Space Sync



How do I download?

Making the Future Happen

- Broadcasters need to act early and quickly
 - Issue is how to exploit hybrid televisions
 - New “channel” = Threats + Opportunities
 - Hybrid TV Principles
- Identify “holes” – What standards? Why?
 - Goal: Interoperable across services
 - Terrestrial, Cable, Satellite, Telco
 - Must address device security, content security, and anti-piracy
- Need forum and process
 - Best to work cooperatively – unified asks
 - Think globally

The background of the slide is a vibrant blue. The top and bottom edges feature abstract, curved shapes. The top shape includes a stylized globe of the Earth, showing continents and oceans. The bottom shape consists of various geometric patterns, including triangles and polygons, creating a modern, layered effect. The central area of the slide is a clean, white space.

Questions