

## **Table of Contents and Management Summary**

# **Broadband TV 2005**

The convergence of voice, video, mobile and Internet

**Published by DTT Consulting  
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## **Management Summary**

Broadband TV 2005 assesses the size, structure and likely development of broadband TV. The 210 page report provides a management assessment of key economic and business issues facing broadband TV as well as a detailed assessment of all known deployments world-wide.

It has found that 1.1m households are now subscribing to broadband TV, which it defines as linear scheduled and/or VoD to the TV receiver through a STB using fixed point-to-point terrestrial telecommunications infrastructure.

It concludes that broadband TV is now moving from an experimental to a commercial stage in its development and is set to become an industrialised, mass-market service.

Although the economic case for broadband TV, in ROI terms, is not compelling as a stand-alone product, major strategic issues are driving it. These include the obsolescence of conventional, Victorian-age switched circuit telephony, the land grab for broadband subscribers and the need to deploy VoIP.

Whilst conventional wisdom is that broadband TV will emerge as part of a triple play strategy, Broadband TV 2005 concludes that it may also emerge as part of a quintuple play strategy also involving dual mode mobile/VoIP telephone handsets and television to the handheld (DVB-H).

True VoD including live TV re-call is a major driver that will distinguish and differentiate broadband TV line in the eyes of the consumer. The evidence so far, though, suggests that this will be insufficient to drive take-up and service providers will need to offer conventional TV including HDTV. However, there is considerable scope to address new niche markets, such as low pay or FTA bouquets, with new pricing strategies.

Moreover, broadband TV is likely to prove to be a gap-filler where other platforms such as cable, DBS and DTT are unable to reach every household. Evidence to date detailed in the report also suggests that broadband TV will be a substitute for new build cable networks.

Broadband TV 2005 predicts substantive growth in deployment of broadband TV from 2005, driven by US RBOCs (major telephone companies), direct broadcast TV operators and broadband service providers. All the developed world's major telephone companies are now looking at broadband TV or implementing trials or plans.

Broadband TV 2005 is an essential report for broadcasters, broadband service providers, telephone companies, network operators, satellite operators and service providers, cable companies, rights holders, regulators and equipment vendors. As with all DTT Consulting reports it is substantive and competitively priced.

## **How to Order Broadband TV 2005**

The report costs US\$1,599 (Euros 1,499 or £995 in the UK) as a hard copy or PDF/Word format.

Additional copies are available for \$450 each (Euros375/£250). Site licences and volume discounts are also available. Please contact us for further details.

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