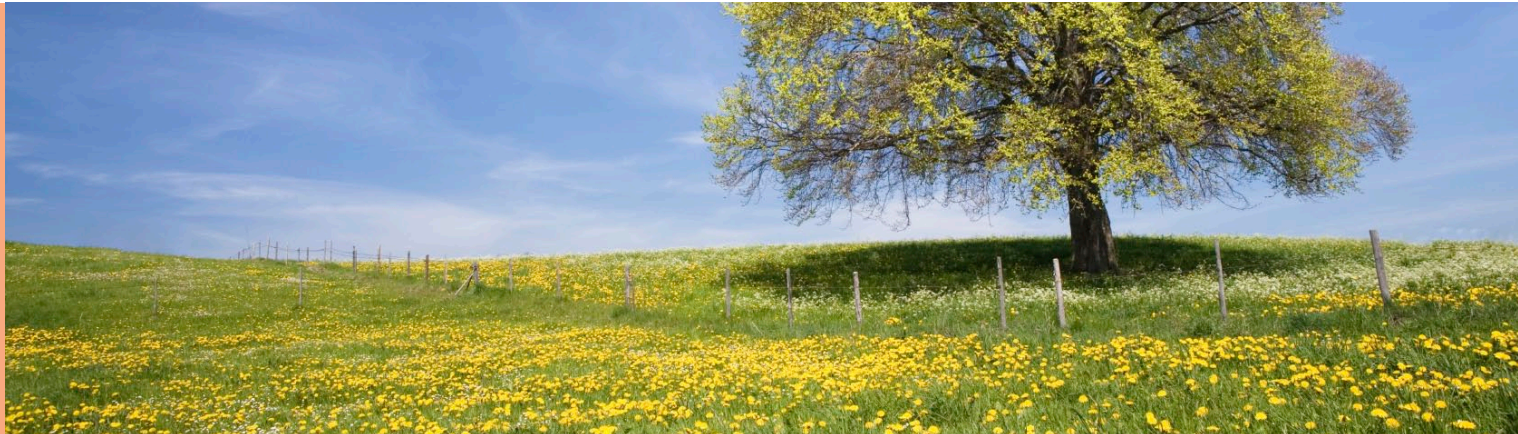


IPTV Source



As bandwidths increase and penetration eases ever upwards the drivers for more speed, better latency, reduced jitter and a service capable of reliably delivering the services consumers want are becoming clear. Leading the pack is IPTV and Point Topic has the answers you need to understand the market, where it has been, where it is today and where it's going.

IPTV has grown rapidly over the last couple of years and has been accelerating in subscriber terms in recent months. Proven to help suppliers boost their ARPU and reduce churn and often quoted by consumers as their most frequently used value added service IPTV and other related video on demand and video over the internet solutions are the future of video delivery for the home and office.

Popularity comes at a price. In many markets the existing backhaul is creaking under the strain of mass market appeal of this high bandwidth service. Content agreements and licensing can add major overheads and erode margins. Unrealistic business models based on dubious data can destroy a deployment before it has begun.

Telekom Austria		
Telekom Austria is the incumbent telecommunications operator in Austria. It has four main business areas, fixed line, mobile communications, data communications and Internet. It also has operations in the Czech Republic, Croatia and Slovenia.		
Telekom Austria initially offered video services only via the PC, with its Aon service launched in 2003. A full service to the TV was rolled out, starting in Vienna in Q1 2006, under the brand aonDigital TV. In Q3 2007, the TV-to-the-PC service became part of aonDigital TV.		
Service Operator: Telekom Austria	Service Brand: aon.TV; aonDigital TV and VOD	
http://www.telekom.at/	www.Aon.Tv	
Date Updated:	31 July 2009	
Sources	[J0008] [J0009] [J0010] [J0011] [J0012] [J0318] [J0319] [J0514] [J0515] [J0516] [J0601] [J0602] [J0603] [J0604] [J0605] [J0606] [J0607] [J0608] [J0609] [J0610] [J0611] [J0612] [J0613] [J0614] [J0615] [J0616] [J0617] [J0618] [J0619] [J0620] [J0621] [J0622] [J0623] [J0624] [J0625] [J0626] [J0627] [J0628] [J0629] [J0630] [J0631] [J0632] [J0633] [J0634] [J0635] [J0636] [J0637] [J0638] [J0639] [J0640] [J0641] [J0642] [J0643] [J0644] [J0645] [J0646] [J0647] [J0648] [J0649] [J0650] [J0651] [J0652] [J0653] [J0654] [J0655] [J0656] [J0657] [J0658] [J0659] [J0660] [J0661] [J0662] [J0663] [J0664] [J0665] [J0666] [J0667] [J0668] [J0669] [J0670] [J0671] [J0672] [J0673] [J0674] [J0675] [J0676] [J0677] [J0678] [J0679] [J0680] [J0681] [J0682] [J0683] [J0684] [J0685] [J0686] [J0687] [J0688] [J0689] [J0690] [J0691] [J0692] [J0693] [J0694] [J0695] [J0696] [J0697] [J0698] [J0699] [J0700] [J0701] [J0702] [J0703] [J0704] [J0705] [J0706] [J0707] [J0708] [J0709] [J0710] [J0711] [J0712] [J0713] [J0714] 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- **Marketing** - including market size, target markets, prime examples, issues and techniques
- **Technical requirements** - a brief analysis of the systems that need to be in place
- **Business model and value chain** - what is the typical value chain, sample business case, future development
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