

Product Report

Microsoft® TV IPTV Edition

I. Purpose:¹

Telecommunications Operator

Microsoft TV IPTV Edition can serve a telecommunications operator looking to offer digital TV services over your broadband network. It can provide competitive and scalable end-to-end software solutions for delivering next-generation TV experiences to your customers, including video-on-demand (VOD) and digital video recording (DVR).

Cable Operator

The Microsoft TV IPTV Edition offers an economic transition path to all-digital networks, while capitalizing on modern video compression, such as Windows Media® 9 Series in standard and high definition formats. This will allow you the client to use bandwidth currently allocated to analog for new, revenue-generating services including a broad range of digital TV services such as VOD and DVR and personalized content and advertising possible with a broadband IP network.

II. Features and Benefits:

In an article written by Reinhard Krause² he says, some analysts claim that the Telecom Carrier SBC's fiber/DSL hybrid approach will be able to provide less bandwidth than Verizon's design. Merrill Lynch says SBC will be limited in how much high-definition it will be able to provide. Now this is how the Microsoft technology can help its new partner SBC. Its IPTV compresses digital signals so that video services can be whisk over high-speed data lines. Microsoft's software works over both the fiber-optic links and video-ready DSL lines.

In addition, an objective of cable firms is improving their upstream speed. The IP-based fiber networks of some companies are aiming to provide up to 2 megabytes of upstream bandwidth, far more than cable systems now provide. Analysts are saying that this could give the Bells an edge with online gaming and other two-way interactive services. [2]

Microsoft's IPTV software delivers video to set-top boxes, digital video recorders, home computers and portable devices.

With an internal or external hard disk, customers can pause, fast forward, and rewind live and recorded content, and since its IPTV, therefore multiple recordings are made without the need for tuners so there is no need for costly hardware upgrades. [1]

Microsoft teaming up with Alcatel who provides communications solutions to telecommunication carriers, Internet service providers and enterprises for delivery of Triple Play - voice, data and video applications to their customers or employees.³

This software gives a customer the flexibility of ease to integrate third-party components for new applications and services.

III. Technology

Windows Media 9 Series advanced compression technology - a core component of the Microsoft TV IPTV Edition platform — delivers standard definition video at bit rates ranging between 1 and 1.5 Mbps and high definition programming ranging between 5-6 Mbps. That is as little as one-half to one third of the bandwidth required by comparable MPEG-2 solutions. [1]

Microsoft TV IPTV Edition platform allows operators to display caller ID information, instant messages, e-mail, or SMS on the TV - even notify consumers about TV schedule changes, as they would occur.

The Microsoft TV IPTV Edition takes advantage of Harmonic Inc. and TANDBERG Television, real-time video encoding solutions for broadcast and IPTV telecommunications companies.

The new software has uses delivery of Triple Play - voice, data and video applications technology from Alcatel.

IV. Possible Downfalls:

Possible increase in subscriber's cost because of the high overhead of having to spend billions of dollars to build fiber-optic networks in residential areas for Telecom Carrier SBC company. Companies such as Comcast, the nations' leading TV firm is planning to use some version of Microsoft TV software.

Current users of MPEG-4 technology will soon see themselves at war with Microsoft's TV IPTV Edition, which use Microsoft's Windows Media Video 9 Series advanced compression technology.

¹ http://www.microsoft.com/tv/content/Solutions/IPTV/mstv_IPTV_Overview.msp

² Reinhard Krause, *Internet & Technology, Telecom Carrier SBC, Software's Microsoft Teaming Up in TV; Video*; 18 November 2004, Investor's Business Daily, NATIONAL, A06

³ <http://www.alcatel.com/>