



Silicon Valley Chinese Entrepreneur Forum

Editor: Bin Lee

Email: bin2lee @ yahoo.com

Date: 01/07/06

Discussion Digest 00004

All creditors go to original posters.

IPTV as a Platform to Deliver Value Added Data Services

One interesting area around IPTV is “value add services”, similar to the “value add services” for cell phone. In other words, treating IPTV as a service deliver platform to run data services. TV service itself will be a low margin and high cost business, so there will be little opportunities for startups, but the “value added services” can be a big market with opportunities for startups. Such value added services can include: On-demand Karaoke, Interactive games, content creations, digital right, security, home surveillance etc.

The development of such “value added services” might be parallel to the development cell phone “value added service”, that is, China will be ahead of the world and become the largest market for it. This might be simply because there is such huge demand for home entertainment in China.

Background, technologies, industry, and market about IPTV

===== Some video presentations on IPTV technologies =====

Managing the Complexity of IPTV Deployments

http://www.lightreading.com/webinar_archive.asp?doc_id=27596

Enabling IPTV Services: EMC's Comprehensive IPTV Infrastructure Solutions

http://www.lightreading.com/webinar_archive.asp?doc_id=27621

IPTV: How to Measurably Improve Quality of Experience – *Testing Techniques for Maximizing Device*

http://www.lightreading.com/webinar_archive.asp?doc_id=27607

===== Some summary articles and market research report =====

IP Video and the New Broadband Edge

http://www.heavyreading.com/details.asp?sku_id=923&skuitem_itemid=850

IPTV and the Future of Telecom Video Network Architectures

http://www.heavyreading.com/details.asp?sku_id=772&skuitem_itemid=748

IPTV: Where the Money Is

Silicon Valley Chinese Entrepreneur Forum (SVCEF)

<http://www.svcef.com>

<http://groups.yahoo.com/group/svcef>

Email: svcef@yahoo.com



http://www.lightreading.com/insider/details.asp?sku_id=914&skuitem_itemid=847

IPTV's Economic Realities

http://www.lightreading.com/document.asp?doc_id=84604&WT.svl=dektop_1

===== **IPTV latest news** =====

CES: IPTV Dreams

http://www.lightreading.com/document.asp?doc_id=86453&WT.svl=news1_4

===== **IPTV in China, latest news** =====

China Expands IPTV Coverage

http://www.lightreading.com/document.asp?doc_id=84714

Siemens Breaks Into Chinese IPTV

http://www.lightreading.com/document.asp?doc_id=86009

===== **IPTV is a hot spot for VC investments in China** =====

Search IPTV in the following article

http://www.svcef.org/China_Investment_2006.pdf