

IPTV Consultancy Service

We can help you develop a successful IPTV solution to maximize the value of content delivery to your customers.

The value of IPTV to operators is increasing

IPTV is becoming an integral portfolio component of telecommunications operators worldwide. As telecommunications operators face continued decline in voice revenues and as broadband saturates, the value of IPTV as an offering continues to rise. It is seen as a key opportunity in developing a successful Value-Added Services business for essential revenue growth and customer churn reduction.

However, in the traditional telecoms operators' IPTV space, partnering with players in the value chain reduces time to market and profit margins. Furthermore, as IPTV requires substantial investment, return on investment is not a stable calculation and involves significant risks in predicting market take-up, competition and margins. Extending the value chain can reduce this risk.

Telecoms operators' challenges

Telecoms operators across the globe are facing similar challenges to BT which they need to address in order to survive, to deliver healthy returns for their shareholders and delight their customers. Key challenges when seeking to deploy IPTV are:

- Threat from “Over the Top” providers: Internet companies are now focused on multimedia services and are challenging telecoms operators' own IPTV plans. Historically successful in music on demand, photo sharing, online backup, and social networking, some have very strong brands.
- Telecoms operators need to prove they can leverage existing capabilities, building value added IPTV services, and blending service and advertising platforms.
- Significant investment is required to deliver IPTV services, and there are many risk factors which can weaken the business case.
- Simple, reliable connectivity around the home is still a major issue. Wireless and data-over-mains help but no “one-size-fits-all” standard solution exists yet.
- Providing support and interoperability for other devices that could potentially deliver IPTV, for example games consoles, handheld devices and universal set-top boxes.
- Delivering HD (high definition) content across telecoms operators' networks and the ability to scale up for carrying HD VoD (video on demand).



Supporting our clients

Alternative Service Provider SE Asia

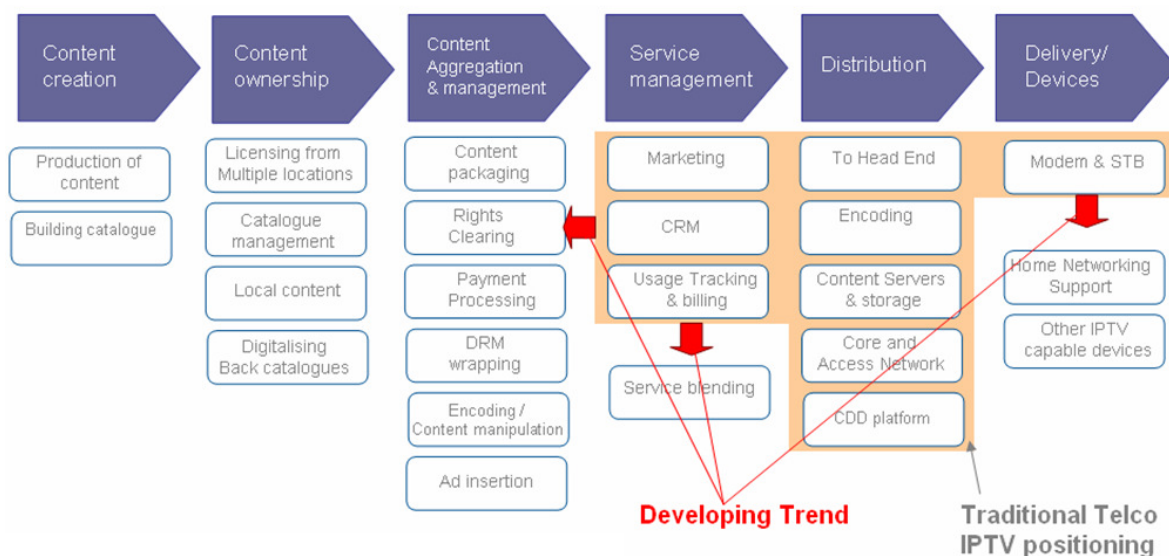
A client delivering IPTV services over incumbent networks was experiencing difficulties delivering a quality service. Lacking testing and monitoring equipment to identify and track the causes, both the current solution and the processes followed were undocumented. BT Telconsult provided an experienced consultancy team to assess the IPTV solution, the networks, systems, processes, management and strategy. A team both on-site and remote conducted interviews and undertook an in-country assessment. This identified shortfalls in organisational structure, project management, technology introduction processes and defining and managing service level agreements (SLAs). The proposed solution addressed: architecture blueprints, OSS improvement and evolution, managing customer orders, supplier selection processes, and achieving best practice in project and change management. Guidelines for SLA development, best practice blueprints for communication strategy, vendor selection, change management, systems strategy, process strategy and service process models were also delivered.

Our approach

BT Telconsult's unique modular approach begins by analysing and auditing the As-Is state of the current portfolio or product, infrastructure, processes, operations, and organisation as well as the IPTV market landscape. The business and technology audit methodology, and subsequent market analysis, is complemented by a Gap Analysis to identify potential areas for investment or development. Audit and Gap Analysis are inputs to the investment or development business case for reaching a recommended To-Be position. A roadmap is subsequently developed to highlight portfolio, organisational, and infrastructure requirements, providing recommendations for subsequent strategy execution and technology implementation.

Close client collaboration at each project stage ensures measurable value. Hard deliverables, as well as recommendations, are produced:

1. IPTV Audit / Due Diligence Service
2. IPTV Services Strategy and Roadmap Consulting Service
3. Content Acquisition Strategy
4. Home Networking and Customer Experience Consulting Service
5. IPTV Business Case Consulting Service
6. Delivering Triple Play over NGN Consultancy Service
7. Supplier strategy and Procurement PMO Service
8. IPTV Requirements capture and Design Service



BT Telconsult's IPTV Consulting Service supports clients end-to-end from creation to delivery

Client benefits

- Use BT's experience in launching IPTV services and benefit from a reduced time-to-market, which can lead to faster revenue realisation at a lower risk compared to pure "Do-It-Yourself" approaches.
- De-risk the overall IPTV rollout by working with an experienced partner to deliver the operational service.
- Gain longer-term product insight as BT constantly develops its own IPTV portfolio for its own customers.
- Ease supplier selection decisions as we can share our knowledge of best-of-breed IPTV supplier offerings and relative strengths, weaknesses and architectural approaches with you.
- Understand the market landscape in order to address new opportunities based on BT's experience and expert knowhow.
- Build long-term partnerships with BT to gain help with future IPTV developments, especially for next generation services and applications.

Why BT

BT is one of the leading telecommunications operators globally and widely recognised for its innovation and thought-leadership. We have launched the UK's first IPTV service, BT Vision, following rigorous market research and technical development. BT's expertise in the IPTV area extends back over ten years from the first interactive TV trials.

BT is involved in industry forums such as ITU-T, ETSI, ATIS, and the DSL Forum, actively defining many standards for IPTV and supporting networks and components. We have hands-on engineering experience in STB (set-top box), networks, middleware, and content management systems to make IPTV work with deep specialist technical resources. BT has also explored the inner workings of IPTV components, specifying re-design requirements to vendors (Phillips, Microsoft) to ensure excellent service quality.

BT is primarily concerned with customer experience so our R&D complements vendors, focusing on overall service quality and manageability. We actively produce IPR and white papers associated with IPTV, such as IPTV Quality Assurance (QA), and aim to draw on this expertise to help clients. BT Telconsult also has active awareness of other IPTV service provider deployments globally through its NGN work.

Benefits for telcos in IP Television

Opens up the TV Broadcast market

Provides platform for other VAS such as Content on Demand, interactive services and applications

Leverages investments in Next Generation Network and platforms including IMS

Provides entry to adjacent markets such as advertising

Potential for converged offerings such as communication services via STB, EPG on mobile and mobile TV

About BT Telconsult

BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries. We are part of BT Global Services and leverage BT's experience and expertise as a 21C Next-Generation Communication Provider to help our clients overcome the challenges they face. Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation.

For more information please visit
<http://bt-telconsult.com>



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Offices worldwide

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