

BT Vision



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BT Vision

Drivers and Challenges in Launching IP  
Multimedia Services including IPTV Services



# What do we mean by IP Multimedia Services?



## What do we mean by IPTV?

It's as easy for viewers to use as existing TV

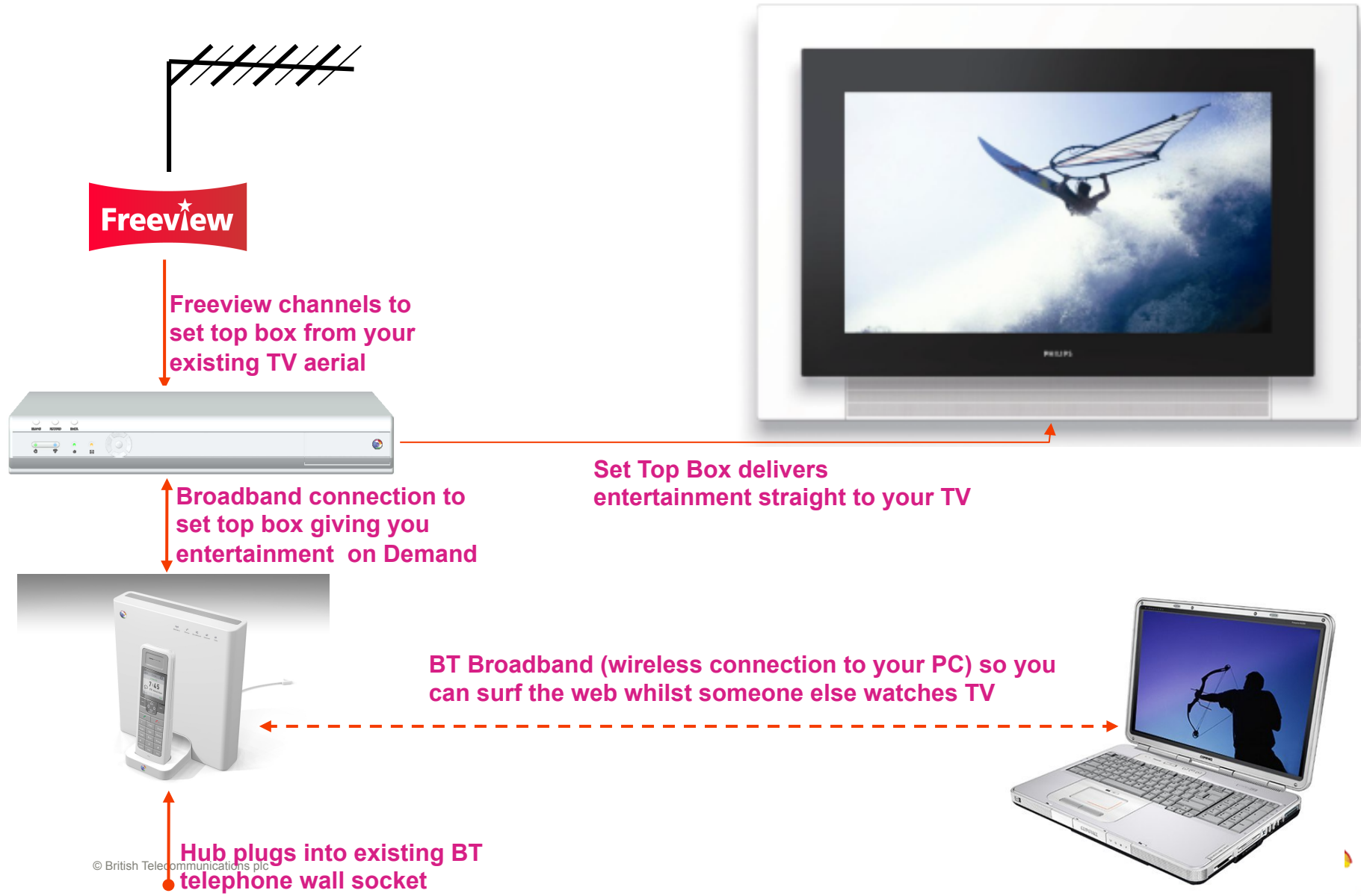
It is viewed on the device called a TV

Viewers' expectations of TV are met

It's a ten-foot, lean-back experience


But... it happens to come over the IP network

# What is BT Vision?





## Drivers to launch IP-based TV Services

1. To make money
  2. To prevent potential of losing money
  3. Because there's a technology push
  4. Because there's a customer pull
  5. All of the above
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# The most flexible TV service in the UK

## Choice

- Over 40 Freeview channels
- Movies; TV; kids; music; replay TV – all on-demand and rich, interactive services

## Convenience

- A Personal Video Recorder (PVR) in every V-box
- 80 hours recording time
- Record, pause, rewind broadcast TV

## Control

- Pay per view or subscription
- No minimum subscription period



## Key challenges for telcos

Service provision / the sale is just the beginning

Broadband networks built for best-efforts browsing

Bandwidth cost money and high-bandwidth for video delivery even more

Viewers consumption habits need changing

Need to integrate with existing legacy products

## Solving the broadband challenge

- Best Efforts delivery of traffic is not good enough
- TV requires Quality of Service
- Build QoS into the end-to-end network (an ISP feature)
- Ensure the end-to-end cost of bandwidth is included in the cost-of-service model




## Maintaining an on-going customer relationship

- Viewers watch TV every day so every day is a sales opportunity
- This is a different skillset to traditional telco sales
- Must be able to promote and sell flexibly directly on the service
- Must be able to add value to the customer directly on the service



## Changing viewing habits

- Keep charging models simple
  - Provide viewers with familiar content
  - Ensure the service doesn't go down
  - Keep content refreshed at the top
  - Meet expectations of depth (the longish tail)
  - Cross promote content across different services (DVR, EPG, VoD library)
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## System integration

- Need to bill on one bill
- Need customer services to see IPTV account details
- The greatest internal challenge in any IPTV launch
- Must dovetail with requirements of other telco product launches
- As much a stakeholder management task as a technical delivery

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Thank you