BT Vision
IPTV, VoD and Devices
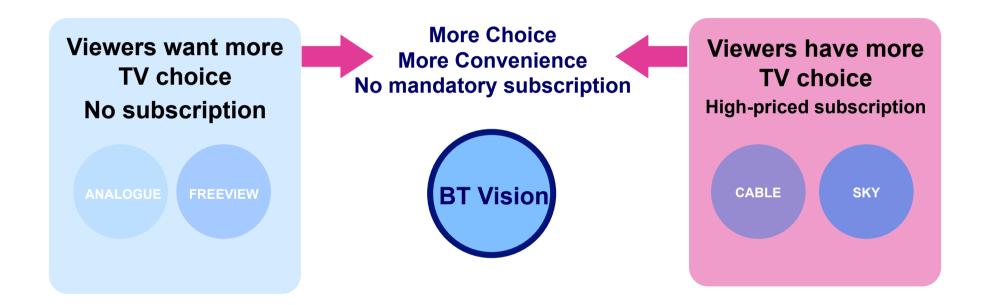
Richard Griffiths

Director of technology strategy and development

BT

The UK Market **Opportunity**

**Viewers want more
TV choice
No subscription**

ANALOGUE

FREEVIEW

**More Choice
More Convenience
No mandatory subscription**

BT Vision

**Viewers have more
TV choice
High-priced subscription**

CABLE

SKY
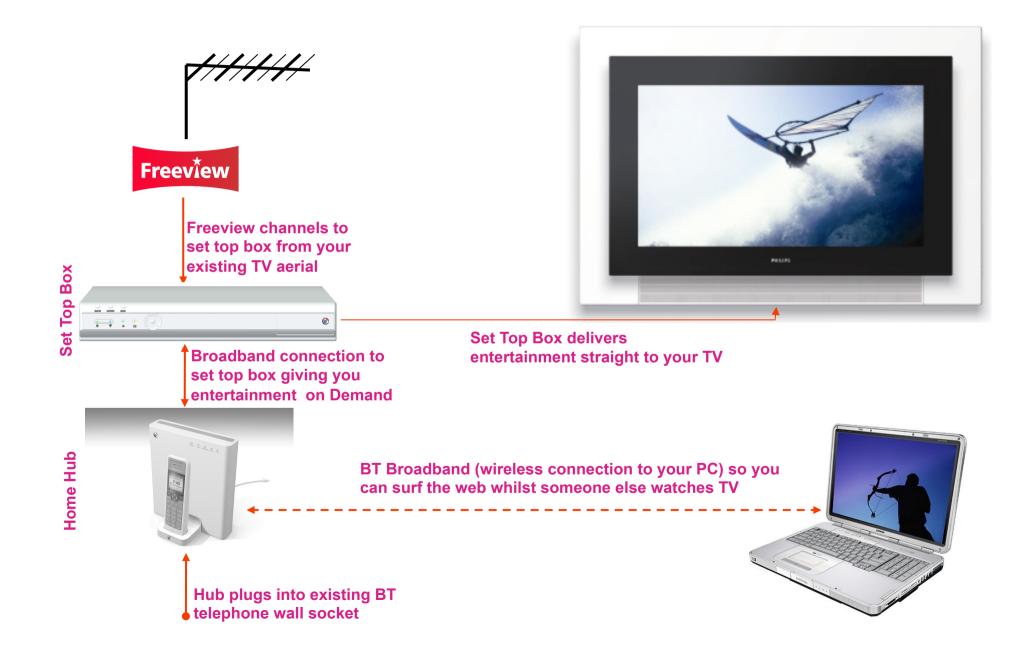
Broad Market Appeal

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Summary of **BT Vision Services**

– **Two integrated DTT receivers**

  • Freeview and basic interactivity

– **DVR functionality**

  • Pause & Rewind Live TV

  • Record without videotapes (up to 80 hours)

  • HD Ready

– **Entertainment on demand**

  • Catch-up TV

  • Film, sports, music, kids, classic and new series

– **Interactivity**

  • Red button, shopping, gaming, community

– **Live communication**

  • Telephony integration

  • Instant messaging

  • PC music and photo sharing

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How does it all **Work?**

Set Top Box

Home Hub

Freeview channels to set top box from your existing TV aerial

Broadband connection to set top box giving you entertainment on Demand

Set Top Box delivers entertainment straight to your TV

BT Broadband (wireless connection to your PC) so you can surf the web whilst someone else watches TV

Hub plugs into existing BT telephone wall socket

BT's goal (and everyone else's)?

All the content on all devices

What stops us?

DRM: there is no universal copy protection mechanism that translates business rules between devices

Encoding: there is no single format and profile that is suitable for all devices

Rights: there is no single model for rights management (purchase, rental, pay per view, windows)

BT's approach

A single customer identity held in the network

A single point of entitlement based on flexible rights management system

Multiple encodes and DRM technologies for each device stored in the network

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