



Staying up with the Changing Technologies & Standards

Thoughts & Perspectives from
Jurgen Dannwolf
Senior Technologist – Enliten Associate

From program content creation to program presentation and all the many steps in between, television and related industries have undergone an unprecedented evolution in a relatively short time. Technologies are changing; business models are changing, and new standards are being introduced. The industry is evolving at a breathtaking rate, and is not slowing down. We are at the tip of the iceberg. There are many more new technologies and features yet to come. The old push model for program delivery is going away, and the pull model is here and rapidly growing. The way consumers view television will soon change forever.

Even without IPTV, viewers are taking a more active role. With TIVO and Digital Recording Devices, programs are being time shifted and viewed when convenient, not when transmitted. Commercials can be fast-forwarded; programs can be paused and continued later; boring sections can be skipped. The consumer has control and more is coming.

Here are some major changes that are going on right now:

- In 2006, AT&T rolled out IPTV in 11 US markets (the goal was 15).
- In December 2006, Verizon introduced its FiOS service to the Philadelphia area, as well as other Pennsylvania and New Jersey markets.
- By the end of 2006, 47 million households in the US had High Definition TV sets.
- In the UK, BT Vision IPTV service was launched, China and India are about to introduce IPTV.
- By the end of 2007, the number of worldwide IPTV subscribers will increase by 200% to 14.5 million. By 2010, 63 million are predicted.

This growth affects everyone in the industry, from hardware manufacturers to content providers. If you are part of this exciting industry and you don't have a good basic working knowledge of digital video and the corresponding standards and delivery options or if you are a little rusty, now is the time to catch up or you may get stuck in starting gate. There is a wealth of information available at various web sites, but seeking out this information and understanding it without a good working knowledge of the fundamental principles can be tedious at best and futile in most cases.

The challenges you face as an enterprise media communicator in today's environment, provide me an opportunity to share my experience and knowledge in telecommunications and video communications, including fiber optic and microwave research.

As a member of Enliten's Training Team, focusing on the areas of digital video fundamentals and IPTV, I enjoy providing organizations with timely and critical information in both a technical and topical approach (for the non-technical audience).

We help clients answer questions, such as:

- Why is MPEG2 better than MPEG4?
- What's the difference between VC1 and Windows Media 9?
- How does MP3 fit into all this?
- How is IPTV different from cable TV?

The list of significant questions is actually quite lengthy. None-the-less, starting with the fundamentals and moving to the latest standards and trends, we provide just the right depth and detail that helps organizations stay abreast of this fast changing field.

We enjoy guiding clients through the maze and bringing them up to date on the latest and greatest technologies and trends. Possibly, we can help you and your organization in 2007.