DESCRIPTION

Find out how modern IPTV technologies will change your experience of television.

Internet Protocol Television (IPTV) is rapidly being deployed as a compliment service to existing distribution technologies. Why IPTV? traces the changes in Internet Protocol Television since the mid-1990s and examines what IPTV means today. The author analyzes what delivery of TV over an IP network means, both in terms of possibilities for new services, and in terms of the impact on the network and how it has to be managed. In addition, Why IPTV? helps you understand how introducing IPTV into the Web 2.0 world will impact the new services. It looks at the current trends in the consumer electronics industry as well as the network industry, and describes how the new technology can enhance and extend the existing business models in the TV industry, particularly in advertising; and also how it creates new possibilities, for instance, through personalization.

Why IPTV? Interactivity, Technologies, Services:

• Provides an accessible introduction to IPTV.

• Covers the technology to build IPTV systems, and shows what lies beyond traditional business models and existing distribution technologies.

• Considers how IPTV technologies can exploit and change the current trends in consumer electronics and network industry.

• Explores how the merging of Web 2.0 and IPTV will open new opportunities for services.
• Addresses hot topics such as IPTV Interaction and Channel Switching, Networking and Streaming with Information Management Systems, Advertising and Personalization of IPTV.

_Why IPTV?_ will provide engineers in networking, TV broadcast companies, technology specialists in content creation companies and people in the IPTV industry (including management) with an engaging and insightful reference into Internet Protocol Television.

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**ABOUT THE AUTHOR**

_Johan Hjelm_ is a Senior Research Engineer for Ericsson (NRJ) in Tokyo, Japan, where he oversees the project management of cooperation projects and is participant in Connected Home activities. He has previous experience in IPTV and was project manager for the IPTV project at Ericsson (EAB) in Sweden. Hjelm has assisted in a number of research projects including the World Wide Web Consortium (W3C) and the Massachusetts Institute of Technology (MIT). To date Hjelm has published 11 web-based books and has written freelance for several leading computer publications such as Datateknik, Datornytt and Natvarlden.

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