

Information Gatekeepers, Inc.

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Information Gatekeepers, Inc.

Press Release

IPTV – The Telco’s New Light Sword

In a briefing on the recent SuperComm, Dr. Polishuk, President of Information Gatekeepers, Inc, announced, “We are proud to have a new report on the market, “IPTV – The Telco’s New Light Sword.” At last week’s SuperComm, Internet Protocol Television (IPTV) was the topic on everybody’s mind. It seemed that all vendors are producing something related to IPTV, and that every presentation discussed some aspect of IPTV. We certainly feel that IPTV will be a very important group of technologies over the next few years, but we also know that overbuilding residential video is a tough business. Television is near and dear to customers, and changing those habits is difficult and perilous. After so much testing, learning, false starts and failures, the RBOCs are really committing to a massive effort to compete on a network basis in residential video delivery. For those who have been in the industry for a time, memories go back to 1985-7 and Cerritos, CA, and Orlando, and other early video trials. One wonders if enough has been learned to be successful in this very difficult business. None the less, the RBOCs (all four to greater and lesser extents) are on a path of bringing IPTV to a living room near you.

IPTV is intended to be the big differentiator that will allow the RBOCs to make a substantial inroad in residential video against the cable and satellite companies. Several years ago when the RBOCs first thought of attacking this market, video-on-demand was going to be the killer app. Now many cable companies and satellite companies offer VOD. To penetrate this market, the RBOCs need something more than a new delivery technology (e.g., FTTP) – the customers don’t care about delivery technologies – they need a new service for the customer that offers more than the cable companies. IPTV is that service. It offers all of the latest services

(HDTV, VOD, etc.) but it promises to offer interactivity that will allow whole new suites of services.”

Dr. Polishuk concluded, “Our new report, part of the Lightwave Series, examines IPTV and the RBOCs approach to it in every light. It describes the technologies that comprise IPTV, explains how they inter-work with many original drawings and sketches, and describes the various RBOC approaches to last mile architecture for IPTV. In addition, the report provides forecasts of the RBOCs’ deployments; forecasts of penetration rates; forecasts of costs; and forecasts of revenues. In addition, the report has an exhaustive listing and discussion of the vendors involved in the various areas of IPTV.

“Our ‘FTTP – Going Strong in 2005,’ report is a very thorough discussion of FTTP and all associated with it. ‘IPTV – The Telco’s New Light Sword,’ makes an excellent companion report to give the reader a full view of this most important market.”

The report is now available on Information Gatekeepers’ web site www.igigroup.com

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Notes to the Media:

For interviews with Dr. Polishuk or Clifford Holliday – the author of the report, contact Dr. Polishuk at 617-782-5033.

Dr. Polishuk can also provide graphics from the reports for qualified publishers.