

DC

2007. 10. 5

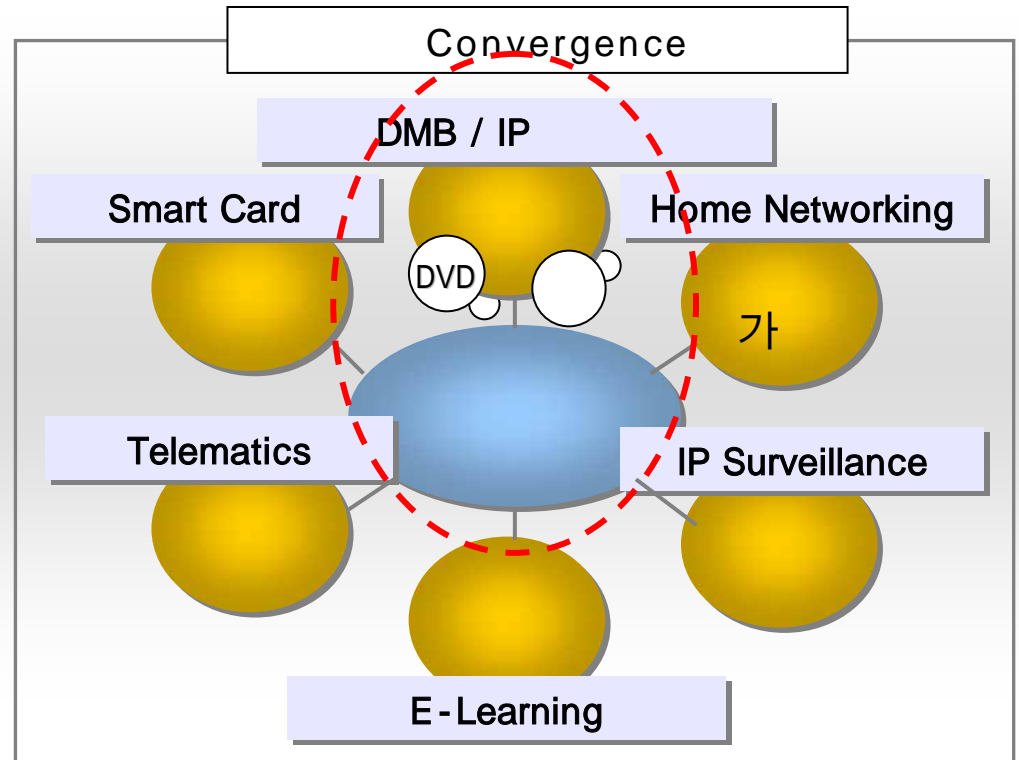
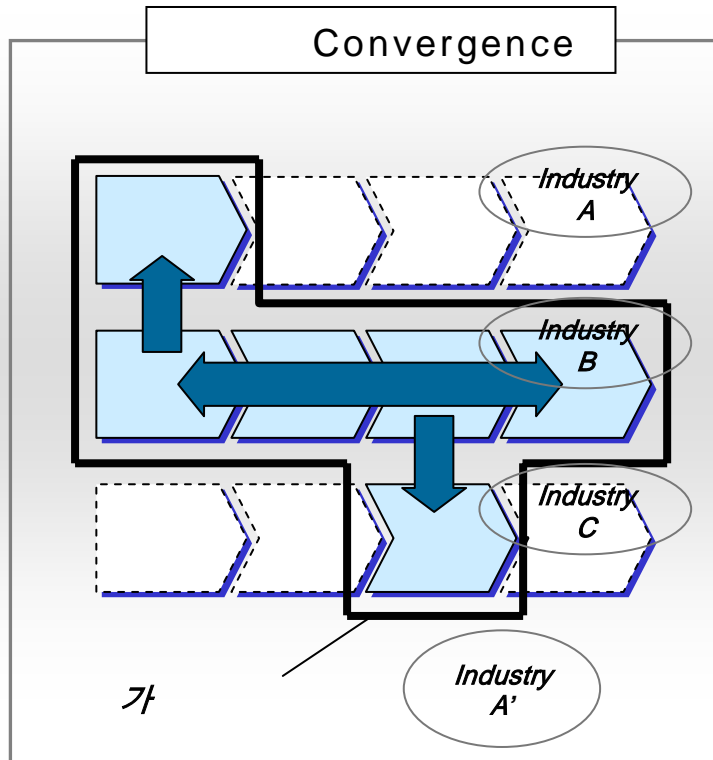
KT

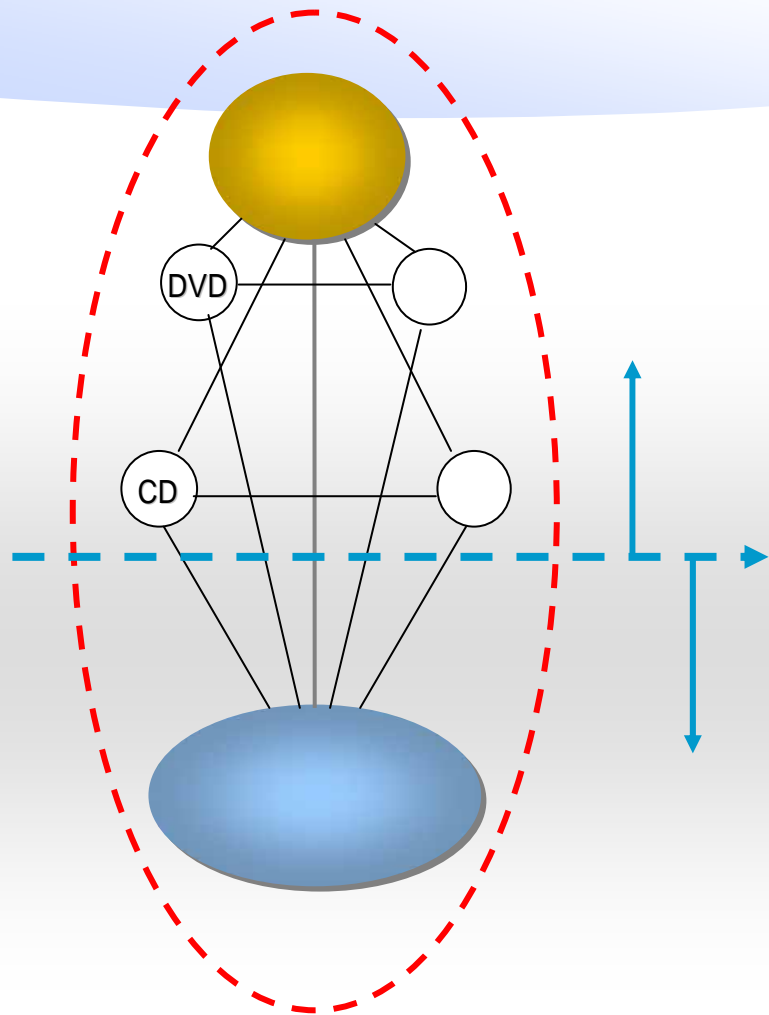
hjay@kt.co.kr

1. Trends
- 2.
- 3.
4. KT IPTV
- 5.

1. Trends - Convergence

가 , Convergence



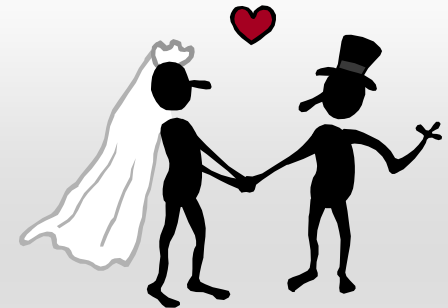


Personal



Commercial

-
- OSMU



IPTV
DMB
Wibro
Fimm

...

/



.

,

,

/



가 가

가



M&A, Joint Venture,



가

(interconnection)

(interoperability)

.

IPTV 가?

가 , IPTV
ITU-T IPTV , / 가
IP TV 가 IPTV

IPTV

IPTV “ QoS/QoE , ,
IP / / /
” , DSL
가 – [ITU-T, Conference. 2007]

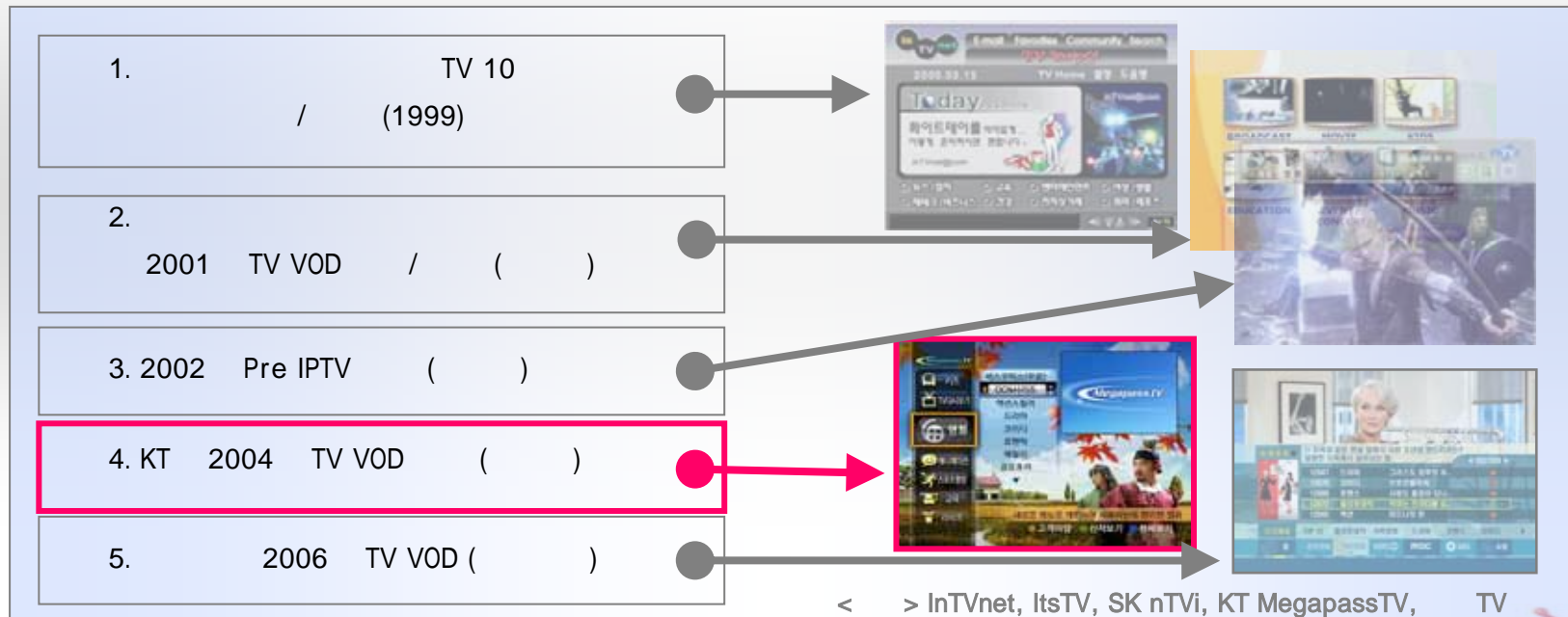
- Live TV, Video On Demand (VOD) and Interactive TV (iTV) over QoS IP Network.
- Not Video over DSL.
- Not Video over Public Internet.

) DTV TV IPTV가

Pre-IPTV

QoS IPTV가 Pre-IPTV
TV
→ VOD , Streaming/
IPTV 가 ,

Pre IPTV



IPTV 1.0

IPTV

가

- , → MegaTV
- STB / → IPTV가 ,
- SO →

IPTV 1.0

/

HD

(Narrow Casting)

: T-

, ,

STB 가

IPTV 1.0

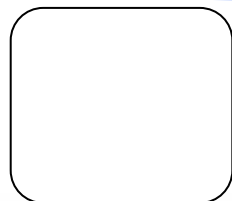
IPTV

- TV , - 가
- STB PVR PVR
- Fixed Device , / PMP IPTV

IPTV 1.0

	-	
	PVR / 가 PVR	
	/ IPTV / PMP - /	
	(/)	

IPTV 1.0



HD

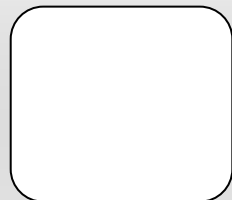
:

가 가

:

가

: TV



:

(VOD, N-PVR)

:

:

Community Service : 가 , , ,

Social Network

T-Commerce

:

,

,

,

:

,

IPTV 2.0 'Beyond IPTV' , TV PC가

IPTV / / /

, PC

- IPTV 2.0

IPTV

IPTV가

SO IPTV

IPTV 2.0

/

IP

,

P2P, Web 2.0

(Upstream)

가

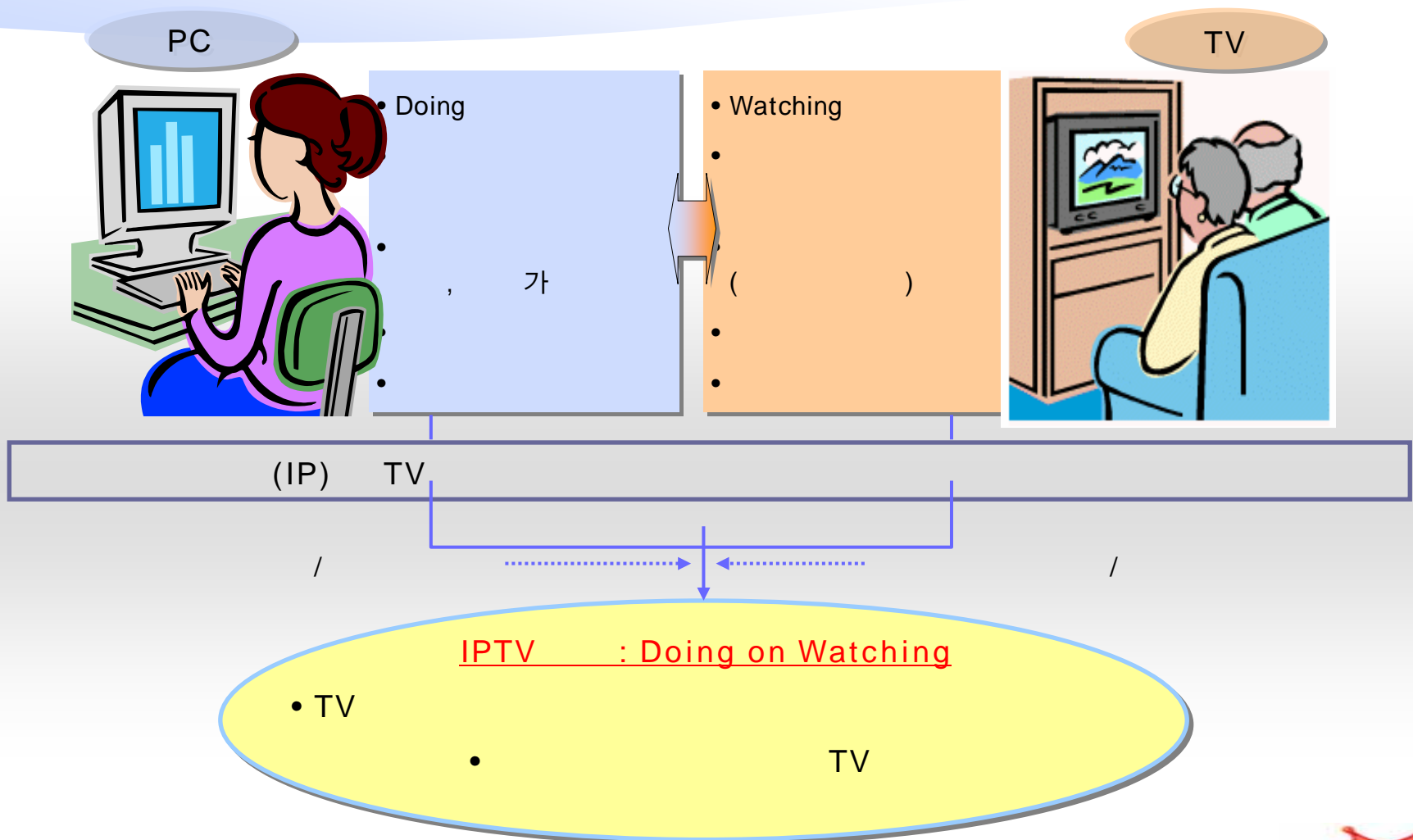
, TV PC

/

/

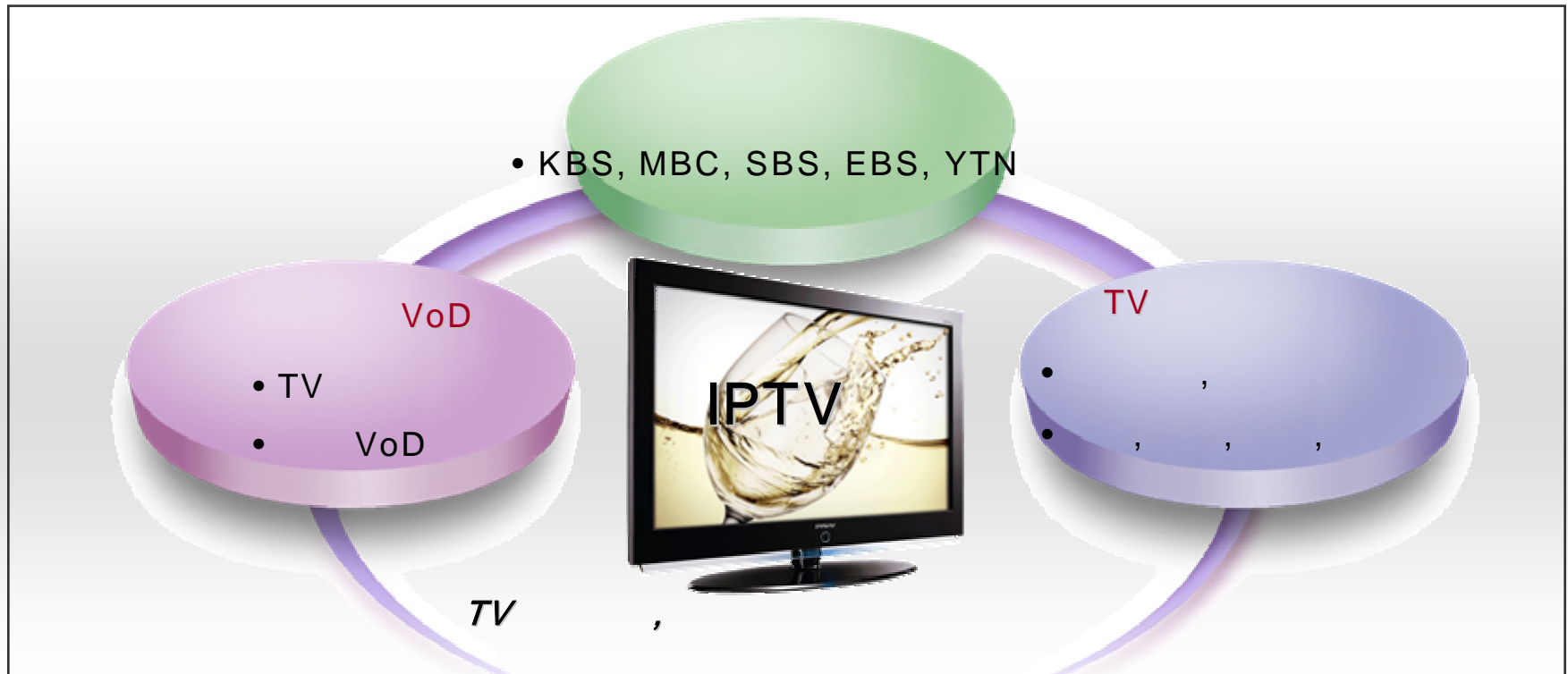
4. KT IPTV –

TV



4. KT IPTV –

IPTV ‘ 가 IP TV , , VoD, , (*)



(*) ITU-T FG IPTV

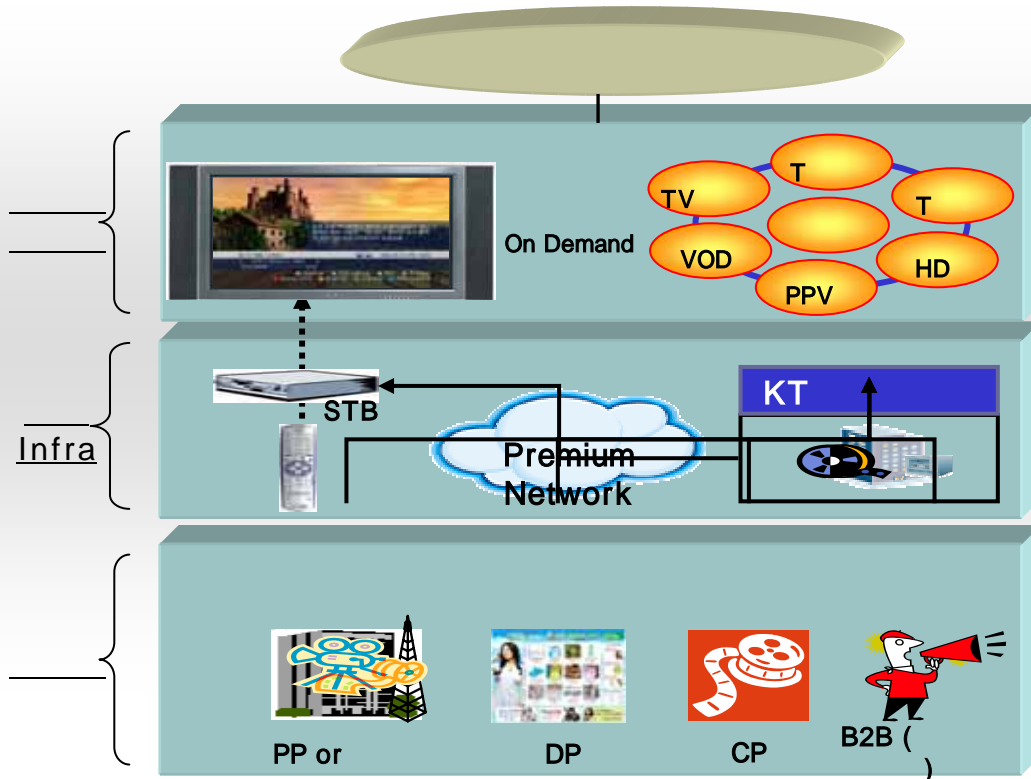
: '07.1.15

4. KT IPTV –

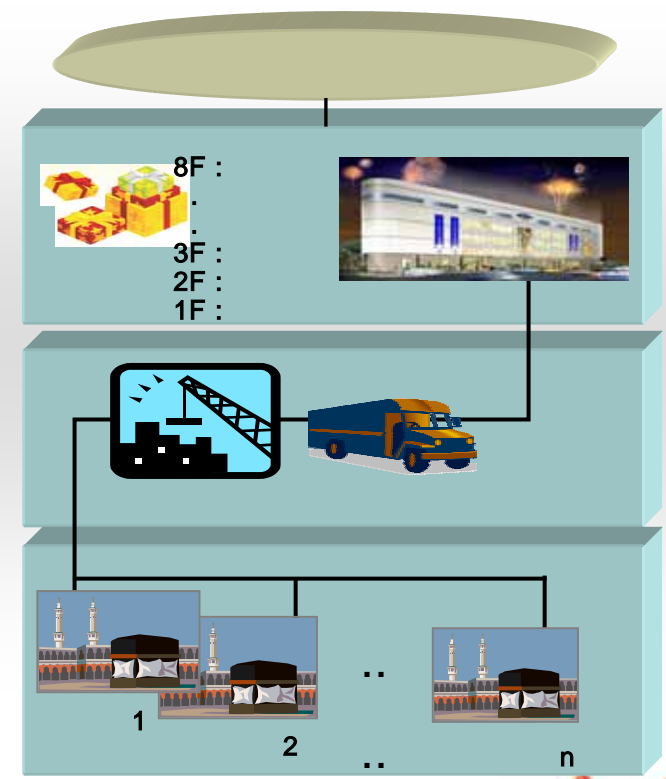
, Video On Demand,

- VOD,

가TV :



(百貨店)

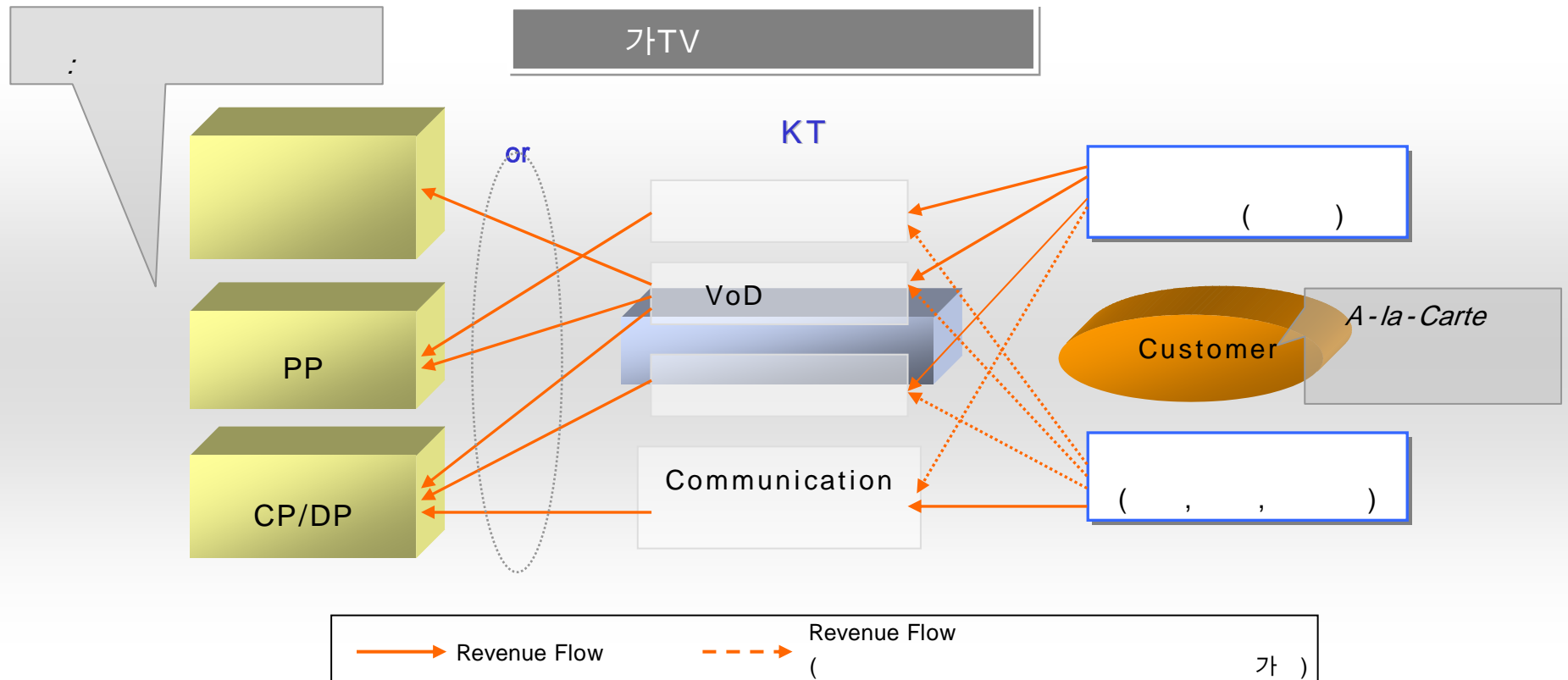


4. KT IPTV –

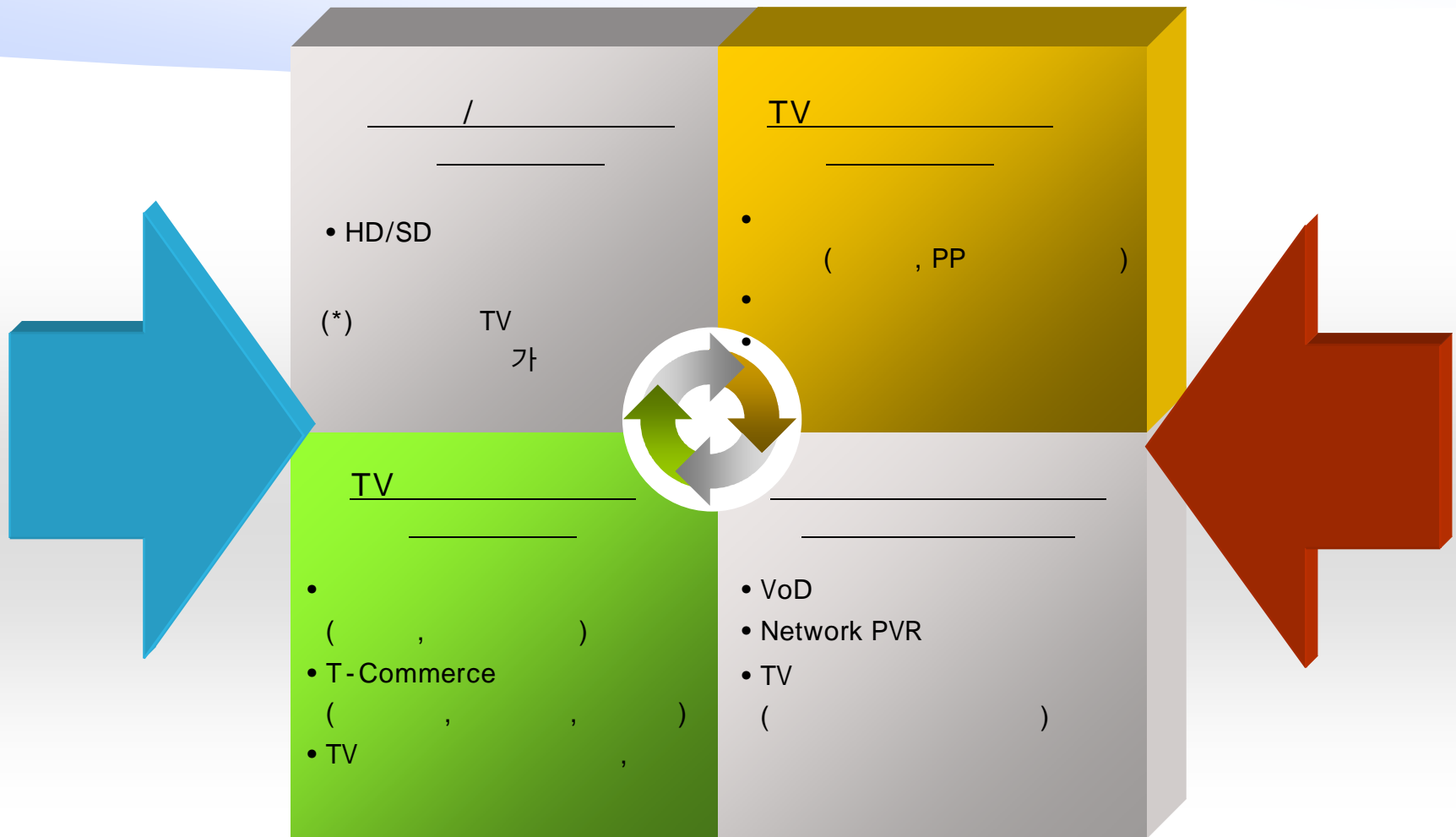
() (,)
() /)

→

:



4. KT IPTV –



4. KT IPTV –

IPTV

가

-



MegaTV

-

STB

/

→ IPTV가

,

-

SO



가TV

/

HD

(Narrow Casting)

: T-

,

,

STB 가

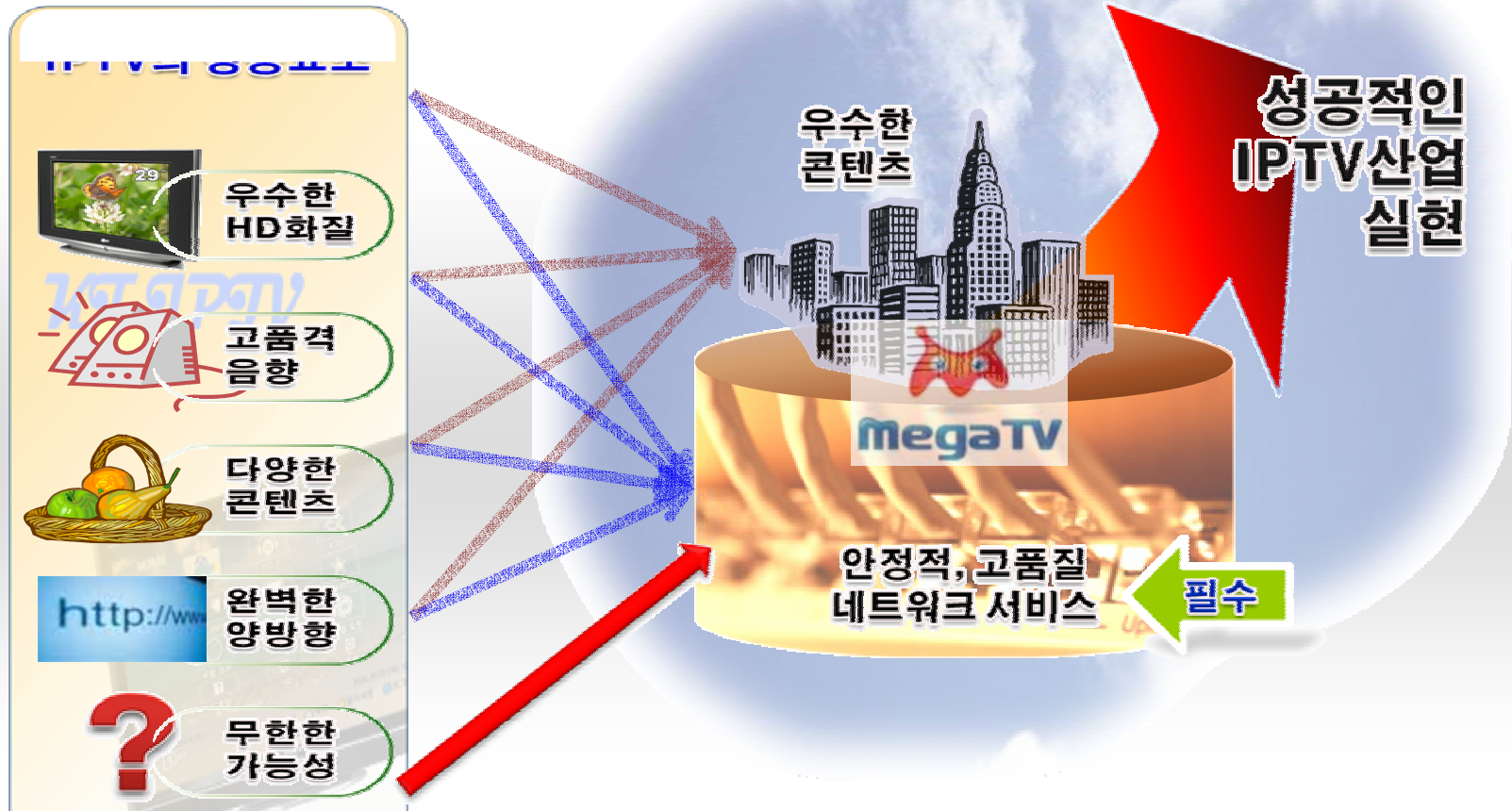
4. KT IPTV –

IPTV

/

IT

/

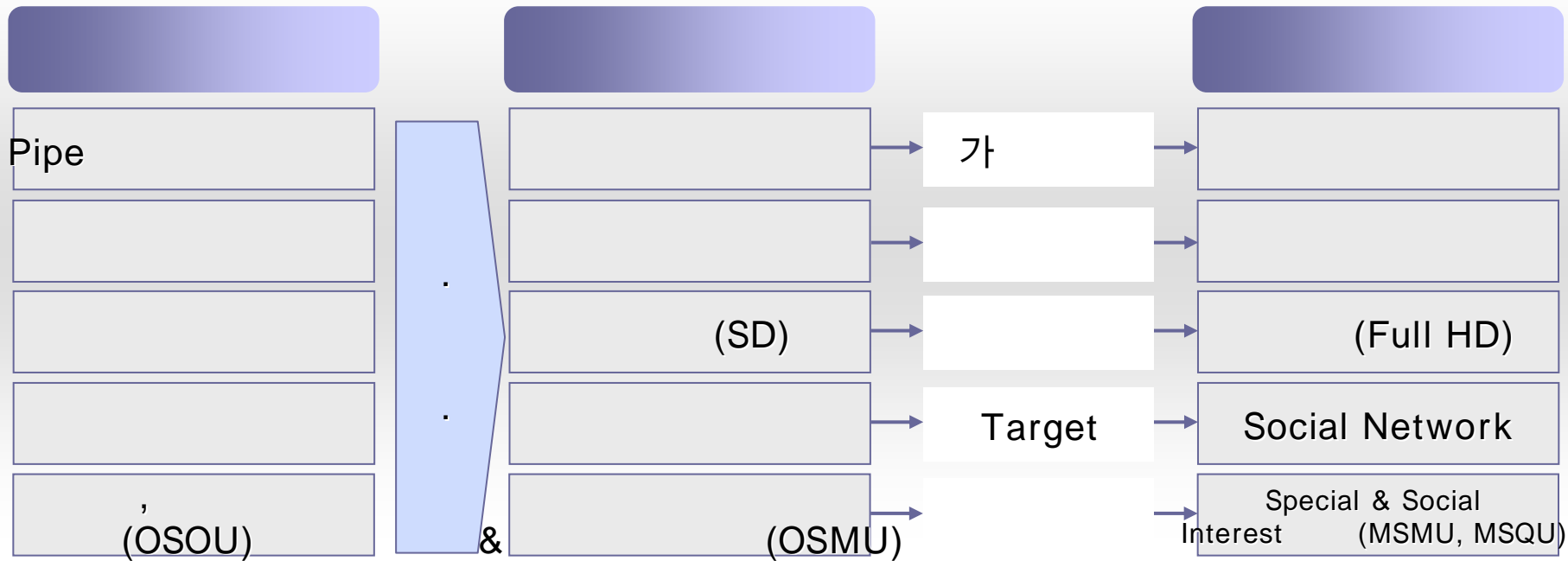


5. Digital Content – 가

가

Needs

Key word: , , , Social Network, MSMU/ MSQU



* MSMU : Multi Source Multi Use, MSQU : Multi Source Quick Use

5. Digital Content –

1 : IPTV

가

.

VS.

가

2 : IPTV

(TV,

, DVD,

)

VS.

가

,

.

.

3 :

VS.

가

Old & New

4 :

VS.

CP, PP

가

5. Digital Content –



가



KT
Partner

가
, KT

가
(Win-win)



가

,



가

KT

가



