



IT & Communications Solutions



AL-FALAK

IPTV

Competitive Advantages
& Challenges



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**IPTV
Technology**

The Present
Market

Al-Falak
& IPTV

The Future of
IPTV



IPTV Misconceptions

- Internet Protocol Television
- Merely television delivered over the Internet?
(myopic view of the technology)
- IPTV is a technology that will eventually enable all the devices we use to interact with one another

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Net TV vs. IPTV

	IPTV	Net TV
Type of experience	TV Oriented Experience (Real Time)	PC Oriented Experience (File Transfer)
Quality of Video	Real HDTV "Better TV"	Depends on Coding
Level of viewer involvement	Low	High
Technical Proficiency	Low	High
Time & Resource Consumption	Low	High

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Satellite TV vs. Cable TV vs. IPTV

	IPTV	Cable TV	Satellite TV
Interactivity	2 Way Com. True Interactivity	1 Way com. limited Interactivity	1Way Com. No Interactivity
Personalization	Ala Carte Packages	Predefined Packages	None
Variety of Content	Unlimited	Limited	Limited

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IPTV & Triple Play Strategy

- Triple Play = Voice+Video+Broadband Data
- Whatever, Wherever, Whenever
- One service provider, one bill, one connection.
- IPTV is the key component for a successful a Triple Play strategy

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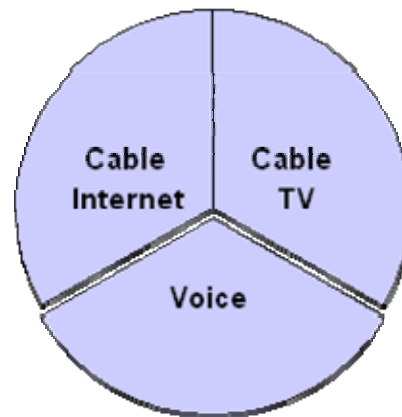
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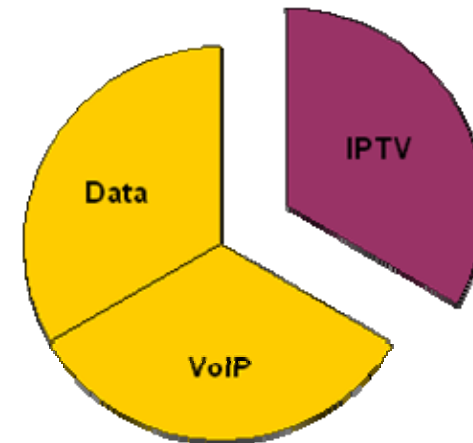
IPTV Strategy

Cable TV Companies



Cable (HFC)
Triple Play

Telcos



Copper pair (DSL)
Triple Play

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Why Should Telephone Companies Invest In IPTV?

- Commercial Pressures
 - Dimension call revenue
 - New Source of revenue
 - Triple Play advantage
- Advancements in Technology & Lower Barriers to entry.
 - IPTV, VoD, VoIP, FTTx, ADSL2+/VDSL, Docsis 1.1/2.0

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What Are The Challenges Of Implementing IPTV ?

- IPTV design requirements are fragmented (no common infrastructure)
- System integration
- Bandwidth availability
- Standardization & digital-rights management
- The scalability and management of content (High Support costs)
- QoE IPTV (Quality of Experience)

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What Are The Challenges Of Implementing IPTV ?

- QoE IPTV (Quality of Experience)
 - Ensuring effective transport of service
 - Verification and monitoring of IPTV service related signaling
 - Measuring the quality of the video signal received
 - Ensuring adequate scalability in the network infrastructure
 - Maintaining security while ensuring service quality
 - Effectively delivering IPTV as an integral part of the triple play service bundle

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Al-Falak

- Cutting Edge IT & Communications Solutions
 - Over 26 Years of experience
 - Software Solutions
 - System Solutions & Consulting
 - System Integration Solutions
 - Enterprise Resource Planning Solutions (ERP) – ORACLE / JD Edwards
 - Analytical & Business Intelligence Solutions (SAS)
 - IT Risk Mitigation Services (Testhouse)
 - Computer Supplies & Accessories
 - e-Business
 - Workforce Resources & Solutions

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Al-Falak & IPTV

- Al-Falak is the a system integrator
- Al-Falak has successfully completed the system integration of the world's first fully integrated and redundant IPTV Triple Play project using PAL (MPEG-4) AVC H2.64 format of IPTV for Qatar Telecom (Qtel)

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Future of IPTV ?

- Fad or the beginning of a new era
- It estimated that the number of IPTV subscribers worldwide will reach 53.7 Million in 2009

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Future of IPTV ?

- Broadband Operators vs. Cable TV operators vs. TV networks
- Changing the current business model
 - Collaboration or competitive relations

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*Thank You
Any Questions?*

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