



AL-FALAK

IT & Communications Solutions



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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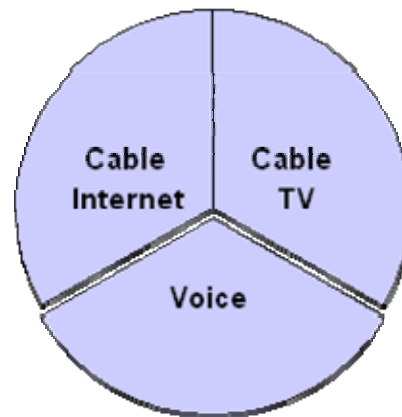
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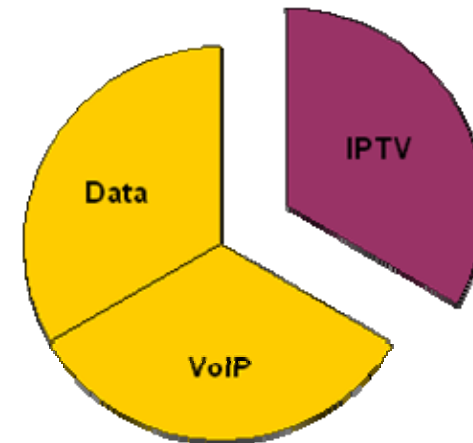
IPTV Strategy

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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