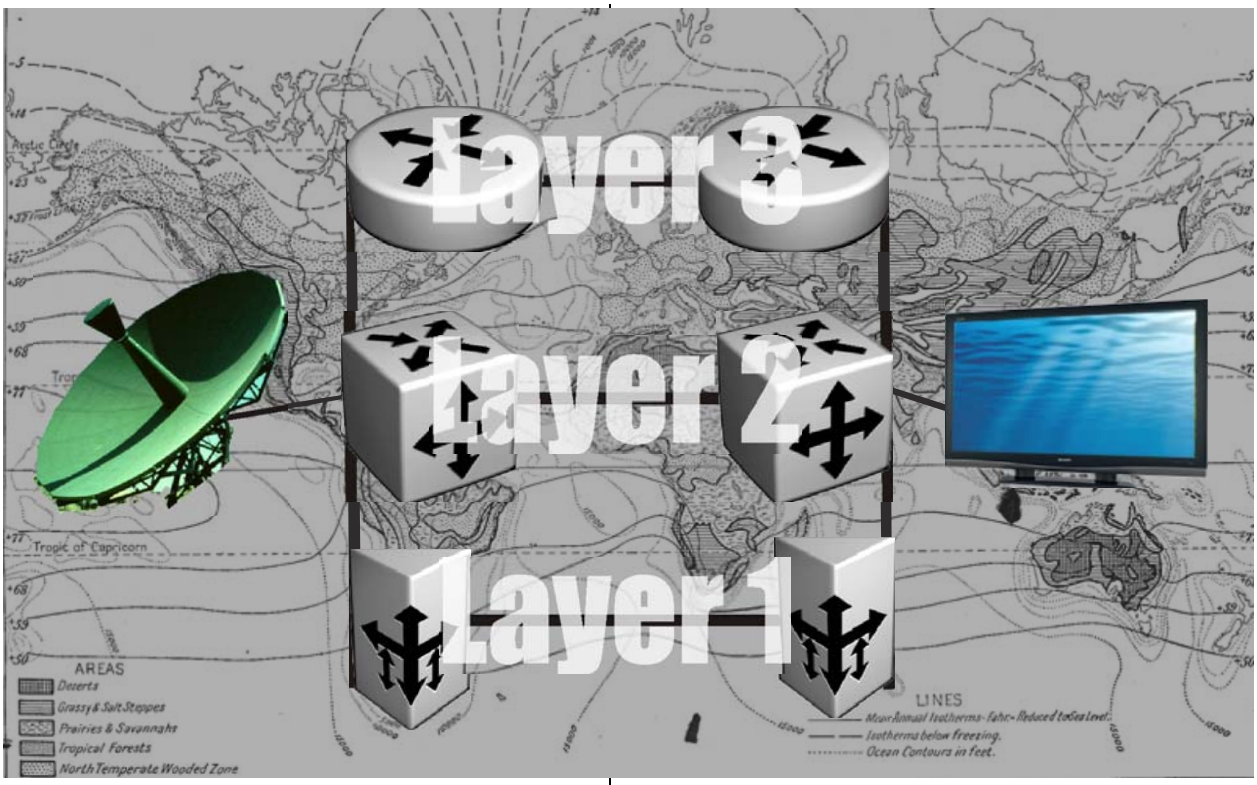
Networking Strategies for TelcoTV Services



TelcoTV services will put an increasingly large load on the metro aggregation networks that connect the video headend systems in the middle of the metro network with the access systems that provide the access services to the subscribers. This report describes the technologies that are available along with strategies for applying them.

Video traffic will dominate these networks as more and more on demand and personalized services are added to them. The move from broadcast to video on demand to network PVR to personalized advertising will shift these networks from data transport networks to video transport networks.

This report finds that the current Layer 3 IP and Layer 2 Ethernet architectures work well in the initial phase when the TelcoTV is just starting. However, as on demand and personalized services come to dominate, it will be necessary to shift to a Layer 1 optical architecture in order to economically support the huge increase in video traffic that this change will require.

This report identifies the strengths and limitations of Layer 3 IP, Layer 2 Ethernet, and Layer 1 optical architectures. It also defines which architecture is best as TelcoTV service providers move from broadcast to personalized on demand services.

In particular, this report addresses:

- How the TelcoTV service offerings are evolving from broadcast to on demand to network PVR to personalized advertising.
- How this TelcoTV service evolution will fundamentally change the traffic mixes on networks that support TelcoTV services.
- Which network architecture TelcoTV service providers should select based on their individual situation.
- The Layer 3 IP TelcoTV network architectures offered by Cisco Systems and Juniper Networks.
- The Layer 2 Ethernet TelcoTV network architectures offered by Alcatel-Lucent, ECI, Nortel Networks, and Nokia Siemens Networks.
- The Layer 1 optical TelcoTV network architectures offered by Ciena, Net Insight, and Sun Microsystems.

This report should be used by network planners, system architects, and investors as they consider network strategies for TelcoTV services. It will guide their choices based on both technical and business requirements based on the services provided as well as business strategies. It discusses both the approaches that should be applied when a TelcoTV service is introduced as well as when it matures with a personalized set of services and a large base of viewers.

Who Should Buy This Report?

- ❑ Telcos
- ❑ TelcoTV Providers
- ❑ Systems manufacturers
- ❑ Company executives
- ❑ Marketing managers
- ❑ Product managers
- ❑ Network planners
- ❑ Engineering managers
- ❑ Venture capitalists
- ❑ Investors

Where to Get More Information

You can get information on this report at www.telecomview.info. This 90-page report is available for $1,495 for a single user license. Both departmental and corporate licenses are available.

The report can be purchased at www.telecomview.info or by emailing or faxing us a purchase order. There is also a Free Whitepaper available on our website that provides information about the TelcoTV networking strategies.

You can contact us at:

TelecomView
+44 162 683 4224 voice
+1 415 259 5452 voice
+1 415 242 1008 fax
www.telecomview.info
info@telecomview.info

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