



Home News Archive Meet the Team Round Tables Events Conferences Links

search... go!

04 December 2008

Home



COMPRESSION AND DISTRIBUTION ROUND TABLE SPONSORS:



Subscribe to Newsletter

To receive Rapid TV News daily and free of charge, please click here

Subscribe button

Latest News

- NDS sees growth in German pay-TV
TVE will cover DTT with satellite
Vivendi to negotiate Digital+ deal
3D gathers momentum
Redstone dumping family heirloom cinemas
i-Cable privatization ditched
Sky NZ, Vodafone in 'quad play' deal
NDS buys Electracade
CNN wins November
ORS buys Bulgarian transmitter network
Sci Fi arrives in Portugal
Kangaroo should hop off



News Now



Accedo: 'TV operators are doomed'

| Print | Forward

Chris Forrester, on 01-12-2008

Accedo Broadband is a well-known name in aggregating and supplying content for IPTV networks. CEO Michael Lantz (pictured, left) says Over-The-Top services are going to dramatically change the way cable and IPTV operators work.



Founded in 2004, Accedo has two dedicated channels on PCCW's Now TV system, and significant commercial relationships with players like Microsoft, BT Vision and Canal Digital. It has just signed a major deal that will see its Funspot-branded games service distributed to independent US IPTV telcos.

"We've given a huge amount of thought to the shape of TV distribution as it develops over the next 10 to 20 years. Many, many experts have suggested that conventional TV is doomed, but what I see now is essentially to re-assess and question the basic rules for why audiences need an operator? In my view the operators essentially exist largely to provide quality of distribution and to create a relationship with viewers. But now we have the open internet with excellent compression technologies, with widespread devices able to supply at least high-quality standard definition. If we take this to a longer-term technology trend, then one must conclude that this delivers one reason why operators might well disappear," says Lantz.

"An Over The Top (OTT) device, connected to an iPlayer for example, delivers a pretty good quality product, and right now while it is fair to agree that consumers generally think in linear terms about their programming, this is gradually changing and has been for the past few years. In 10-20 years time operators will not disappear, but they must change into more customer-centric and much less focused on distribution quality. What will be more important are packaging and customer care, and generating the exact right offering for their customers.

"At Accedo we can distribute OTT or via a closed network, we are agnostic in that regard. We might be seen as hedging our bets, working both with operators and the OTT models. Certainly for the immediate foreseeable future the market is going to be fragmented with so many parties competing for loyalty. Our pricing models assume there will be difficulties in the future charging the sort of fees paid today for TV. We see there being much more free TV in the future, even the way we are noticing free on-demand TV which we are seeing from the US and to a certain extent in the UK. Of course, a part of the market will always be premium, but what we might today describe as the 'bread and butter' of ordinary TV will be much more difficult to charge for."

Lantz admits that to a certain extent this challenge includes Accedo's type of content as well. "We have a long-term vision that much of the content we will supply will be either end-user charged, or free-of-charge. We might need something from the user in return, either some core information from them in much the same way the internet works today."

Lantz adds that Accedo is experiencing rapid growth, as interest from the growing number of IPTV operators seeking fresh ideas grows. Whether it's their fun Fireplace TV, Aquarium TV offerings, or dedicated games channels or on-demand lifestyle health and beauty services, Lantz says that the interest is there. "Content like this, which is niche, is simply too expensive to distribute conventionally. IPTV is perfect. Localised services are increasingly a 'must'."

"In 2009 we are going to see the major consumer electronics companies making a real push into OTT devices. For example, we are already present on Sharp's Aquos net in the US, and we have seen initiatives from Sony Viera and Samsung. We'll see more, and consumer marketing has barely started. We will also see the new Blu-ray players launched with an on-line connection for their BD live service. In other words there are many, many players entering this area, all of them threatening conventional operators, and to younger, very savvy, users."

"I had expected 2008 and 2009 to be the year when the large cable companies re-invented themselves into IPTV players in earnest. Now, with the credit crunch, I am not so sure it is happening. I see more experimentation taking place rather than wide-spread deployment," adds Lantz.

© Rapid TV News 2008

NEWS

ROUNDTABLES



Most Read

- French operators wary on mobile TV
Accedo: 'TV operators are doomed'
NDS lays off staff
EBU argues with IOC over Olympics
Vodafone ditches Arcor brand



Channels



Users' Comments (0)

[Add your comment](#)

No comment posted

[Add your comment](#)

mXcomment 1.0.7 © 2007-2008 - visualclinic.fr
License [Creative Commons](#) - Some rights reserved

[\[Back \]](#)

[Privacy Policy](#) | [Terms of Use](#) | [Testimonials](#) | [Sitemap](#) | [Contact Us](#)

© 2008 Rapid TV News All Rights Reserved

Protected by Copyscape  PAGE PROTECTED BY **COPYSCAPE DO NOT COPY**