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- [Home](#)
- [Latest news](#)
- [Features](#)
- [IPTV training](#)
- [ipTV News Studio: NEW VIDEOS](#)
- [White papers & reports](#)
- [Contact us](#)
- [Search](#)
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- [Advertising](#)
- [IPTV News Analyst](#)
- [Industry Jobs *NEW*](#)
- [Events](#)

Events



Asian market "set to increase phenomenally over the coming years"

Interview with Michael Lantz, CEO, Accedo Broadband

Accedo Broadband is an aggregator and distributor of interactive applications and content, and offers a content portfolio compatible with most IP set-top boxes and broadband enabled consumer electronics devices on the market. Accedo supplies services via leading operators and service providers globally, either via the operator's brand or via an Accedo-owned brand. The company was founded in 2004 by entrepreneurs Michael Lantz and Fredrik Andersson, and has offices in Stockholm, London and San Francisco.



What is the significance of Accedo's recent deal with PCCW?

ML: PCCW offers consumers in Hong Kong a world-leading IPTV service with now TV. It has a subscriber base of more than 882,000, which is the largest IPTV service in Asia and one of the top services in the world. PCCW prides itself on being at the cutting edge of technology and strives to offer its subscribers the very latest in content and features. Accedo's advanced IPTV game services with multiplayer possibilities will provide PCCW with the best of interactive services.

Which games will users of the now TV service be able to download, initially at least?

The Funspot game service will continuously be updated with new games, but initially a number of popular arcade and casino games such as Rockswap, Sudoku and Black Jack will be available. As always with Accedo's game solution, we are able to track all usage and can adjust the game selection according to popular demand.

When will the Accedo games be available on this platform?

The initial games have been available since the beginning of March, with new games added over the year in addition to several new game categories, as well as multiplayer games such as Mahjong.

How do you see the market currently in Asia for IPTV? In your opinion, how will the market in this region change over the next few years?

Asia is a very rapidly growing IPTV market. Although currently behind Europe in terms of deployments and subscriber base, this is set to increase phenomenally over the coming years and we estimate that Asia will pass Europe in number of IPTV subscribers in 2012. We anticipate China and India to be the main growth drivers in coming years. In Asia, markets are focused on low cost and flexible solutions, which is suitable for Accedo's cost-efficient gaming solution.

[< Prev](#) [Next >](#)

[\[Back \]](#)



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