This Is What Happens In An Internet Minute

- **2021**
- **60 Seconds**

**Facebook**
- 1.4 Million Scrolling
- 21.1 Million Texts Sent

**LinkedIn**
- 9,132 Connections Made

**Netflix**
- 28,000 Subscribers Watching
- $1.6 Million Spent Online

**Snapchat**
- 3.4 Million Snaps Created

**Instagram**
- 69 Million Messages Sent
- 695,000 Stories Shared

**Twitter**
- 200,000 People Tweeting

**Tinder**
- 2 Million Swipes
- 197.6 Million Emails Sent

**Imgur**
- 932 Smart Audio Devices Shipped
- 3 Million Images Viewed

**Twitter**
- 5,000 Views

Created By:
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IPTV -
WHAT, WHERE, WHEN, WHY, AND HOW

LAYNE SISK - REAL CHOICE TV
INTRODUCTION

• Who I am
• Background and why I was asked to speak on this topic
• What is IPTV?
IMPORTANT TERMS TO KNOW

• IPTV
• OTT
• Closed Network
• Retransmission Rights
• Transcoder/Encoder
• Set-top Box
• MVPD - Multichannel Video Programming Distributor
• Off Air
• Big 4
• Must Carry
• Head End
• Multicast/Unicast
## WHAT DO CORD CUTTERS WANT?

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<tr>
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WHERE TO START/ WHERE TO OFFER

• What do you want to offer? Who are your competitors?
• Do you have the bandwidth to run the infrastructure and handle reporting?
• Middleware
• Head end/feed
• NCTC - National Cable Television Cooperative
• MVPD vs OTT
• Negotiating Retransmission Rights
• Residential Users
• MDU (Multi-Dwelling Units)
• Hospitality
• Institutional
• Professional
• Commercial
WHAT CONTENT DO YOU WANT TO OFFER?

• Locals Only?  Very low margins
• Locals and free channels?  Maybe better margins
• Cable Only?  Compete with Sling and Vue
• Full Lineups?
• Premium?
• PPV?
WHEN - THE TIPPING POINT

• Out of the gates?
• What is the optimal subscriber count to add IPTV?
  • For your own service?
  • For a hosted service
WHY PROVIDE IPTV?

• Isn’t everyone moving to streaming services?
  • Costs of apps are beginning to exceed linear TV
  • Demographics

• What really matters?
  • News
  • Live Sports

• Stickiness of customers
HOW- REQUIRED INFRASTRUCTURE

NETWORK REQUIREMENTS

• Bandwidth requirements
  • SD 2 megs
  • HD 5-7 Megs
  • 4k 20 Megs

• Bandwidth shaping

ADDITIONAL REQUIREMENTS

• Receivers
  • Satellite dishes
  • Off Air

• Retransmission Agreements

• Transcoders
  • Encode to MPEG-4 or HLS to get the bandwidth down to a manageable level

• Hard drive space for DVR- We currently have 150 TB for 30 days

• Middleware

• Billing

Or a hosted provider who provides these services for you
Thank You!

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