



InteractiveTV Today [itvt] Presents...

A Mid-Course Status Report for Internet Protocol Television (IPTV)

An up-to-date overview of the market, capabilities, enabling technologies, companies, issues and trends of IPTV.

Revised May 2009

► By Steven Hawley for [itvt]



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About InteractiveTV Today [itvt]

Tracy Swedlow's InteractiveTV Today (generally known by the acronym [itvt]) is an email newsletter devoted to covering the rapidly emerging interactive television (ITV) industry around the world, including interactive applications, IPTV, VOD, PVR, UGC, broadband TV, and more. Read every week by upwards of 100,000 television professionals in North America, the UK, continental Europe, Asia and beyond, the newsletter, companion blog (blog.itvt.com), and new Web site provide concise, original coverage of industry developments, technologies, content projects, and the people building the business. We also organize the annual TV of Tomorrow Show (www.thetvoftomorrowshow.com) and the annual Awards for Leadership in Multiplatform Interactive Television. For more information, visit our Web site, a comprehensive industry resource portal, (www.itvt.com).

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Steven Hawley is an industry analyst and consultant to the telecommunications and digital media industries. In addition to his work for [itvt], Mr. Hawley is principal analyst of **tvstrategies**.™ He is also a published industry analyst, contributes to leading telecommunications industry journals, and speaks at a variety of telecommunications industry events. He has delivered more than twenty technology products to market, and has broad subject matter expertise in IPTV and the converged multi-play services of advanced television, broadband Internet access, voice and mobility services offered by telecommunications service providers.