



# **IPTV Business Opportunities, How to Make Money in the Emerging IP Television Industry**

*Lawrence Harte*

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This book explains the business opportunities that are available for IP television systems, which range from producing low budget specialty programs to becoming a global broadcaster. Anyone can participate and profit from the many new opportunities in the IPTV industry. IPTV offers hundreds of new types of services and delivers existing TV programs more effectively. You will discover that life will change when people have access to more than 1 million television programs. You will learn how IPTV systems work and learn that IPTV programs can be watched on different types of viewing devices such as standard televisions with adapters, dedicated IP televisions, multimedia computers, and mobile telephones. Learn how telephone, CATV, mobile telephone, and electric utilities can offer TV services through their existing systems. Discover how private IPTV Systems (Hotels, Hospitals, Schools) can obtain new service revenues from television systems that they own. IPTV has a Google-Like advertising model where advertising messages can be targeted to specific viewers. Because IPTV ads can be addressed to specific viewers, they can achieve 10x the amount of advertising revenue. Since IPTV systems use two-way communication, the advertising messages can be linked to television shopping carts (t-commerce). To create this book, the author Lawrence Harte (publisher of IPTV Magazine) interviewed more than 2100 executives, technologists and business leaders to discover the current and emerging opportunities. More than 20 industry research companies have provided charts and graphs to help you discover the opportunity that is best for you. Some of the most important topics featured are: - The Business of IP Television - The Types of IPTV Opportunities - How IPTV Systems Work - Who is Doing IPTV (Telephone, CATV, Mobile, Electric Utilities and Independents) - Private IPTV Systems (Hotels, Hospitals, Schools) - Getting Content for IPTV Systems - The New TV Advertising Model - Television Commerce (T-Commerce) - Forecasts of Key Emerging IPTV Industries

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