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BiBCs Industry Newsletter

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Industry Comment

Paul Hague



IPTV – it's ready to go!

The talk has been talked and now it is time to walk the walk. Consumers want on-demand entertainment and they want high quality internet-enabled viewing. The industry *can* deliver and the industry *will* deliver. It just needs bold companies to take the lead.

Industry 'experts' have been wary of advising companies to embrace the IPTV revolution, but they have shown their ignorance with the advice (or lack of it) to the BBC regarding the iPlayer. Surely they should have known that ISPs wouldn't be completely happy to carry all of the content over their networks without any kind of recognition. The experts need to sharpen up their knowledge and embrace IPTV, because the consumers are ready, the content owners are ready and the brand owners are starting to get involved in a big way...

It is pointless constantly trying to put up barriers, broadband speeds ARE getting quicker, content IS now becoming available, technology CAN control rights and the living room IS ready, the IPTV genie is out of the bottle now and you can't push him back in!

Paul Hague

BiBC Managing Director

News round-up

Radioheadless

Radiohead got themselves a whole lot of publicity recently with the announcement that people can pay whatever they like for the new album, In Rainbows. Good for their PR machine, certainly. But good for them? Not really. All of the money is taken away from the record labels and goes straight into the band's back pocket...initially. The problem is the thinking contains a large element of short-termism because they are not thinking about the multiple devices and distribution means now available for music content and are therefore not tapping into endless possibilities.

Is online video the next virus target?

Cyber crime comes with many faces but now it could be your favourite pop star that infects your computer! Chris Rouland, chief technology officer at IBM's Internet Security Systems, has recently claimed that the future for online video could be as a vector for viruses. DRM-free videos from the likes of YouTube will no doubt play host to embedded viruses because there is nothing stopping the sharing of these files around the internet. Consumers are more likely to click on a link to YouTube which could then unleash havoc on PCs or even portable devices such as mobile phones. Although DRM limits the freedom of downloading content (for free) it does however stop the possibility of harmful downloads.

The rise and rise of IPTV

[MRG's latest study](#) into the IPTV trends suggests that the burgeoning industry is on the up and up. IPTV subscriptions are projected to jump from 13.5 million in 2007 to 72.6 million in 2011, at a 40 per cent compounded annual growth rate. We believe that this is a highly conservative estimate. As soon as internet-enabled TV becomes freely available and reasonably priced in the UK, it will see a rise similar to that of digital TV – people will not believe that there was a time when it was not available. With the technology ready and consumers hungry for on-demand entertainment, there is no reason why the figures for 2011 should not be well over 100 million.

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Vodafone offers free music downloads... in a costly kind of way!

Vodafone is now offering customers access to free music downloads to compete with the release of O2's iPhone. To qualify for the free unlimited download service customers need to spend over £40 per month and sign up to an 18 month contract. This isn't exactly free. £40 per month is pretty expensive and 18 months is lengthy for a mobile contract. It's just another way to get consumers spending more money and staying with this mobile phone provider longer than they should. The long term costs ensure that the 'free' downloads are far from 'free'.

What's going down at BiBC

BiBC signs digital download deal with EMI

BiBC has signed a significant audio and video content deal with EMI Music UK. BiBC's digital store – the largest downloadable video content store in the UK – will benefit from the addition of thousands of hours of high quality content, including the latest music videos, from one of the world's largest music companies. BiBC's audio and video digital store, which can be branded by individual media owners as their own digital video store, will be enhanced by DRM-free content from superstar artists such as **Coldplay**, **The Spice Girls**, **Queen**, **Kylie**, **Pink Floyd** and **KT Tunstall**. BiBC is driving the home entertainment platform of the future.

BiBC signs distribution deal with Sony BMG

BiBC has signed an audio, video and long form video content deal with Sony BMG Music Entertainment (UK). This deal will allow BiBC to distribute Sony BMG content on a subscription, download-to-own or download-to-rent basis along with unique advertising funded promotions.

BiBC case study

Commodore

In October 2006, BiBC engaged with Commodore to deliver content and services to their complete range of new devices. BiBC services were seen as key to providing video content either streamed or downloaded to the Gravel In-Pocket PMP device and Gravel In-Home set top box. BiBC used its 3 stage approach to project delivery to ensure that the services were delivered on time and to the allocated budget

- Project Initiation - defining business scope, costs and deliverables
- Solution Overview- architecture design, product design and a very detailed plan
- Service Design - SLAs, change process and responsibilities

The BiBC solution delivers on demand content to the Commodore World website and also includes all the metadata required and images. BiBC's MediaMaster solution handles all the content distribution, Digital Rights Management and provides Commodore with a complete service. BiBC manages all the relationships with content owners, all royalty payments to content owners, including mechanical royalty organisations. During the architecture and design phase BiBC worked closely with the Commodore product and technical teams creating a joint design that both organisations could work with and develop going forward.





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Other news

[Net users 'want film downloads'](#)

[Apple's might in online music is set to face Pepsi challenge in United States](#)

[A giant leap for television](#)

[Nokia prepares to bite Apple](#)

[Xbox movie downloads make UK debut](#)

[Nokia taps Universal for music downloads](#)

Products and Services from BiBC

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