



## **Services and Functions for Release 1**

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## **INTELLECTUAL PROPERTY RIGHTS**

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## **FOREWORD**

This document has been produced by the Open IPTV Forum Steering Group.

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## **INTRODUCTION**

This document summarises the services and functions that have been selected for Release 1 of the Open IPTV Forum specifications.

# 1 Services and Functions for the Open IPTV Forum Release 1

The solution described by the Open IPTV Forum specifications shall address the following services and functions in Release 1. This applies to both the Managed Network and the Open Internet models, unless otherwise noted.

The Open IPTV Forum is targeting IPTV business models that will enable retail consumer electronics (CE) devices with IPTV Terminal Function (ITF) capabilities. Users should be able to use both operator-provided as well as user-purchased CE ITF devices to access these IPTV services and functions.

## 1.1 Services

### **Scheduled Content Service** (also known as Broadcast or Linear TV Service)

Scheduled Content Services is an audio and video content service where the play-out schedule is fixed. The content is delivered to the user for immediate consumption or recording. Service and Content protection mechanisms may be applied to the content.

### **Content on Demand** (also known as Video on Demand and including Content Download)

Content on Demand is a service where a user can select individual content items they want to watch from a list of available content. Play-out of the content is started at the user's request. Content can be streamed from network-based storage for immediate consumption, or played out from the local storage of the ITF device after user or service provider initiated download to the ITF device.

### **Personal Video Recorder (PVR)**

PVR is a function or service which enables a user to record scheduled content program events using local or network-based storage. The recorded items can be played back under the control of the user

### **Content Guide**

Content guide is an information service tailored to user preferences that provides a searchable list of Scheduled Content Service and Content on Demand items. The presentation to the user can be created from metadata available on local equipment or received over the network in a form equivalent to web pages.

### **Notification service**

The Notification service enables a user to be informed of delivered messages, including emergency alert notifications, and events. This service also enables a user to set reminders and be informed of scheduled content program events. Reminder notifications will be displayed on the customer equipment at the pre-configured time before the program event starts.

### **Communication services interworking**

This service provides IPTV users with access to person-to-person communication services. Aspects of such communication services may be integrated with the IPTV service, providing a richer experience to both. Examples of communication services include presentation of Caller ID, textual messaging, chatting and presence.

### **Web access**

Allows IPTV users to navigate and display information provided in the World Wide Web in a manner dependent upon the presentation capabilities of the display equipment.

### **Information service**

Portal for presenting tailored information to the IPTV user with or without relation to the content.

### **Interactive Applications**

Interactive applications are those that allow user interaction via the ITF device or other user devices. Both network-based applications, which interact with the ITF device using web technologies, as well as local applications in the home network are supported. The applications can be both related and unrelated to the

content. Applications might interact with the IPTV services using standardized APIs. Applications might be authenticated to prevent misuse and the service provider might charge for applications.

#### **Parental control including remote control**

This service limits access by minors to certain content and services based on parental ratings and spending limits. Parents should be capable of using remote devices to check the usage and grant access to requested items.

#### **Home networking**

The ITF device will provide access to DLNA content stored on other devices in the home as well as offering IPTV content to DLNA devices.

#### **Support of hybrid services**

The ITF device may provide access to TV services delivered over traditional broadcast networks (satellite, cable or terrestrial broadcast) in addition to, or as a substitute for, IPTV services.

## **1.2 Functions**

#### **Access networks**

This release supports only fixed line access networks such as DSL and PON networks.

#### **Advertising**

Advertisements can be delivered as part of the content, in the content guide or in a separate window. Advertisements can include links to further information, such as web pages. Regional advertisements are supported for the Managed Network model.

#### **Content formats**

Audio, video, subtitles/closed captions and images in Standard definition and High definition formats shall be supported.

#### **QoS**

The IPTV solution shall provide the means to guarantee the delivery of IPTV services with appropriate QoS in the home network, on the access line and in the network. Guaranteeing network QoS is not applicable for the Open Internet model.

#### **Service Platform Provider**

A service platform provider offers, through the use of a portal, common functionality such as authentication, charging and access control on behalf of IPTV service. A service provider can offer their service directly without the support of a service platform provider.

#### **Charging**

The IPTV service includes a common charging mechanism capable of interacting with billing systems.

#### **Service usage**

The Open IPTV Forum shall allow users concurrent access to Managed Network and Open Internet IPTV services with their ITF devices.

#### **User interface**

The means by which the user interacts with the IPTV services on the ITF device. The IPTV user interface might be branded to the service (platform) provider.

#### **User management**

Single user and family account with several individual users shall be supported. Each user shall have their own IPTV profile which they can manage.

### **Security**

Unauthorized access to and usage of services and content shall be prohibited. Users and device authentication shall be supported to prevent malicious access or fraudulent use.

### **Service portability**

A user may access IPTV services from different ITF devices in the home and from different locations using different access networks supported by its service (platform) provider. Access to the IPTV services via a different service (platform) provider is not supported in this release.

### **Remote management**

Remote management of the ITF devices supplied by the service provider is supported in the Managed Network model in order to support maintenance, trouble shooting and control of service delivery. Configuration, fault and performance management shall be supported. Firmware upgrade for the ITF devices shall be supported both for the Managed Network and Open Internet model.