



White Paper

Enhancing the Reliability of IPTV

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Delivering a better experience to consumers & cost savings for providers

Abstract

The IPTV industry has made significant strides in video compression, routing, xDSL and set top technology since 2002. Equipment costs continue to improve and network throughput has risen steadily. However, IPTV has yet to achieve the target levels of market penetration and profitability.

Recent studies indicate that IPTV service quality and reliability problems are major factors impacting customer acceptance, cost and profitability of IPTV services. Customer service costs in particular remain key barriers to greater success. Current and projected migrations to HD capable TV sets and HD content increase pressure on IPTV service providers to enhance reliability and quality, even as they strive to contain the costs to deliver and maintain the service.

Unfortunately, traditional fault management technologies have not shown themselves effective in achieving these goals, especially in the last mile and home network, where many customer-affecting problems occur beyond the reach of specialized video test equipment, network probes and alarm management systems. The shortcomings of traditional fault and trouble management approaches are reflected in the number of customer complaints about picture quality, which often recur despite the best efforts of help desk and field repair personnel to find and resolve the cause of the problem.

This paper describes design goals for a new solution that helps IPTV service providers meet their objectives for reliability, picture and service quality, while improving customer service and reducing costs. By providing continuous evaluation of IPTV service delivery at the set top box, this solution enables more effective service monitoring and troubleshooting, resulting in real time resolution of customer complaints, fewer repeat complaints, and higher overall customer satisfaction.

Fortunately, a new generation of TV Care solutions from companies such as Mariner Partners provides the capabilities needed to address these problems and deliver better results for consumers and providers alike.

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