Open IPTV Convergence Service Creation and Management using Service Delivery Platform

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Abstract— **IPTV brought a new digital era in the broadcasting domain. The main change of digital broadcasting is an advent of a bi-directional interactive service feature. Using that bi-directionality, IPTV provides various kinds of convergence service such as information providing, advertisement, and e-commerce. But the number of services required to be developed and to be provided to users geometrically increases and the lifetime of services is shortened requiring services to be developed within a short period. To support the market demand for a massive service delivery, the IPTV platform based on service delivery platform (SDP) is essential. The SDP is a technique developed to meet the variation in communication and information technology convergence environments, allows service providers to rapidly create and deliver convergence services. This paper describes an Open IPTV service delivery platform structure and method for supporting rapid service creation by reusing pre-defined IPTV service components. We describe key components and functionalities of SDP, IPTV Enablers and its combination for service convergence. We show customer targeted mobile advertisement for Open IPTV convergence service example.**

Keywords— IPTV, SDP, SOA, ACAP, Open IPTV Platform

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