

## Sept 16, 2011, Daily News

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Discovery chief says IPTV "commoditises" content

### Marketing Week

The head of Discovery Communications, the biggest global non-fiction broadcaster, says the TV industry needs to work with new online viewing platforms, like Google TV to ensure their content does not become commoditised. ...

Internode demos fetchtv IPTV service over the NBN

### Voice and Data

ISP Internode became the first company to deliver the fetchtv IPTV service over the NBN, when it showcased the service at the nation's first broad-acre NBN deployment located at Doonside, in Sydney's west. NBN Co and the federal government recently ...

Alcatel-Lucent: "Pay-TV operators need to leverage connected TVs"

### IPTV News

As debate hummed on the IBC show floor and in the conference sessions over what impact (if any) connected TV platforms and services such as Google TV will have on the established pay-TV industry, IPTV News spoke to Derrick Frost, senior vice president ...

IPTV is a scary prospect for old-school broadcasters

### Marketing Week

Such services have been in development for some time but only now are the broadcasters evaluating IPTV's real impact on their brand awareness, ability to sell advertising and the ability to engage with their audiences and procure data from them. ...

Brazil's GVT debuts hybrid TV service

### IPTV News

Brazilian telco Global Village Telecom (GVT), a subsidiary of French media group Vivendi, has launched a new hybrid pay-TV service which uses satellite technology to deliver broadcast channels and IP to deliver video-on-demand and interactive features. ...

Netflix cuts subscriber forecasts as price hike bites

### IPTV News

As IPTV News discussed in a recent interview with Jonathan Beavon of NDS at the IBC trade show in Amsterdam, the unbridled success of Netflix appeared unsustainable as content partners sought to renegotiate their supply contracts. ...

Microsoft Promising IPTV on Xbox for Xmas&hellip; Again

### Zatz Not Funny

Microsoft announced at a financial conference yesterday that it plans to offer live TV on the Xbox in time for the holiday season. It's like deja vu all over again. It was in January of 2007 that Microsoft first made this promise, and the company has ...