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China's 1st IPTV License Open for Broadcasters, Telecom Operators

Since the Shanghai Media Group (SMG) got China's first license of Internet Protocol (IP) TV service this month, major broadcasters and telecom operators have been agitated by the breakthrough in this potentially lucrative field.

Unlike traditional cable or wireless TV, IPTV enables broadband Internet users to access TV broadcasting services on their computers or TV sets with a set-top box. Some advanced mobile phone users can also be IPTV users with the technological progress.

China now has about 320 million mobile phone users, 100 million cable TV subscribers, and nearly 23 million broadband Internet users. Analysts expect the country's broadband users to hit the 40 million mark this year.

MPEG Video over IP

Distance Learning-News Distribution Live Streaming and Video on Demand