



You might not have known but IPTV is very popular and has been used in many homes for years. IPTV is growing everyday adding new services and providers just like your traditional TV. Here is some info on what IPTV is and how it works:

Define IPTV:

The abbreviation IPTV is actually “internet protocol television”. IP is what’s in your IP address. Simply put, your television program is communicated by using internet protocol. Traditional satellite TV and cable broadcasters send out a signal and the viewers TV receives it. In this case you are able to watch what is broadcasted and available at the moment. That is an example of non-IPTV.

IPTV is different because it does not receive signals from what is being broadcasted from a satellite but rather through an internet connection. You are able to receive shows and movies transmitted through basic internet. IPTV also does not broadcast shows at specific times and dates, it allows you to use (VOD) “video on demand” to see your shows on your time. If you are wondering what IPTV can be compared to just think about the streaming services such as Netflix and Hulu but for television instead of movies or shows.

IPTV Set-Top Box:

Most TVs do not have compatibility with IPTV alone; they require a set-top box that will translate the internet connection into a format the TV can receive. Now if you would like to use your computer to watch IPTV you would not need a set-top box. After you sign up for the service, you could actually mirror your computer screen to your TV so you do not need a set-top box to watch IPTV.

Hybrid IPTV:

Hybrid IPTV is used to combine TV services with IP-based ones. It is a global initiative aimed at harmonizing the broadcast and broadband delivery of entertainment services to consumers through

connected TVs, set-top boxes and multiscreen devices. Mostly because IPTV requires your internet service to have a load of bandwidth and to be able to transmit data at higher speeds. This option allows TV providers to offer more to their subscribers all in through one single box.

Live TV:

Live TV option is also available on IPTV. Your ability to watch all kinds of live sports is easy you can even stream them right through your mobile device. IPTV offers all the same platforms such as FOX sports Go, Hulu Live TV, CBS Sports HQ & even Sling TV.

The Future of Cable TV:

The future of cable TV is IPTV. It is growing more and more popular every day. The market for it by 2025 will be over \$117 billion, according to Grand View Research estimates. Now the biggest cable providers are offering streaming from mobile devices and media viewing via apps. IPTV allows viewers to create their own channel options instead of viewing whatever is being broadcasted by satellite. IPTV gives people a choice and more options to view what they want when they want. This is why the future of cable TV is IPTV.