

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:837  
ANSWERED ON:02.03.2010  
IPTV SERVICE  
Ray Shri Rudramadhab

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) whether the Government has launched Internet Protocol Television (IPTV) Services in the country;
- (b) if so, the salient features alongwith the objective thereof; and
- (c) the manner in which it is likely to benefit the viewers/customers?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI C. M. JATUA)

(a) : Yes, Sir.

(b) : IPTV is a new method of delivering and viewing digital television programming using an internet protocol (IP) network and high speed broadband access technology. Due to convergence of technology, the broadcasting and telecom services have converged to offer a new content delivery platform.

(c) : IPTV is interactive because of availability of return path. Therefore, this service provides interactivity with viewer/ customer and enables provision of services like Video on Demand (VOD), Movie on Demand (MOD), time shifted television, gaming and many other services. Picture quality of IPTV is also very good due to use of digital transmission.