

Internet TV. Analysis and Possibilities in Mexico

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Abstract— The traditional Value Chain TV is evolving to a model where the OTT services and IPTV represent an increasing technological options. Increases in fixed broadband penetration and data rates are creating a new scenario where new alternatives to delivery video content to the final user have been developed. In this paper the technological Internet TV issues for Mexico are analyzed, reviewing the impact of OTT services and IPTV over the traditional Value Chain TV. A new Value Chain TV structure is proposed

Keywords: *Internet TV, OTT, IPT*

