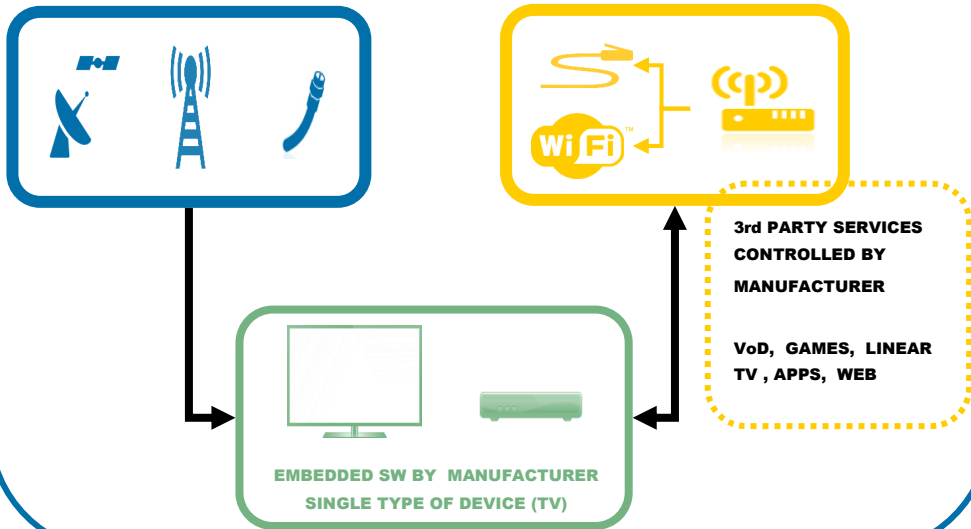


COMMONLY MISUSED TERMS IN IP-BASED TV

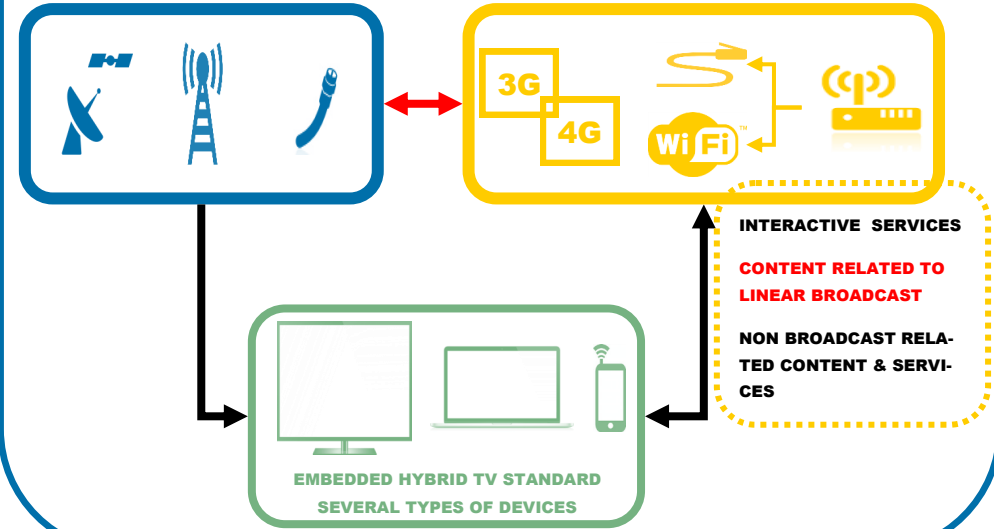
SMART TV / CONNECTED TV IS A **DEVICE**

BROADCAST CONTENT IS **INDEPENDENT** OF **BROADBAND ONE**



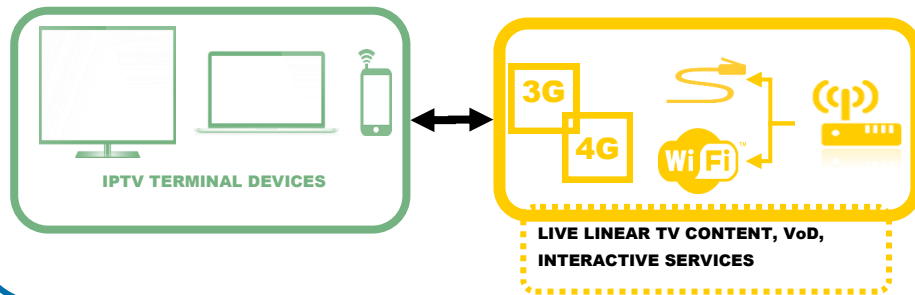
HYBRID TV IS AN **INTERACTIVE SERVICE & DEVICE**

BROADCAST CONTENT **CAN BE RELATED** TO **BROADBAND ONE**



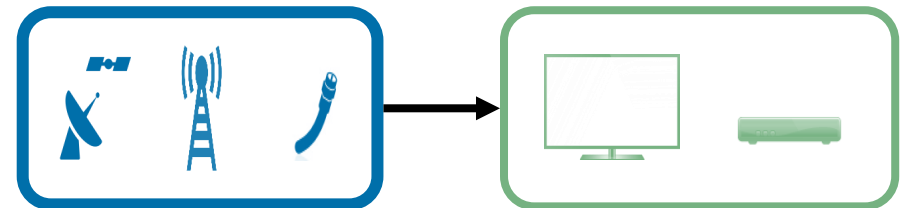
IPTV IS AN **INTERACTIVE SERVICE**

LINEAR TV SERVICES ARE DELIVERED EMBEDDED IN IP PROTOCOL



TRADITIONAL TV IS A **DEVICE**

LINEAR TV CONTENT DELIVERED TO TRADITIONAL TV DEVICE



SOURCE: ITU-T Glossary and terminology of IP-based TV related multimedia services (July 2014)