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Advertisers

Contacts & Info

Register

NEWS

PRODUCTS

CURRENT ISSUE

EVENTS DIARY

ARCHIVE

NEWS

PortalTV supports Russia`s 1st major IPTV launch

Kasenna has announced it is working with Business Computer Center (BCC), a system integrator based in St. Petersburg, Russia, to implement an IPTV solution for Russia's Southern Telecom Company (UTK), the principal fixed-line telecommunications provider for Russia's Southern Federal District.

This is the first major deployment of its kind in Russia utilising part of Kasenna's PortalTV solution - Mediabase Video on Demand (VOD) server platform, 40 Network PVR (NVPR) channels with pause live TV, and vFusion, its content delivery and management tool. The combined solution will provide an integrated network and IPTV infrastructure for UTK.

UTK's IPTV solution, branded 'DiSel TV', has initially been deployed in two cities around Krasnodar in southern Russia and the service already covers about 27% of the proposed network, with 33 TV channels and several thousand subscribers. The IPTV service is now being extended to other cities including Rostov, Stavropol, Kabardino-Balkaria around the same region.

Victor Filippov, head of telecommunications department, BCC, said: "With this large and important IPTV deployment happening in the South of Russia it was important to look at the best solutions available. Kasenna has local sales and support services in Russia and therefore understands the market here. More importantly, we chose them because Kasenna's IPTV solution is open, standards-based, flexible and scaleable and compatible with the network we are developing. Kasenna also provides advanced services, such as nPVR and content delivery tools, making it the ideal integrated IPTV solution for the anticipated future growth."

Robert Hopkins, managing director for Kasenna in Europe, said: "Telecommunications providers are constantly looking at ways to increase their revenues and are starting to bank on IPTV as a powerful value-added service that enables them to gain competitive advantage. Russia has become widely recognized as a huge growth area in the IPTV market. We are delighted Kasenna is part of this innovative project at UTK."

Evgeniy Rzhevsky, CTO, UTK, explained: "We believe that this new IPTV solution can greatly enhance our business proposition and value in the Russian market. This solution will allow us to optimize our network resources whilst providing the best possible viewing experience for our customers."



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