



All protocols.
All services.



LIGHT READING's
**cable
digital
news**

CABLE DIGITAL NEWS FEED

Go to a section **GO**

[Home](#) > [Cable Digital News Feed](#) > [Video](#)

“” Discuss Print Email Reprint Article

► **Kasenna Touts Growth**

JANUARY 18, 2007

[Discuss >](#)

SUNNYVALE, Calif. -- Kasenna, The IPTV Company, announced today a record close to 2006, marked by its fourth-quarter launch of PortalTV 2.0, key additions to its executive team, the opening of several new offices, and strong growth prospects for 2007. During the year, Kasenna took advantage of the burgeoning demand for IPTV by offering the next generation of its industry-leading PortalTV solution. A powerful IPTV middleware and server suite, PortalTV 2.0 makes deployment easier for service providers and helps them generate new revenue streams. In order to serve the significant increase in demand for PortalTV 2.0 and its growing global customer base, which now totals more than 250, Kasenna added several senior executives to its management, product, and service teams and opened additional offices in China, Russia, and the U.S. The company also established the IPTV Center of Excellence in Bangalore, India, to serve that growing new market.

Kasenna continued to ride the wave of international interest in IPTV in markets such as China, which is expected to reach five million subscribers by 2010, according to research firm Heavy Reading. As further testimony to its growing global presence, in December Kasenna saw its IPTV Center of Excellence in India bring together multi-vendor IPTV systems to enable quicker deployments.

"This industry has moved from the 'kick the tire' phase to going mainstream," said Jeff Heynen, industry analyst for Broadband and IPTV at Infonetics. "We predict IPTV equipment sales in the U.S. will grow to \$6.8 billion by 2009, and Kasenna and others will benefit from that."

[Kasenna Inc.](#)

[Discuss >](#)

JANUARY 18, 2007

[CONTACT US >](#) [LOG IN >](#) [HELP >](#)

SEARCH

Past Year **GO**

[REFINED SEARCH / ARCHIVE >](#)

✚ CONTENT BEARING THIS SYMBOL IS FOR REGISTERED USERS ONLY

- [Webinars >](#)
- [Live Events >](#)
- [MUNI Forum >](#)
- [LRTV >](#)
- [Research >](#)
- [Pay Per Click **NEW!** >](#)
- [Paid Newsletters >](#)
- [White Papers ✚ >](#)
- [Case Studies ✚ >](#)
- [Directories ✚ >](#)
- [Blogs >](#)
- [Register >](#)
- [Free Newsletters ✚ >](#)

RELATED CONTENT

Video

Click "PLAY" to view video.

CLIP 1

Robert
McIntyre,
Senior ...
[PLAY](#) (07:29)



Bob McIntyre loves him some telco TV

CLIP 2

Robert
McIntyre,
Senior ...
[PLAY](#) (06:50)



Bob McIntyre talks about TV's future

CLIP 3

At Home
With The
Echo ...
[PLAY](#) (04:32)



Online at home with the Echo Boomers

News Analysis

- [Will Harmonic Keep Singing Solo?](#) 1/18/2007
- [Tellabs CTO Retires](#) 1/18/2007
- [Content Delivery Takes the Limelight in '06](#) 1/18/2007
- [Skypsters Fast Forward to Internet TV](#) 1/17/2007

White Papers

- [The Total Economic Impact Of IBM Information Server](#) - by IBM 12/21/2006
- [Increased Business Drivers for In-Memory Databases](#) - by Solid Information Technology 12/19/2006
- [Meeting the Evolving Imperatives of SDP's with the Right DataManagement Framework](#) - by Solid Information Technology 12/18/2006
- [MicroTCA™ System Management](#) - by GE Fanuc Embedded Systems 12/5/2006
- [The Dual-Core Challenge](#) - by KONTRON 11/29/2006

Research

- Heavy Reading: September 2006 Edition
[IPTV in China: Market Prospects](#)
- Heavy Reading: June 2006 Edition
[Cable Next-Gen Video Plans and the Future of IP](#)
- Light Reading Insider: November 2006 Edition
[IPTV Middleware Market Dynamics](#)
- Unstrung Insider: September 2005 Edition
[Mobile TV: Switching on the Revenue Stream](#)

Upcoming Webinars