Convergence of television, telephony and Internet access (triple play)

By Stefan Hermes

GRIN Verlag Feb 2009, 2009. Taschenbuch. Book Condition: Neu. 210x149x10 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Miscellaneous, grade: 1,3, European Business School - International University Schloß Reichartshausen Oestrich-Winkel, course: Information Systems, 31 entries in the bibliography, language: English, abstract: In the year 2005 Cisco Systems, the most important company in the market of IP related services and products acquired the second largest manufacturer of set-top boxes, Scientific Atlanta, for \$6.9 billion. Being asked in an interview for the reason of this acquisition Cisco CEO John Chambers stated that he expects the TV, voice and data services of the future to be transmitted via IP, so called triple play. Becoming a supplier of set-top boxes therefore seemed a logical step to him. To date there are about 30 triple play offers available among Europe, offering customers not only cheaper but also more feature-rich communication and entertainment services. It seems as if network operators and content provider have finally learnt from the failures of whole industries in the past: Not only was the photo industry erupted by the sudden digitalization, forcing former market...

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