



Press Release

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OIPF and bmcoforum Announce Plans to Join Forces

OIPF (Open IPTV Forum) and **bmcoforum** (Broadcast Mobile Convergence Forum) are delighted to announce the plans to join forces and merge the activities of **bmcoforum** into the OIPF.

This will result in a strong single entity with broad representation and influence across the fixed and mobile broadband industries, as the two bodies have each established a leading position in their respective spheres of activity. The merged activities will combine and optimize the resources and efforts of the leading organizations engaged in an effective standardization of mass market services and devices.

Multi-screen approaches including TVs, PCs, mobile devices and other screens are a logical next step for TV and media consumption, and as more mobile devices are integrated with IPTV they will bring an increasing level of interactivity and flexibility. Personalized linear and on-demand content services will be delivered into multi-screen environments both in the home and for consumers on the move. In particular, mobile devices may be used not only for watching TV, but also as service control points, allowing selection and control of personal content services.

In announcing these plans, YunChao Hu, President of the OIPF, said "The strength and breadth of the combined efforts will provide the opportunity to build on each organization's established individual credibility. The merging of **bmcoforum's** activities into the OIPF will create an entity with the influence and energy to more effectively drive the development and deployment of the blended services market". Herbert Mittermayr, Chairman of the Board of **bmcoforum**, commented "The **bmcoforum** considers the extension of the IPTV to mobile usage and hybrid networks as an excellent vision to further develop the mass market for multiscreen media consumption. Joining the forces of both fora will unlock the potential of exciting new user experiences".

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Notes for editors:

About bmcoforum:

The **bmcoforum** is an international non-profit organisation designed to foster the mass market for mobile media consumption. Therefore **bmcoforum** optimizes the technology mix and the business models and brings together players from all parts of the media delivery value chain.

For further information about **bmcoforum**, visit <http://www.bmcoforum.org>

About the OIPF:

The OIPF is fully open to participants from across the communications and entertainment industries, and brings together network operators, content providers, service providers, consumer electronics manufacturers and home and network infrastructure providers. The members of the Open IPTV Forum are working together on the development of open specifications because they recognise that combining the expertise of all involved will help to streamline and accelerate deployments of IPTV technologies. Their aim is to make the next generation of IPTV a mass market service and to maximise the benefits of IPTV for consumers as well as the industry.

For further information about the OIPF, visit <http://www.oipf.tv>