Internet Protocol (IP) Video
Distribution Advantages

Traditional RF Video

In the traditional cable TV or satellite network – using broadcast video technology – all content constantly flows downstream to each customer, and the customer switches the content at the set-top box. The customer can select from among as many choices as the cable or satellite company can fit into the “pipe” flowing into the home.

IP Switched Video

AT&T’s switched IP video network works differently. Content remains in the network, and only the content the customer selects is sent to the customer’s home. That means content choice is not limited by the size of the pipe into the home -- so the switched IP network allows for delivery of more content and functionality. The network creates the potential to provide customers more choices, including niche programming of interest to diverse audiences.