Why Choose IPTV?

What Benefits Does IPTV Offer?

Television is changing. For decades people have had to deal with large cable providers to deliver content to their television sets, however, this model is currently being disrupted by new innovations in technology.

Streaming services such as Netflix, Hulu, and Amazon Prime have made large gains in the home entertainment market and, if the current trends continue, are set to disrupt the traditional cable model even further.

Here at Setplex, we believe that Internet Protocol television is the future for delivering content to the televisions of the world. In today’s post we wanted to talk a little bit about what Internet Protocol television is, how IPTV is being used, and why we feel that it is a better model for delivering media for both media producers and media consumers.

What is Media Content?

*Definition of Content (media) from Wikipedia, the free encyclopedia*

In publishing, art, and communication, **content** is the information and experiences that are directed towards an end-user or audience. Content is "something that is to be expressed through some medium, as speech, writing or any of various arts". Content can be delivered via many different media including the Internet, television, audio CDs, books, magazines, and live events, such as conferences and stage performances.

What is IPTV or Internet Protocol Television?

Although the name might sound rather technical, Internet Protocol Television is a simple concept. Rather than receiving television signals as broadcast signals that enter your home through an antenna, fiber-optic cable, or satellite, IPTV allows the viewer to stream media content to their television through their internet connection. Increases in broadband speed and innovations in technology have finally made IPTV a viable alternative to traditional media content delivery methods.

With IPTV, viewers are able to watch their favorite shows and movies from a multitude of devices including laptops, smart phones, tablets, and televisions. IPTV has made it more convenient to consume your favorite media content more than any other time in history.

What are the Benefits of Internet Protocol Television?

The most obvious benefit that IPTV offers is that it allows viewers to watch their favorite programs pretty much anywhere or anytime at a price that is usually quite a bit cheaper than a traditional cable package.
Most streaming services are priced at around ten dollars a month and offer subscribers thousands of titles to choose from. Before IPTV became a viable form of media delivery, consumers were forced to purchase cable packages that may or may not include programs that they actually wanted to watch.

IPTV has given viewers the opportunity to “unbundle” the programs that they want to watch from a bloated cable package, and has made it possible for people to enjoy their favorite shows without having to pay for additional programming that they may have no interest in.

**Is IPTV a Better Media Delivery Method Than Cable or Satellite?**

Although we may be a little biased, we here at Setplex whole heartedly believe that Internet Protocol television is a better way to both deliver and consume media than other more traditional methods.

IPTV has allowed viewers to shed the shackles of bloated, over-priced cable packages and has made it possible for people to pay only for those programs that they wish to view. Additionally, as streaming services like Netflix have shown, IPTV has provided a new avenue for people to get their television show or movie funded and streamed to audiences.

Netflix has put out a wide variety of original series that may not have been able to produced five years ago. By taking chances on shows that the large cable networks would not or could not produce, Netflix is starting to establish itself as a real player in the television production world.

**The Future of IPTV**

If current trends are any indication of the future of IPTV, we believe it is safe to say that this sector of media content delivery is only going to keep growing.

People have seen the benefits that IPTV has over traditional media delivery methods and demand is only set to increase as more and more people “cut the cord”. It is now estimated that around one in five households in the United States have completely ditched cable or satellite and receive the majority of their media content through streaming and IPTV services.

As the producer of the world’s first end-to-end IPTV solution, we find this data to be very exciting news. To learn more about IPTV or the products that we offer visit our website today. At Setplex we don’t just offer a streaming set top box, we offer Middleware, Encoders, Downlink/Collocation, and full installation and training of the IPTV solution with 24/7 monitoring of all equipment.

When you are ready to experience the full potential of IPTV contact the experts at Setplex.