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Mediaroom
Microsoft

[Microsoft's Internet Protocol Television Architecture Gets Celebrated](#)

With the Stratecast's 2007 Award for Superior Software Business Strategy

Microsoft's efforts to build a comprehensive IPTV architecture were celebrated with Stratecast's 2007 Award for Superior Software Business Strategy. The Microsoft Mediaroom is Internet Protocol Television (IPTV) and multimedia platform, set in place by the Redmond company in order to deliver a connected TV infrastructure at a global level. For Microsoft, the award is nothing short of the confirmation of its position as a leader on the IPTV technology market. Mediaroom essentially focuses on making available an international best-in-class digital TV platform that can be leveraged by users, advertisers, distributors, service provider and technology and content partners. "The conclusion that carriers prefer a comprehensive, end-to-end solution is reinforced by the number and scale of tier-1 telco deployments with Microsoft Mediaroom around the world, including those with BT, Deutsche Telekom and Swisscom, and of course AT&T, which now has more than 100,000 subscribers on Microsoft's IPTV platform," said Pete Dailey, senior research analyst of Stratecast. "Microsoft has put more resources into understanding and improving the consumer experience than any of its competitors, and the results are evident: Microsoft Mediaroom enables a superb consumer experience, with an elegant and easy-to-use interface and plenty of advanced features." 100,000 subscribers to Microsoft's IPTV platform is certainly enough to be interpreted as a sign of success. But the honor from Stratecast comes to emphasize the relevance that the Redmond company has won on the IPTV market. Mediaroom is designed to offer high-definition TV capabilities, along with digital video recording and video on demand. But on top of the basic features, the company is also setting the foundation for an IPTV social network with personal media sharing. In addition Mediaroom introduces features such as channel zapping and multichannel viewing. "We are honored to be recognized by Stratecast for our commitment to delivering a comprehensive, end-to-end IPTV software platform," said Christine Heckart, general manager of worldwide marketing for Microsoft TV. "Our goal with Microsoft Mediaroom is to create the very best connected TV experience for consumers worldwide. As Microsoft Mediaroom and IPTV continue to gain momentum, the television will increasingly become a centerpiece in the connected digital lifestyle, enabling consumers to connect, share, control and personalize their entertainment like never before."