

Research on IPTV technology and its applicability in Vietnam

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Abstract: This topic focuses on analyzing the current status and development trends of IPTV technology worldwide, while also assessing its application potential in the context of the digital television market in Vietnam. The objective is to identify the key factors determining the success of IPTV and propose solutions to optimize this service under the specific conditions of the local market. The research methodology combines theory with experimentation, through data collection from reliable sources and the deployment of a trial model in selected geographical areas. The topic aims to contribute to the sustainable development of the communications technology industry in the context of digital transformation.

Keywords: IPTV, digital television, applications in Vietnam, transmission technology, television market