

# Media Release



## iiNet first to multicast IPTV over the NBN

**5 December 2012:** iiNet has become the first Internet Service Provider certified to deliver multicast-based Internet Protocol Television (IPTV) services over the National Broadband Network (NBN).

iiNet Chief Product Officer Stephen Harley said the successful multicast certification process demonstrates the iiNet Group's commitment to the NBN. "The NBN Multicast service lets us deliver awesome, high quality video entertainment to our customers, such as our innovative Fetch TV service," Mr Harley said.

iiNet, TransACT, WestNet, Netspace and Internode completed NBN Co's multicast certification process in November, allowing delivery of IPTV-based services, such as Fetch TV, as multicast is progressively phased in over the NBN.

As its first initiative, iiNet will take part in a ground-breaking multicast IPTV delivery trial planned by NBN Co at a Greenfields site in Rhodes, NSW. For this trial iiNet will use the Fetch TV service.

"We're looking forward to delivering fantastic IPTV services to even more of our NBN customers as it becomes available," Mr Harley said.

NBN Multicast is a data transmission technology for delivering high quality video and IPTV services. As well as transporting large, scalable volumes of video data, multicast incorporates Quality of Service (QoS) to protect the bandwidth required for a high definition IPTV video stream. Multicasting reduces traffic costs and congestion while maintaining quality by conveying video as a single stream as far into the network as possible before delivering to multiple individual customers.

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**For further information, please contact:**

Suzi Jose  
Communications – iiNet Group  
Ph: +61 8 9214 2210

## About iiNet

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.



A full list of current awards can be viewed at iiNet Awards  
<http://www.iinet.net.au/about/awards.html>

