The invention claimed is:

1. A method for a User Equipment (UE) of setting up a policy for downloading Internet Protocol Television (IPTV)-content from a Content Server, the method comprising:

generating a request including an indication of one of three supported transfer types of content downloading selected by a user equipment for the content downloading and a bandwidth attribute including a proposed bandwidth for the content downloading based on the indicated transfer type selected by the user equipment for the content downloading,

wherein the three supported transfer types of content downloading the user equipment selects from include a progressive content loading type, a streaming content loading type, and an adaptive content loading type,

wherein the progressive content loading type indicates media content that is stored in the UE and viewed during downloading to enable play-out of the media content before the downloading is complete, the streaming content loading type indicates media content is streamed from the content server at a rate of play-out at the UE without storing the streamed content in the UE, and the adaptive content loading type indicates content for viewing at different bandwidths and with different qualities, and

wherein the transfer type is indicated by a media transfer type-attribute included in the request having a media transfer type-attribute value corresponding to the selected one of the progressive, streaming, and adaptive types of content downloading, and

transmitting the request to an IPTV-controlling node.

2. A method according to claim 1, wherein the policy is a bandwidth reservation.

3. A method according to claim 1, wherein the IPTV is IMS-based, and the transfer type-attribute is contained in an SDP Offer included in the request.

4. A method according to claim 2, further comprising the User Equipment receiving a rejection of the request, if the bandwidth required by the transport type-attribute is not available.

5. A method according to claim 4, comprising generating a request containing a different transport type-attribute, if a rejection is received.

6. A method for an Internet Protocol Television (IPTV)-controlling node of setting up a policy for downloading IPTV-content from a Content Server to a User Equipment, the method comprising:

receiving a request from the User Equipment, the request including an indication of one of three supported transfer types of content downloading selected by a user equipment for the content downloading and a bandwidth attribute including a proposed bandwidth for the content downloading based on the indicated transfer type selected by the user equipment for the content downloading,

wherein the three supported transfer types of content downloading that the user equipment selects from include a progressive content loading type, a streaming content loading type, and an adaptive content loading type,

wherein the progressive content loading type indicates media content that is stored in the UE and viewed during downloading to enable play-out of the media content before the downloading is complete, the streaming content loading type indicates media content is streamed from the content server at a rate of play-out at the UE without storing the streamed content in the UE, and the adaptive content loading type indicates content for viewing at different bandwidths and with different qualities, and

wherein the transfer type is indicated by a media transfer type-attribute included in the request having a media transfer type-attribute value corresponding to the selected one of the progressive, streaming, and adaptive types of content downloading.

7. A method according to claim 6, wherein the policy is a bandwidth reservation, which is set up according to an expected transmission speed, based on the type of content downloading of content uploading.

8. A method according to claim 6, further comprising: copying the transfer type-attribute from an SDP Offer included in the request, into an SDP answer included in a response, via an MCF (Media Control Function) of the Content Server.

9. A User Equipment arranged to set up a policy for downloading Internet Protocol Television (IPTV)-content from a Content Server, the User Equipment comprising a communication device provided with processing circuits, and being configured to:

generate a request including an indication of one of three supported transfer types of content downloading selected by a user equipment for the content downloading and a bandwidth attribute including a proposed bandwidth for the content downloading based on the indicated transfer type selected by the user equipment for the content downloading,

wherein the three supported transfer types of content downloading the user equipment selects from include a progressive content loading type, a streaming content loading type, and an adaptive content loading type,

wherein the progressive content loading type indicates media content that is stored in the UE and viewed during downloading to enable play-out of

the media content before the downloading is complete, the streaming content loading type indicates media content is streamed from the content server at a rate of play-out at the UE without storing the streamed content in the UE, and the adaptive content loading type indicates content for viewing at different bandwidths and with different qualities, and

wherein the transfer type is indicated by a media transfer type-attribute included in the request having a media transfer type-attribute value corresponding to the selected one of the progressive, streaming, and adaptive types of content downloading, and transmit the request to an IPTV-controlling node.

10. A UE according to claim 9, wherein the policy is a bandwidth reservation.

11. A UE according to claim 10, wherein the IPTV is IMS-based and the transfer type-attribute is contained in an SDP Offer included in the request.

12. An Internet Protocol Television (IPTV)-controlling node arranged to set up a policy for downloading IPTV-content from a Content Server to a User Equipment, the IPTV controlling node comprising a communication device provided with processing circuits, and being configured to:

receive a request sent from the User Equipment, via the radio transceiver, the request including an indication of one of three supported transfer types of content downloading selected by a user equipment for the content downloading and a bandwidth attribute including a proposed bandwidth for the content downloading based on the indicated transfer type selected by the user equipment for the content downloading,

wherein the three supported transfer types of content downloading the user equipment selects from include a progressive content loading type, a streaming content loading type, and an adaptive content loading type,

wherein the progressive content loading type indicates media content that is stored in the UE and viewed during downloading to enable play-out of the media content before the downloading is complete, the streaming content loading type indicates media content is streamed from the content server at a rate of play-out at the UE without storing the streamed content in the UE, and the adaptive content loading type indicates content for viewing at different bandwidths and with different qualities, and

wherein the transfer type is indicated by a media transfer type-attribute included in the request having a media transfer type-attribute value corresponding to the selected one of the progressive, streaming, and adaptive types of content downloading.

13. An IPTV controlling node according to claim 12, wherein the policy is

bandwidth reservation, which is set up according to an expected transmission speed, based on the type of content downloading.

14. An IPTV controlling node according to claim 12, further configured to copy the transfer type attribute from an SDP Offer included in the request into an SDP answer included in a response, via an MCF (Media Control Function) of the Content Server.

15. An IPTV controlling node according to claim 12, wherein the User Equipment includes a radio transceiver and the IPTV controlling node is configured to receive the request sent from the User Equipment via the radio transceiver.

16. A UE according to claim 9, wherein the User Equipment includes a radio transceiver and the transmitter includes a radio transmitter.

17. The method according to claim 6, wherein the User Equipment includes a radio transceiver.

18. The method according to claim 1, wherein the User Equipment includes a radio transceiver with a radio transmitter for transmitting the request.