

A satellite with large solar panels is shown in space, with the Earth's horizon visible in the background. The satellite is positioned diagonally across the frame, with its solar panels extending towards the top left and bottom right. The Earth's surface is visible on the left side, showing clouds and landmasses.

# HbbTV Symposium Asia 2014

Global deployment of Hybrid TV Services via Eutelsat  
Singapore, 18th June 2014

Markus Fritz,  
Director Commercial Development  
& Marketing  
Eutelsat

# EUTELSAT AT A GLANCE

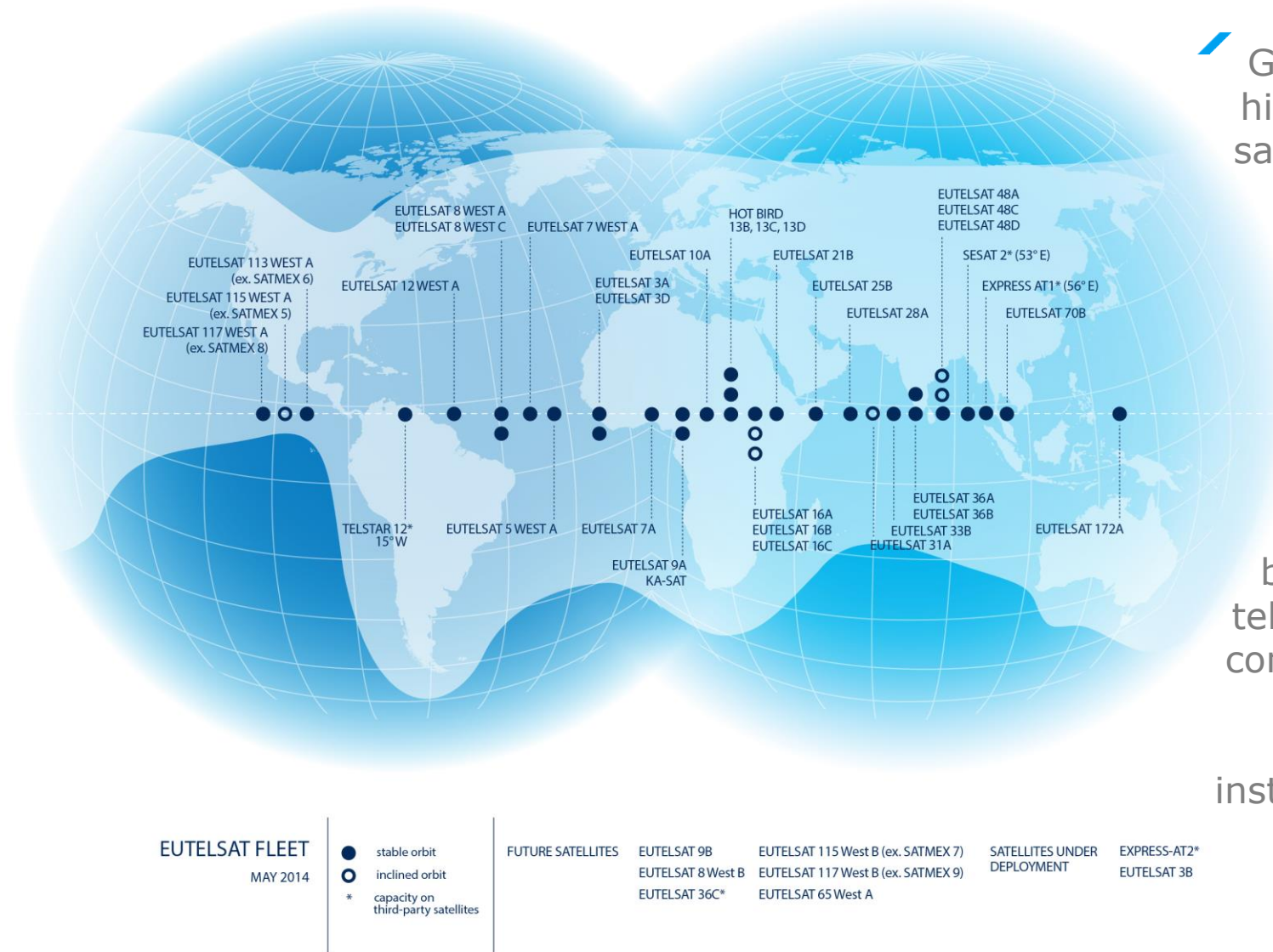


*Taking you  
above and beyond*

- ✓ Over 30 years experience in satellite operations
- ✓ Strong mix of video, data and broadband services
- ✓ 37 satellites in geostationary orbit providing reach of Europe, the Middle East, Africa, **Asia**, the Americas
- ✓ An international company uniting 1,000 skilled professionals from 32 countries
- ✓ 6 satellites\* for high-growth markets to launch by mid 2016
- ✓ Driving Innovation and best practice
  - In satellite technology
  - In Broadcast and Data
  - In reception equipment
  - In customer service

\* 5 fully owned, 1 in partnership with RSCC \*\*Eutelsat Communications financial year ends June 30

# EUTELSAT – A GLOBAL LEADER IN SATELLITE COMMUNICATION



Global fleet of 37 high performance satellites covering every continent of the world

Partner of choice for most of the leading broadcasters and telecommunication companies, system integrators and governmental institutions in EMEA and beyond

# OFFICES AND TELEPORTS CLOSE TO CUSTOMERS ACROSS THE GLOBE



Global end-to-end service provisioning combined with local, market specific expertise and customer service

Proven capability to support development and role-out of satellite centric Hybrid-TV services globally

## EUTELSAT IN THE WORLD

JANUARY 2014

- Office
- ▲ Teleport / Control centre
- ★ Group Headquarters

**GROUP HEADQUARTERS**  
PARIS

### OFFICES

BEIJING  
COLOGNE  
DUBAI  
ISTANBUL  
JOHANNESBURG  
LONDON

MADRID  
MALTA  
MEXICO CITY  
MIAMI  
MOSCOW  
RIO DE JANEIRO

ROME  
SINGAPORE  
TAMPA  
WARSAW  
WASHINGTON DC

### TELEPORTS / CONTROL CENTRES

CAGLIARI  
HERMOSILLO  
MADEIRA  
MEXICO CITY  
RAMBOUILLET  
TURIN

# VIDEO : A STRONG AND GROWING CORE BUSINESS



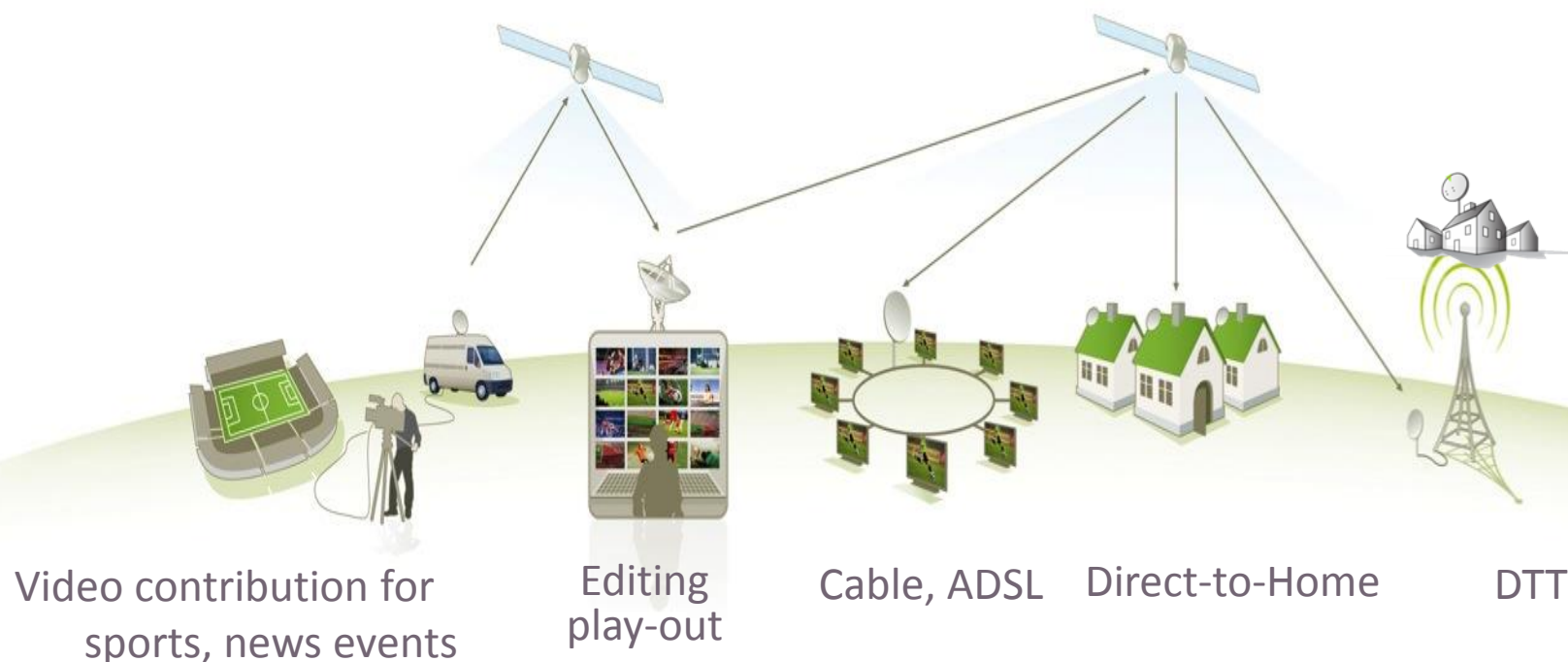
*Our satellites sit at the heart of the video chain, from live outside broadcasting to viewing in the home*

- 30 years of experience in Direct-to-Home (DTH) broadcasting & content delivery to terrestrial networks : cable, DTT, IP
- Long-term relationships with key players (pay-TV platforms, telcos, video service providers)
- Strong exposure to emerging markets
- Steady channel growth. Broadcasting 5,000 free-to-air and pay-TV channels
- Solid video neighbourhoods developed for targeted video markets
- Benefiting from trends in broadcasting: Digital switch-over, HD, OTT, Ultra HD ...

# EUTELSAT IS ACTIVE IN EVERY STEP OF THE BROADCASTING CHAIN – EITHER DIRECTLY AND / OR THROUGH PARTNERS

## Professional video links

## Broadcasting



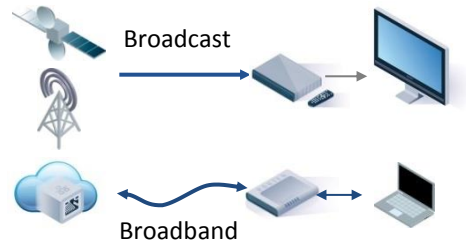
**Plus additional Value-Added-Services**

# THE BEST OF BOTH WORLDS: HIGH QUALITY LINEAR TV AND BEST IN CLASS ON DEMAND TV SERVICES

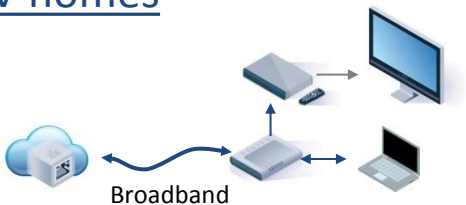
## Hybrid Broadcast Broadband TV framework

Historical situation with stand alone broadcast and broadband

### Broadcast homes

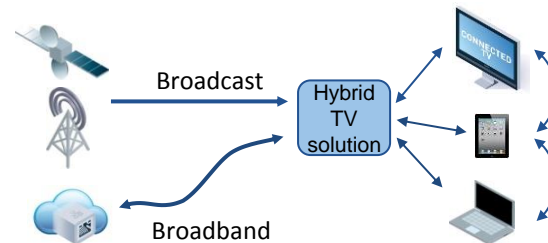


### IPTV homes

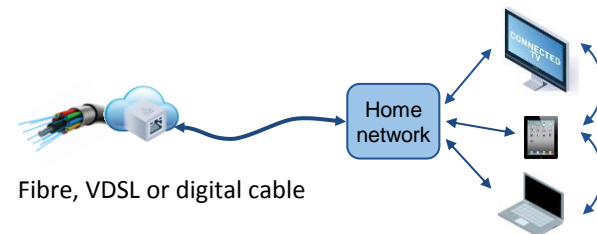


New situation with converged hybrid solutions on top of pure broadband solutions

### Hybrid solutions

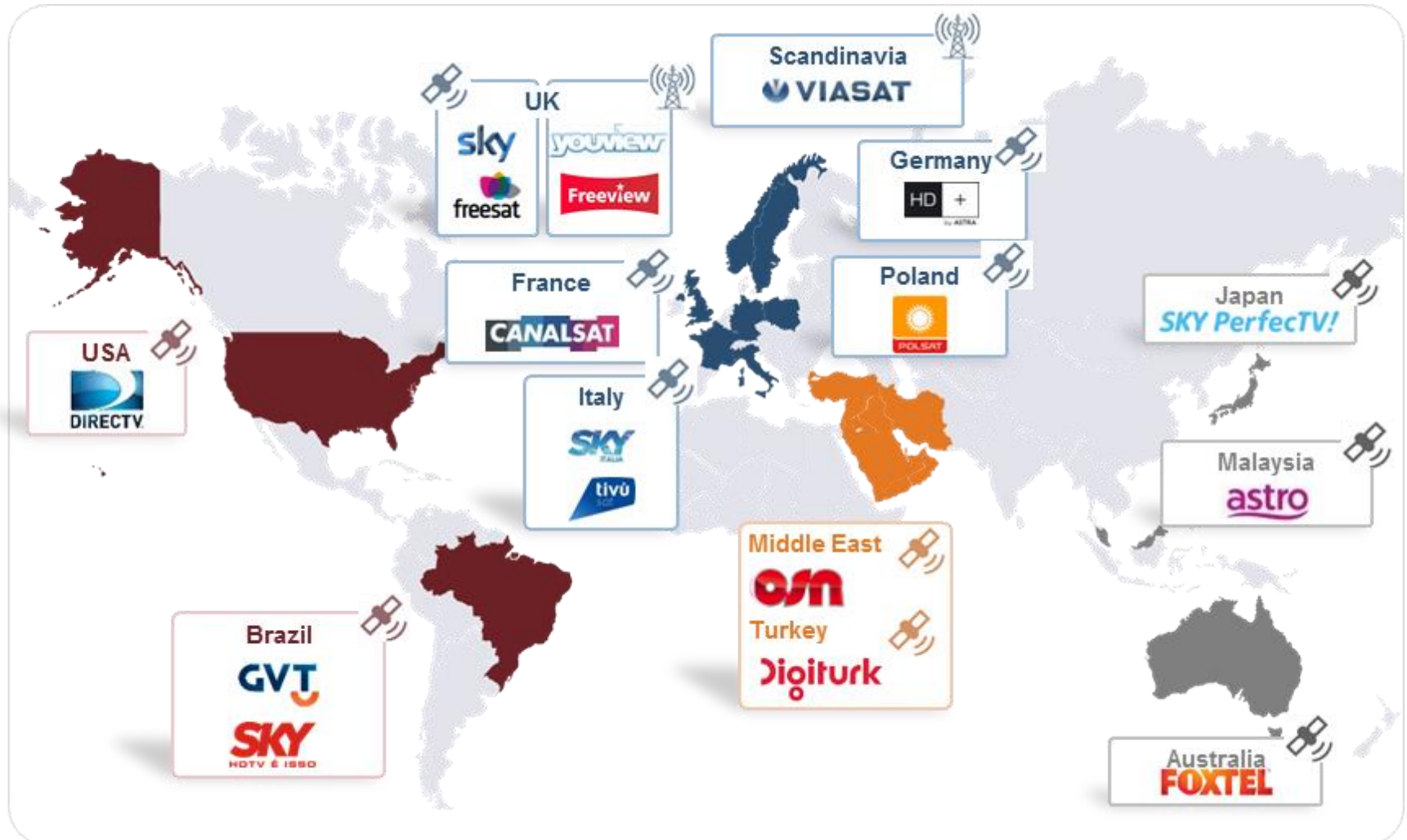


### Pure broadband solutions



# HYBRID TV IS A REALITY: DOZENS OF TV PLATFORMS WORLDWIDE HAVE LAUNCHED HYBRID SERVICES

## Examples of bundled Terrestrial and Satellite TV Broadcast Broadband services



... AS WELL AS TELCOS, TO INCREASE THEIR REACH OR OPTIMISING THEIR VIDEO SERVICE OFFERING AND DISTRIBUTION

## Examples of Telcos Hybrid Broadcast Broadband TV - 2013



## What is Eutelsat's role and position with regards to HbbTV ?

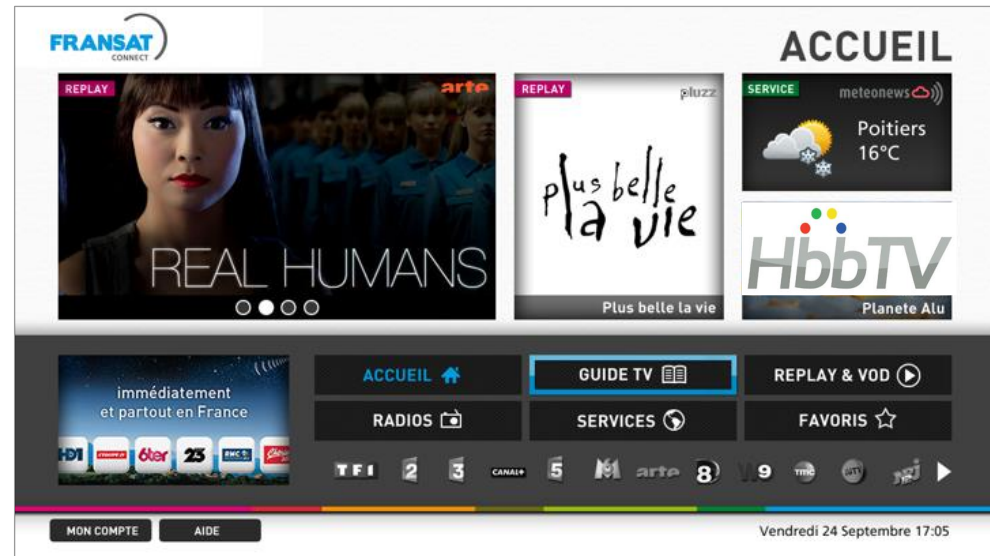
- ✓ Eutelsat is an active supporter of HbbTV
- ✓ In coordination with its customers Eutelsat is committed to drive best practice HbbTV applications and user experience
- ✓ Eutelsat supports the development and roll-out of HbbTV globally (Europe, MENA, etc.)
- ✓ Eutelsat supports its customers in HbbTV tests and implementations locally and globally  
Test-case: with France24 at Cabsat 2014, Dubai
- ✓ France: Fransat a fully owned Eutelsat video platform in France is continuously improving its HbbTV based platform services



# FRANSAT PROVIDES AN OPERATOR PORTAL TO PRESENT THE LINEAR AND NON LINEAR CONTENT OF ITS TV CHANNELS

## Fransat HbbTV

- Operator portal, mixing broadcast channels and broadband video services
- A wholly owned subsidiary of Eutelsat; launched back in 2009 in France
- Compiling connected TV services of the different broadcaster through a common user interface
- > 2 million subscribers



- Program guide (incl. backward EPG)
- Direct access to catch-up and VoD services
- Radio portal
- Companion device (on tablet)



## Fransat Connect

- FRANSAT Connect,
  - an interactive TV Portal for STBs, connected TV sets and companion devices (tablet etc. ) – offers “red button” functionality
  - offers linear TV, live radio channels, plus
  - access to interactive TV and other service
  - Using the HbbTV standard 1.5
  - with Dash streaming and DRM support (Marlin and PlayReady) - Direct access to interactive services



"Banner mode" access from any channel

FRANSAT Connect is acting as a blueprint satellite TV platform to globally support Eutelsat customers in order to launch HbbTV type services within their own respective national markets.



# SMART LNB – ENABLES A COST EFFICIENT RETURN LINK DIRECTLY VIA SATELLITE

## Smart LNB

### Key principle of the Smart LNB

- Return link by satellite
- Messaging type of application
- Low cost home equipment, compatible with DTH installation
- Very low OPEX thanks to high spectrum efficiency

### TV platform/channel benefits (examples)

#### Track viewer usage

##### Audience intelligence

- churner behavior detection
- Delinearized content monetization<sup>1)</sup>
- Push content efficiency

#### Allow transaction

##### Payments

- Access to DRM protected content

#### Allow interactive & social TV

##### New interactive experience (voting, Twitter, Like ...)

#### Access to customer STB

##### Call-center monitoring the STB

- Anti-piracy / CA improvement
- Terrestrial link back-up



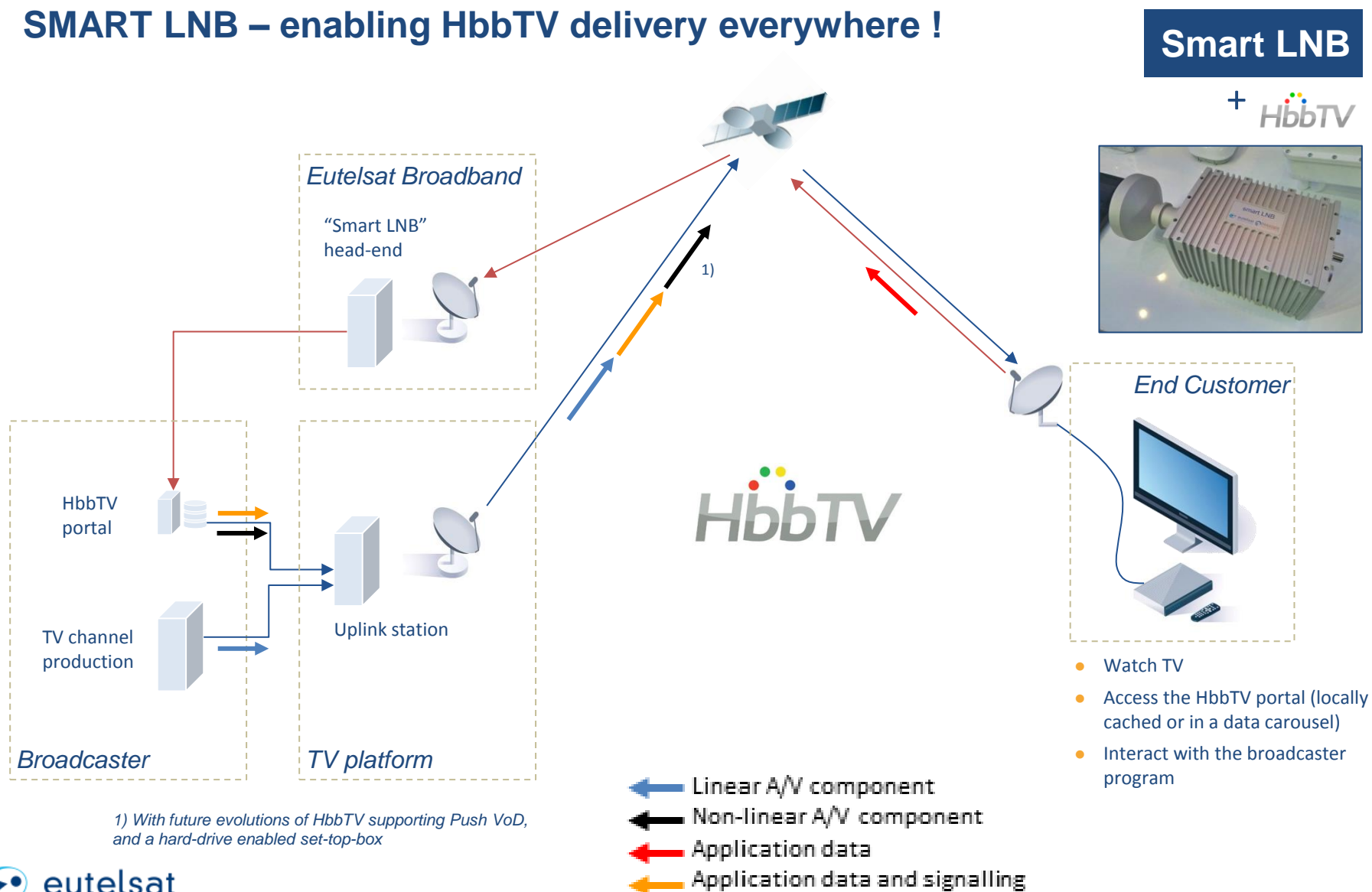
- Monetize content
- Offer new services

- Manage customer
- Reduce costs



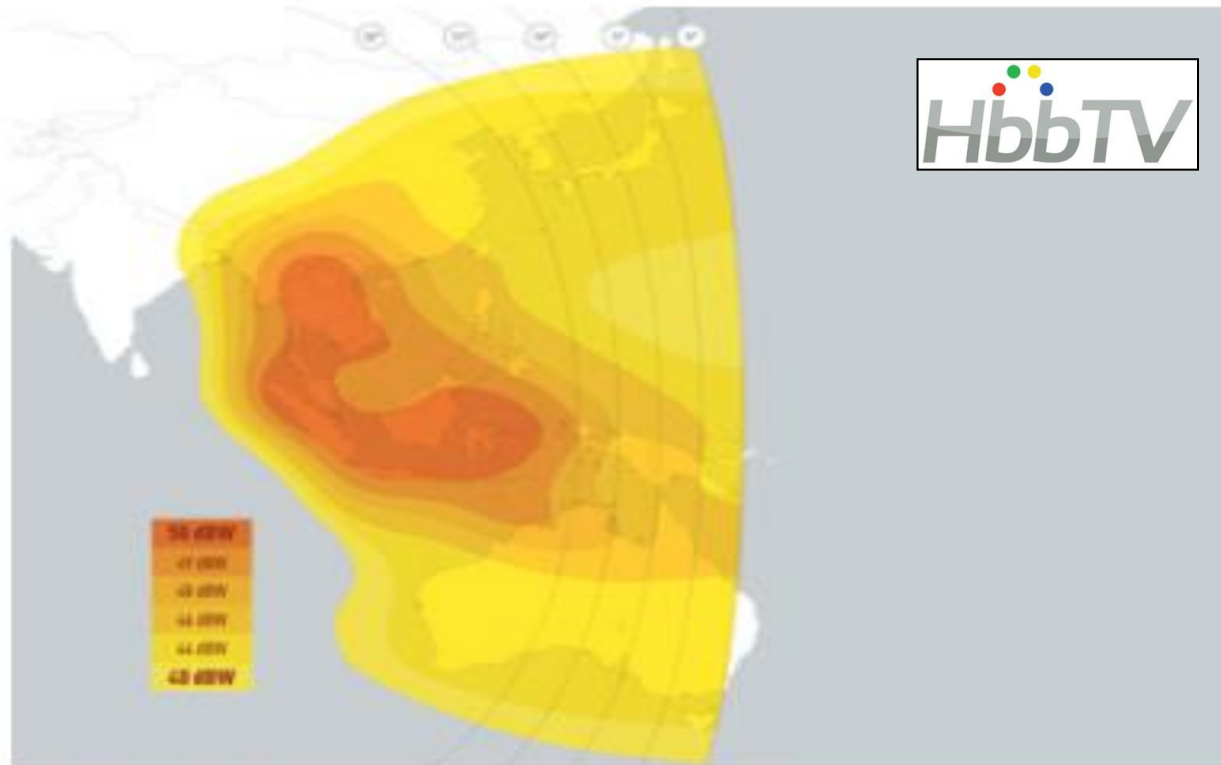
# WITH SMART LNB THE HbbTV EXPERIENCE CAN BE PROVIDED TO HOMES OUTSIDE TERRESTRIAL NETWORK COVERAGE

## SMART LNB – enabling HbbTV delivery everywhere !



## Eutelsat supporting HbbTV in ASIA

- ✓ Eutelsat is committed to support its customers in the deployment of Hbbtv type services for APAC region via E70B
- ✓ E70B satellite at 70.5E with high power DTH capacity



EUTELSAT 70B South-East Asia downlink coverage

# THANK YOU FOR YOUR ATTENTION !

## Interested ? – Please talk to us!



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