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#hybridtv2012

Hybrid TV in Europe & beyond Symposium

December 17th & 18th 2012

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Network distribution and hybrid TV services

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Mr. **Roland Chedlivili**, TDF

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Mr. **Mohammed Dadas**, FFT

Mr. **Xavi Redon**, Abertis

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We are a Network Operator

Viewers are starting to consume in different ways

Hybrid reinforces DTT

Hybrid needs monetization tools

- Content protection (DRM)
- Seamless switching between Ads and programs (live and VoD)
- Target device need to be identifiable

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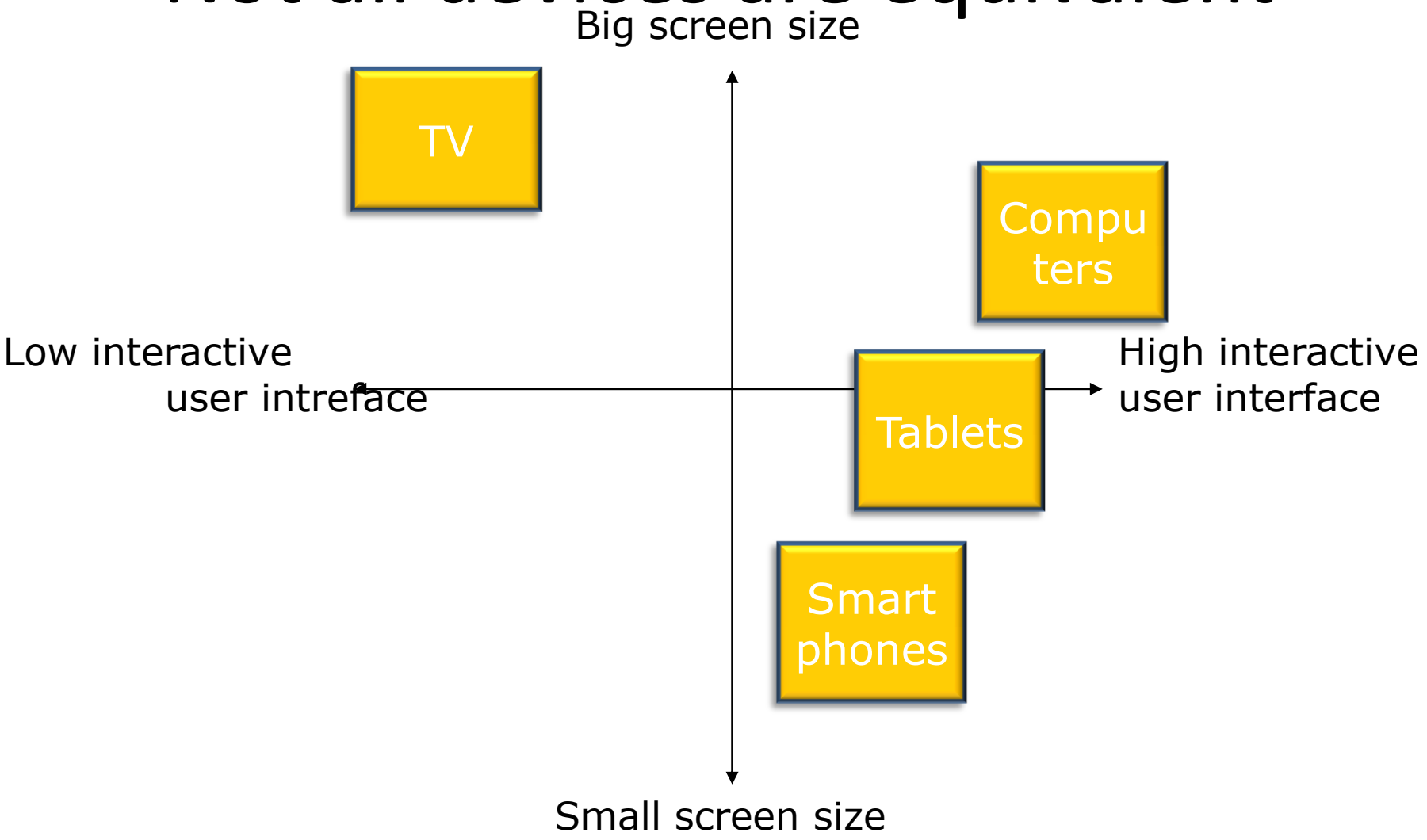
FORO DE LA TDT and BROADCASTERS

abertis proposed as certification entity:
-Spec.
-Logo
-Cert. Rules

tdt COM

Final name pending to be defined

Not all devices are equivalent



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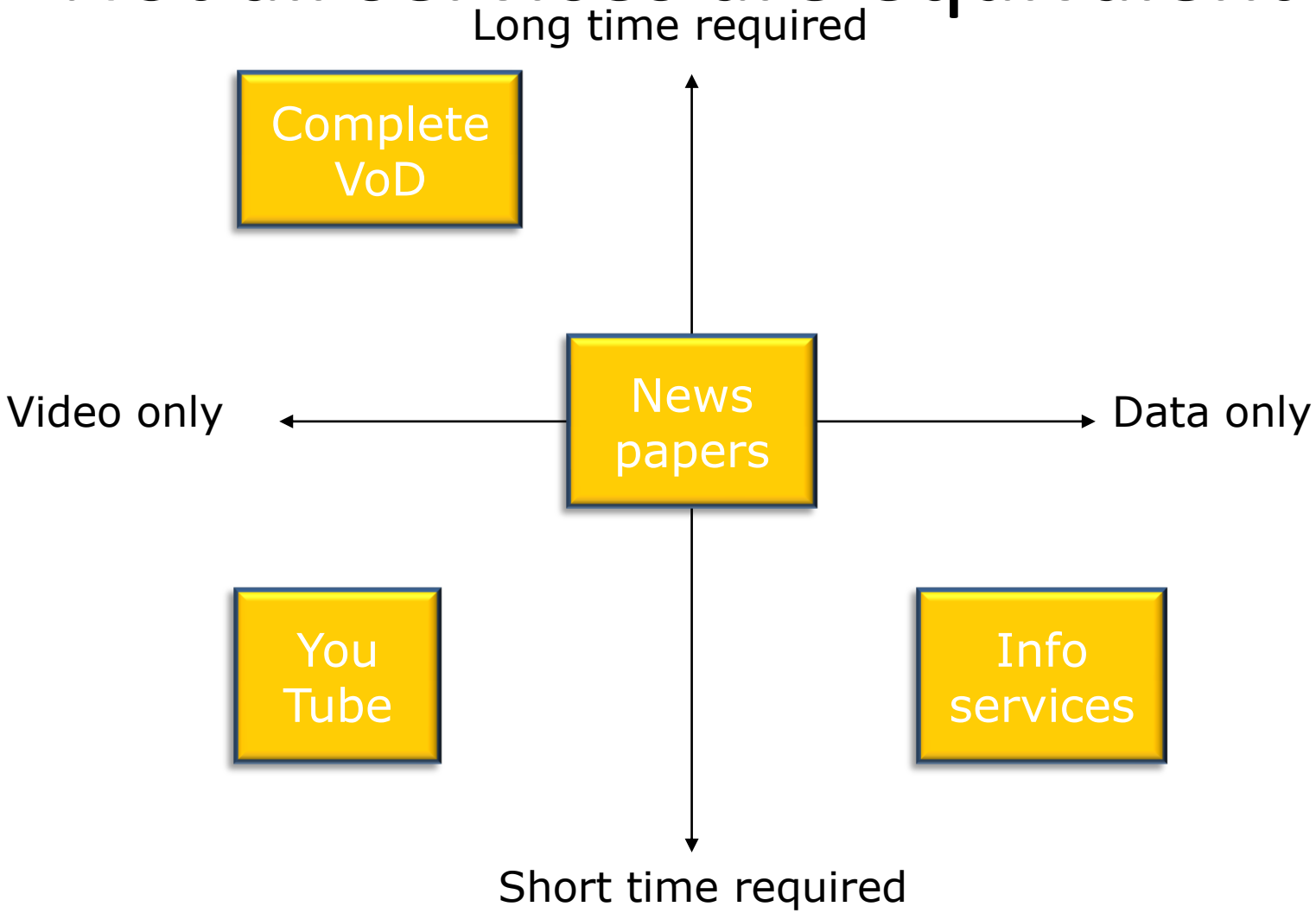

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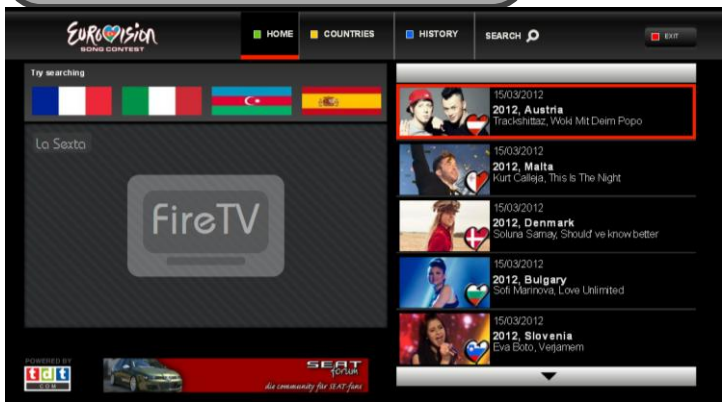
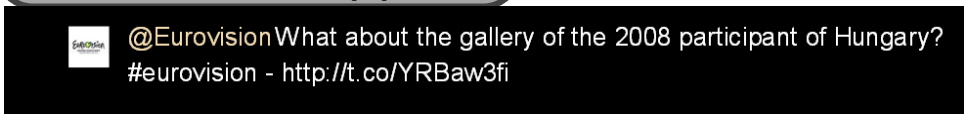
VOD



TVtuit

Tweeter App



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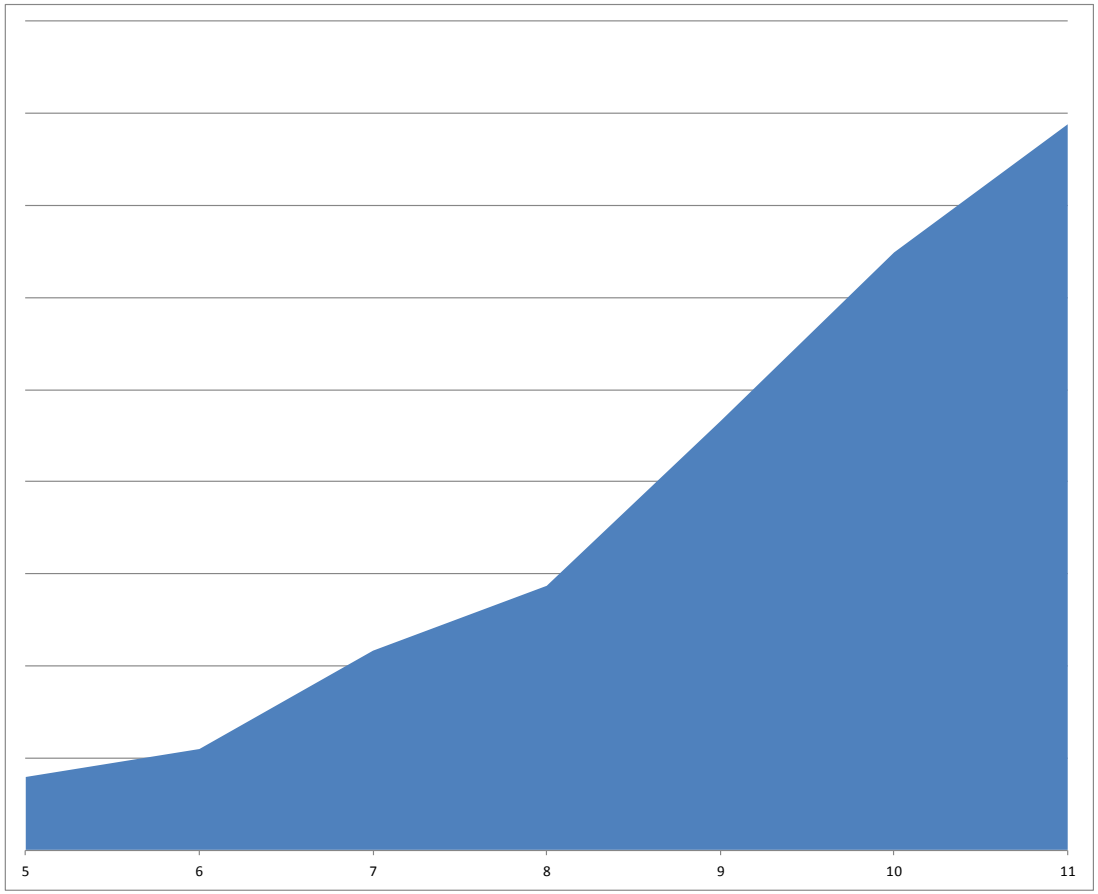
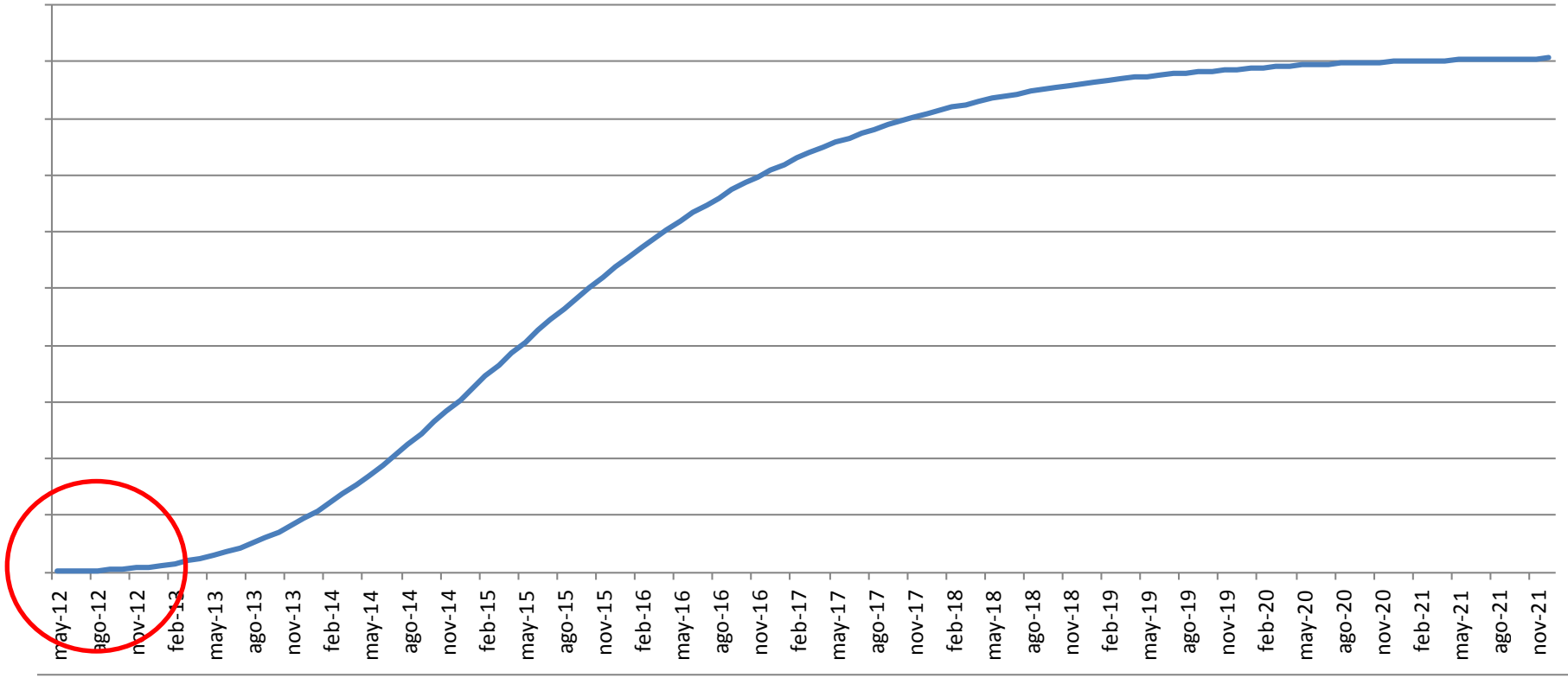
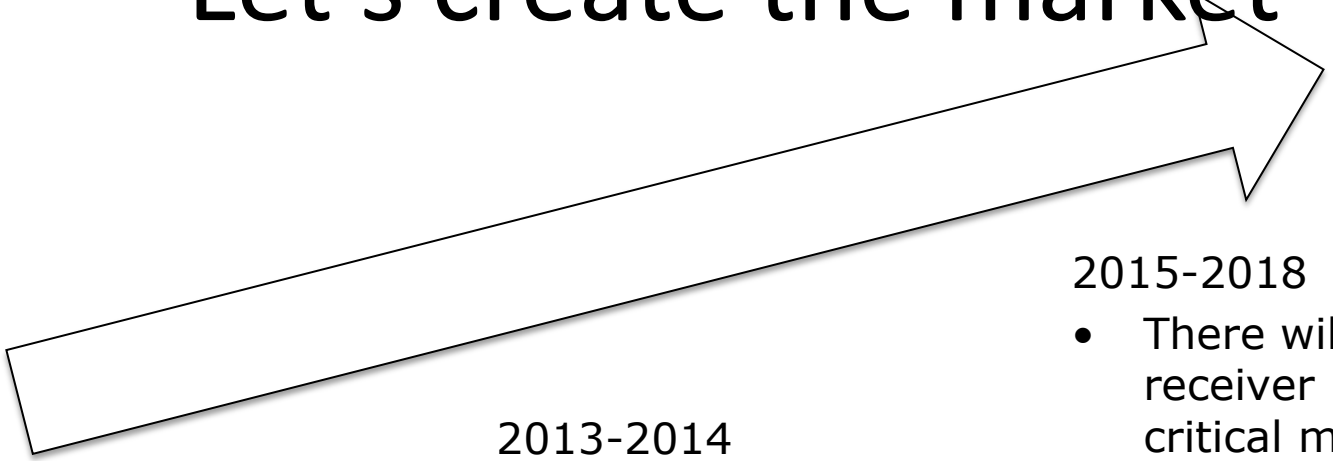
Number of HbbTV users is growing every day…



...but we are just at the beginning



Let’s create the market



2011-2012

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- HbbTV receivers figures growing
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2015-2018

- There will be receiver markets critical mass
- Business volumes high and medium slop growing
- We are Technical partners for OTT broadcaster services

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From the same cloud service to any device

Conclusions

- Hybrid TV reinforces DTT
- Hybrid TV needs to be a business for commercial broadcasters
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Thank you

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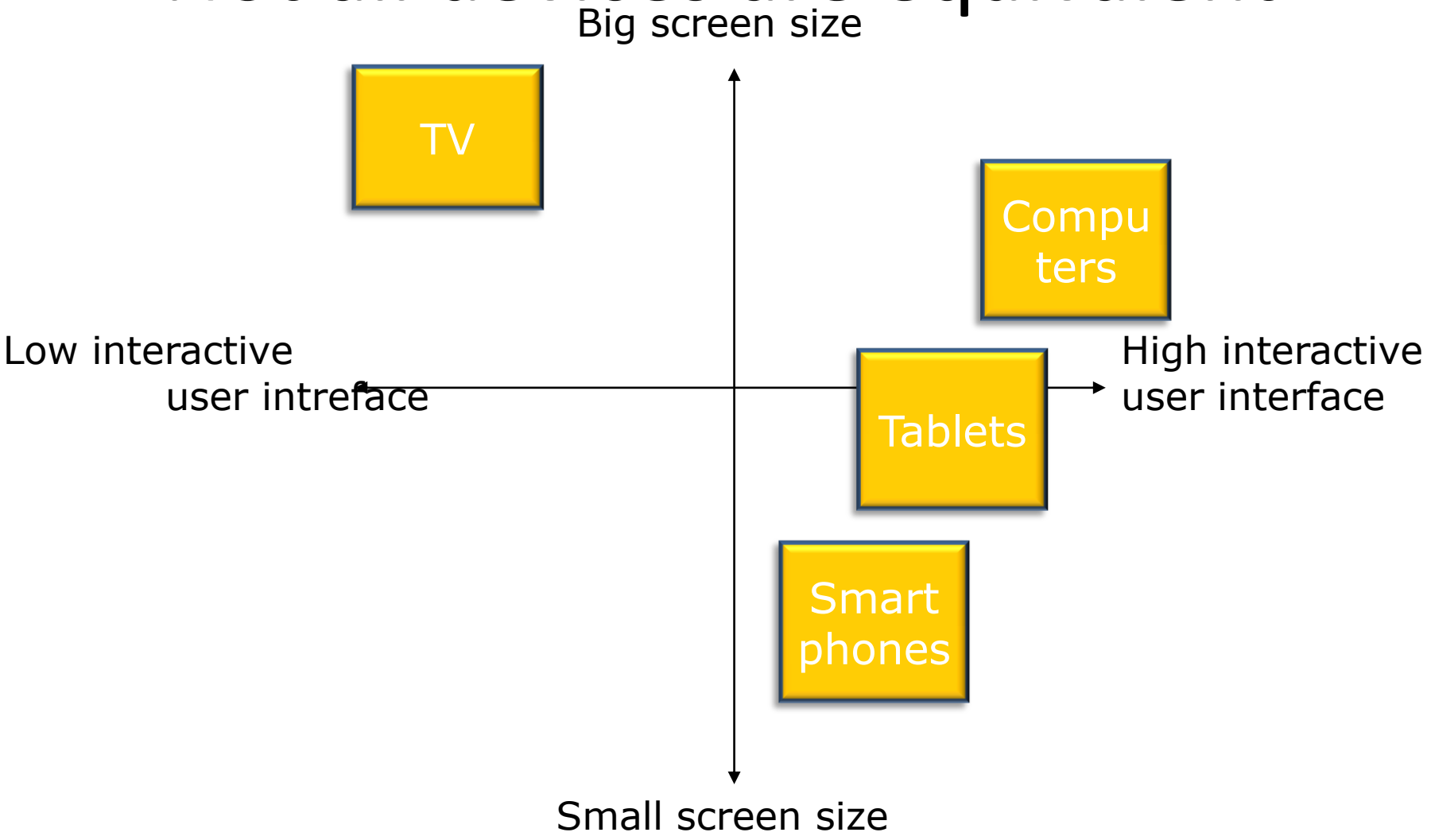

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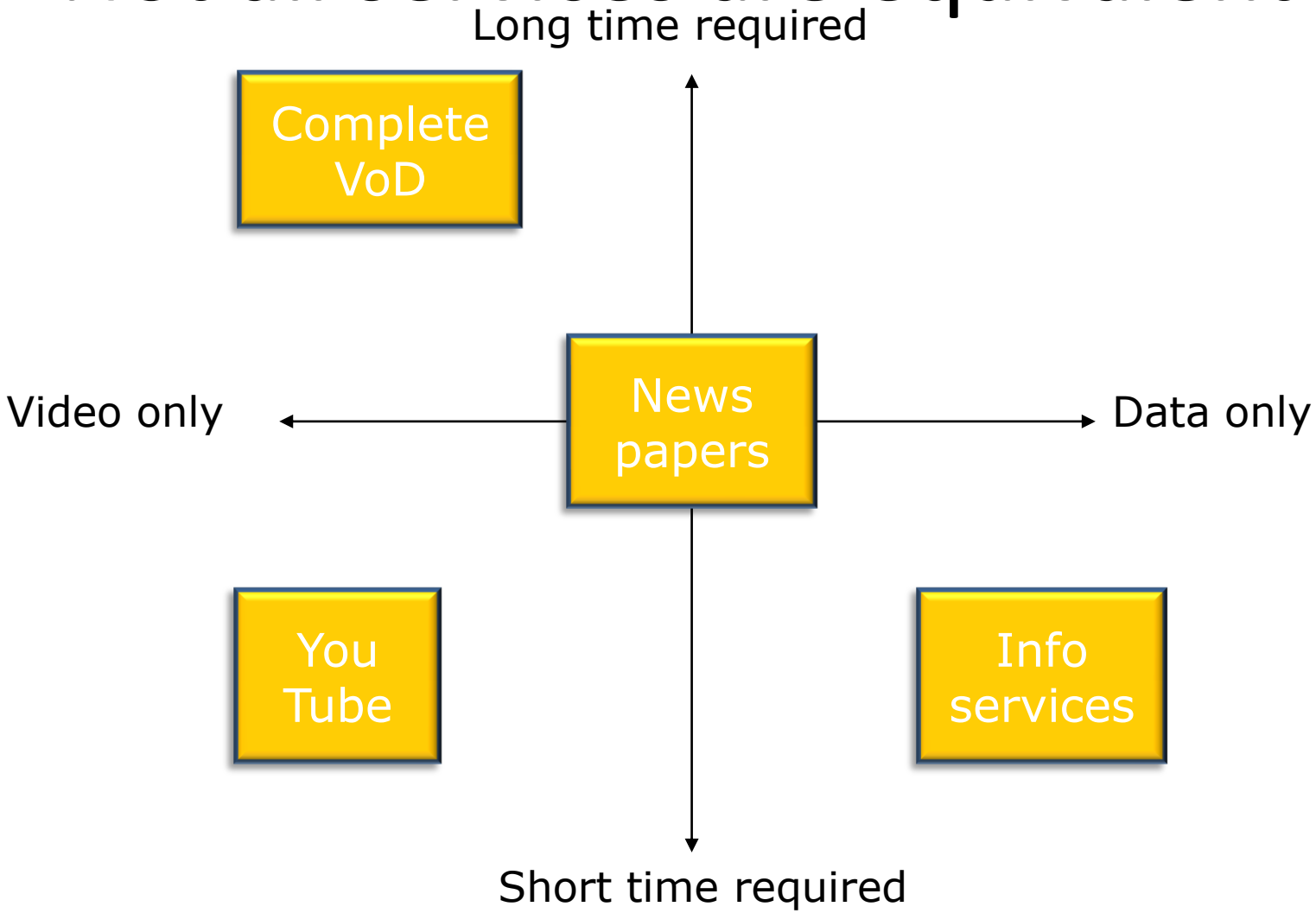

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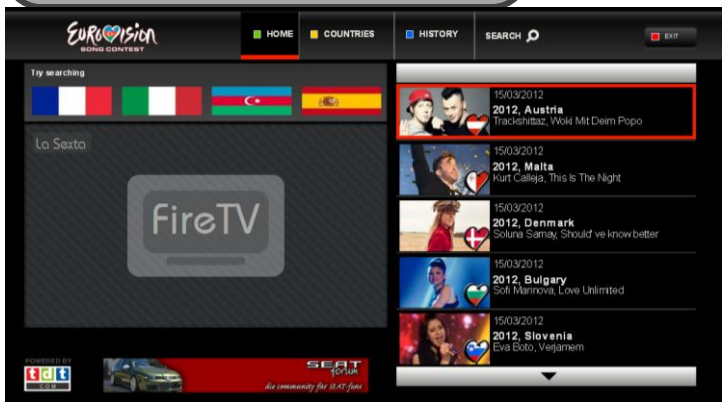

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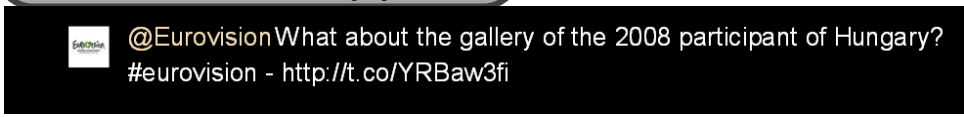

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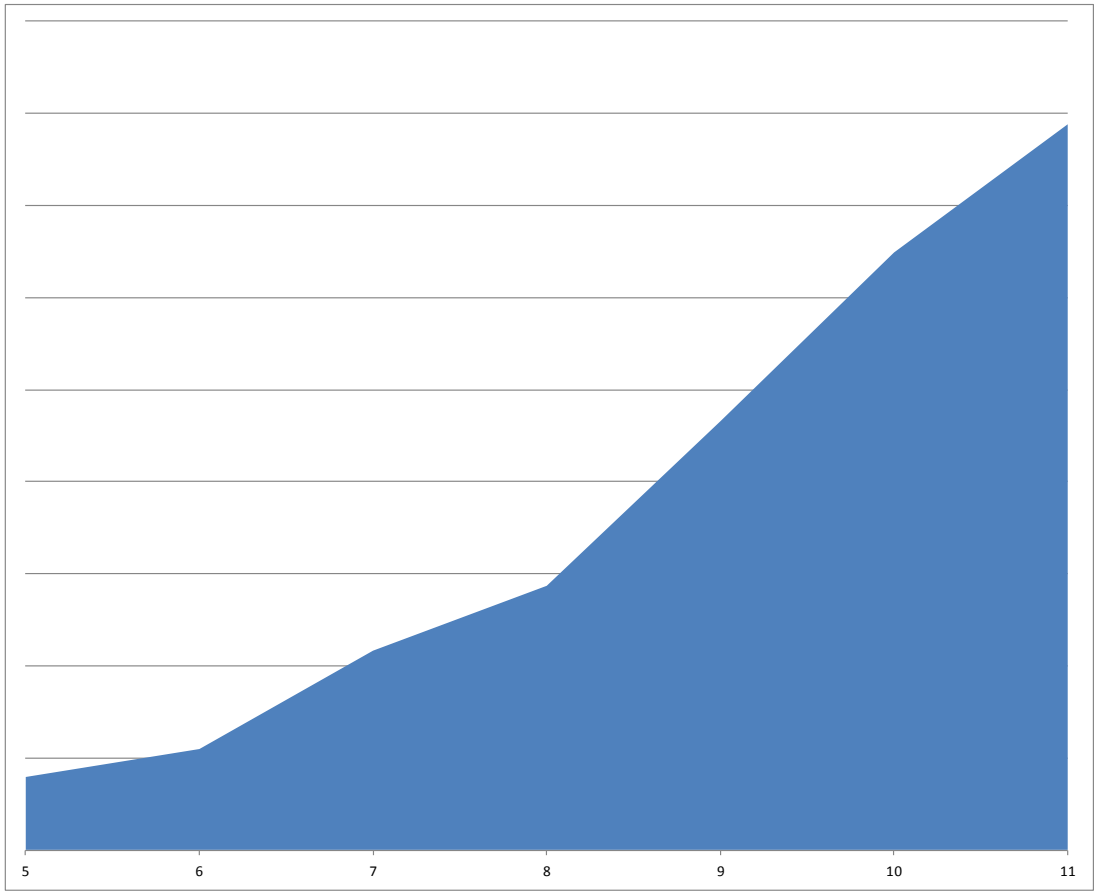

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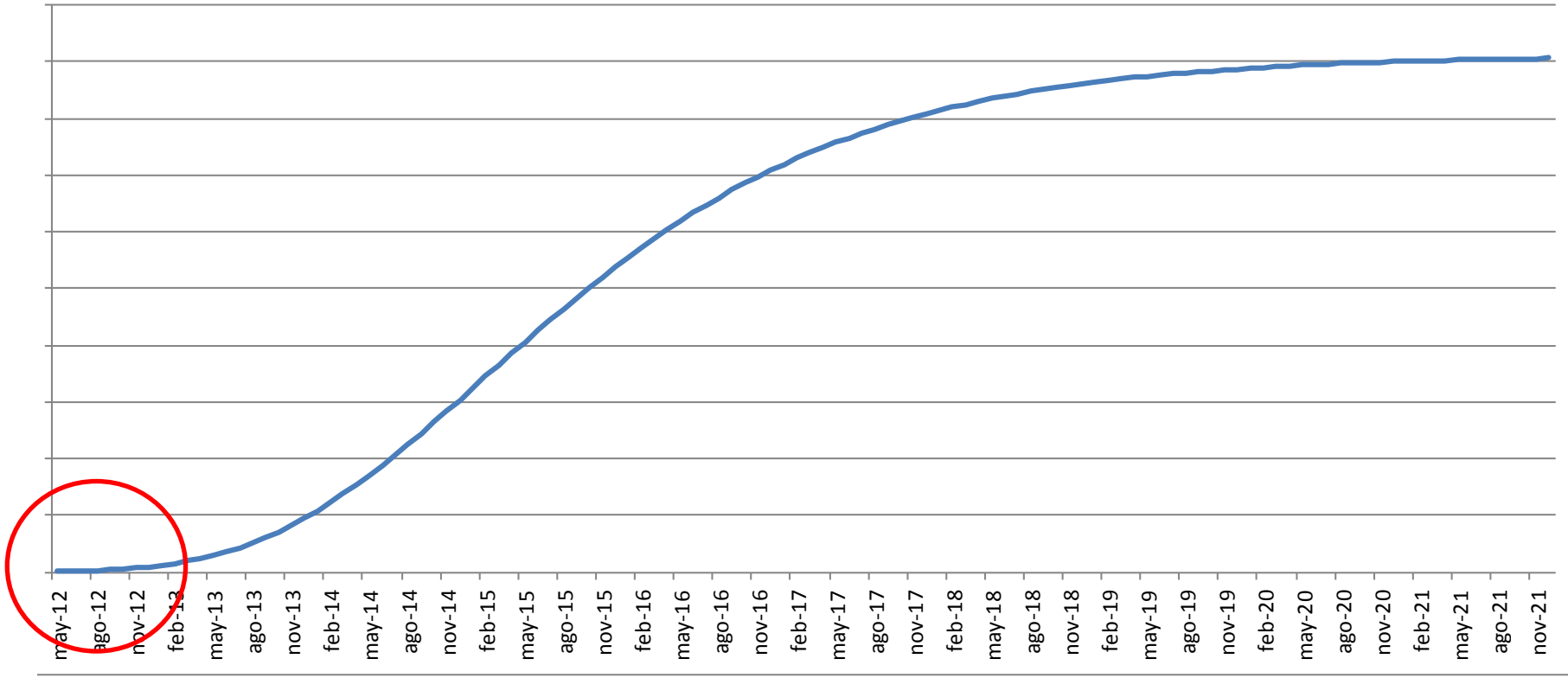

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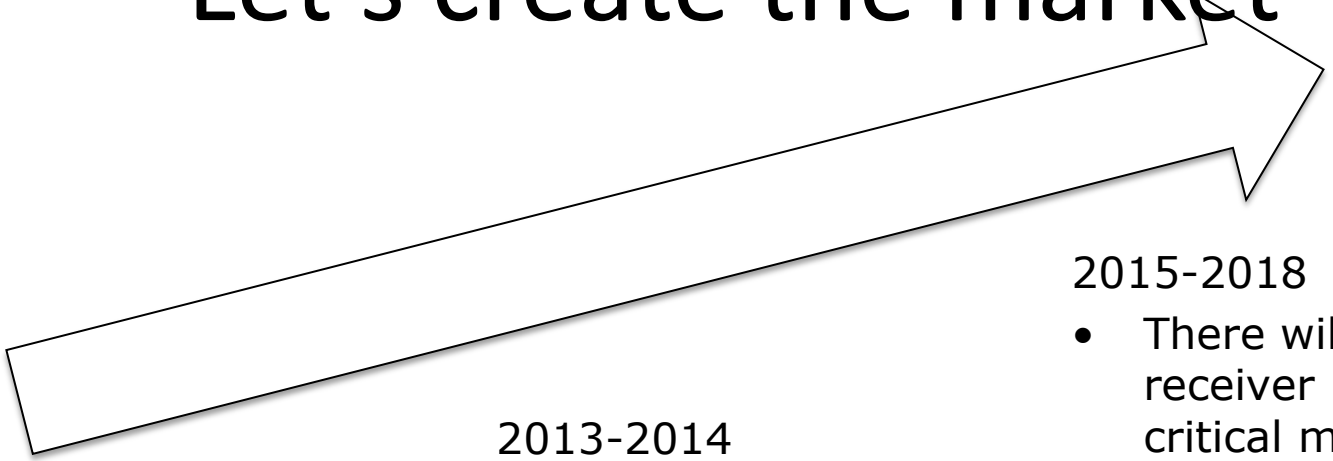

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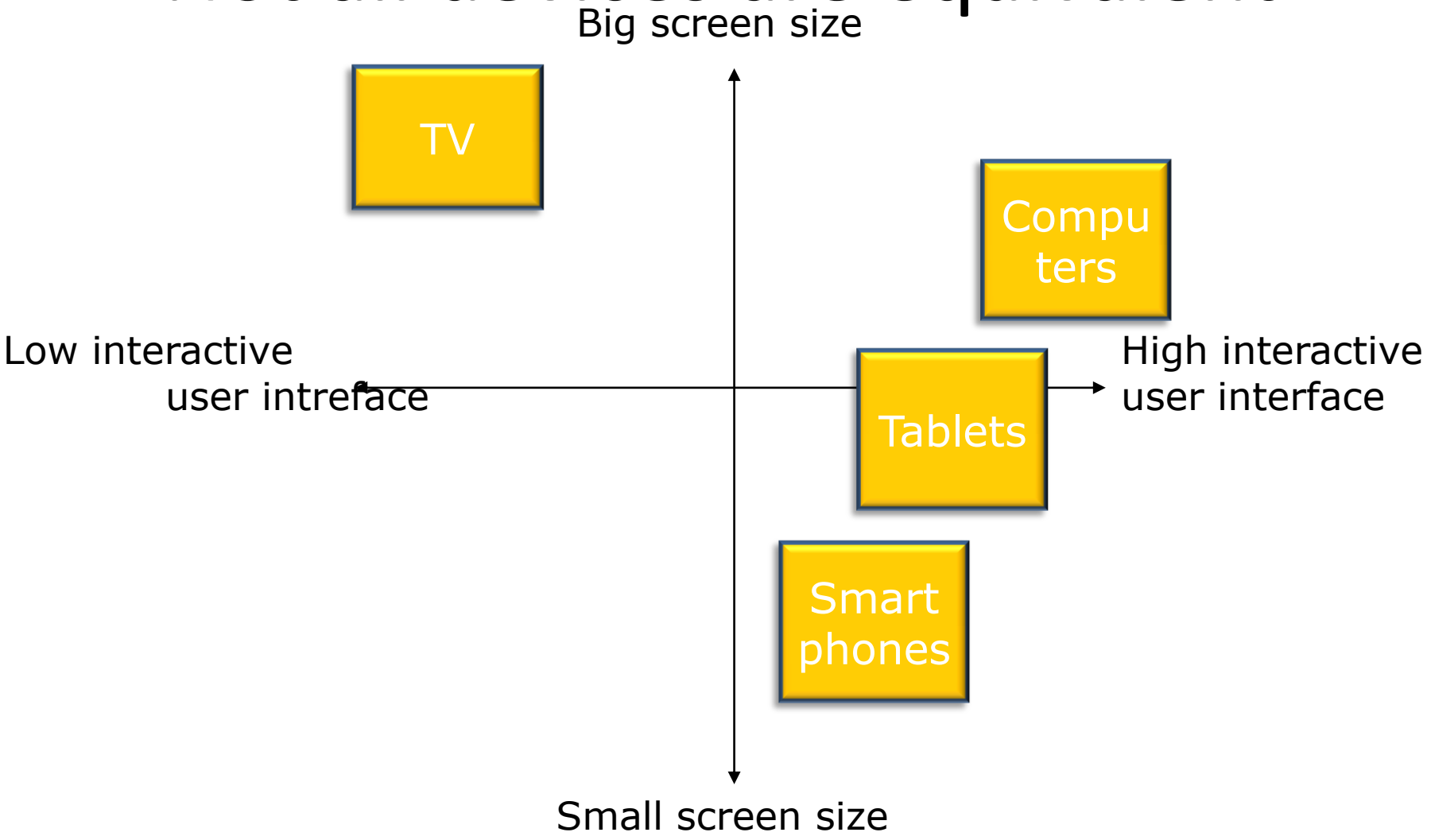

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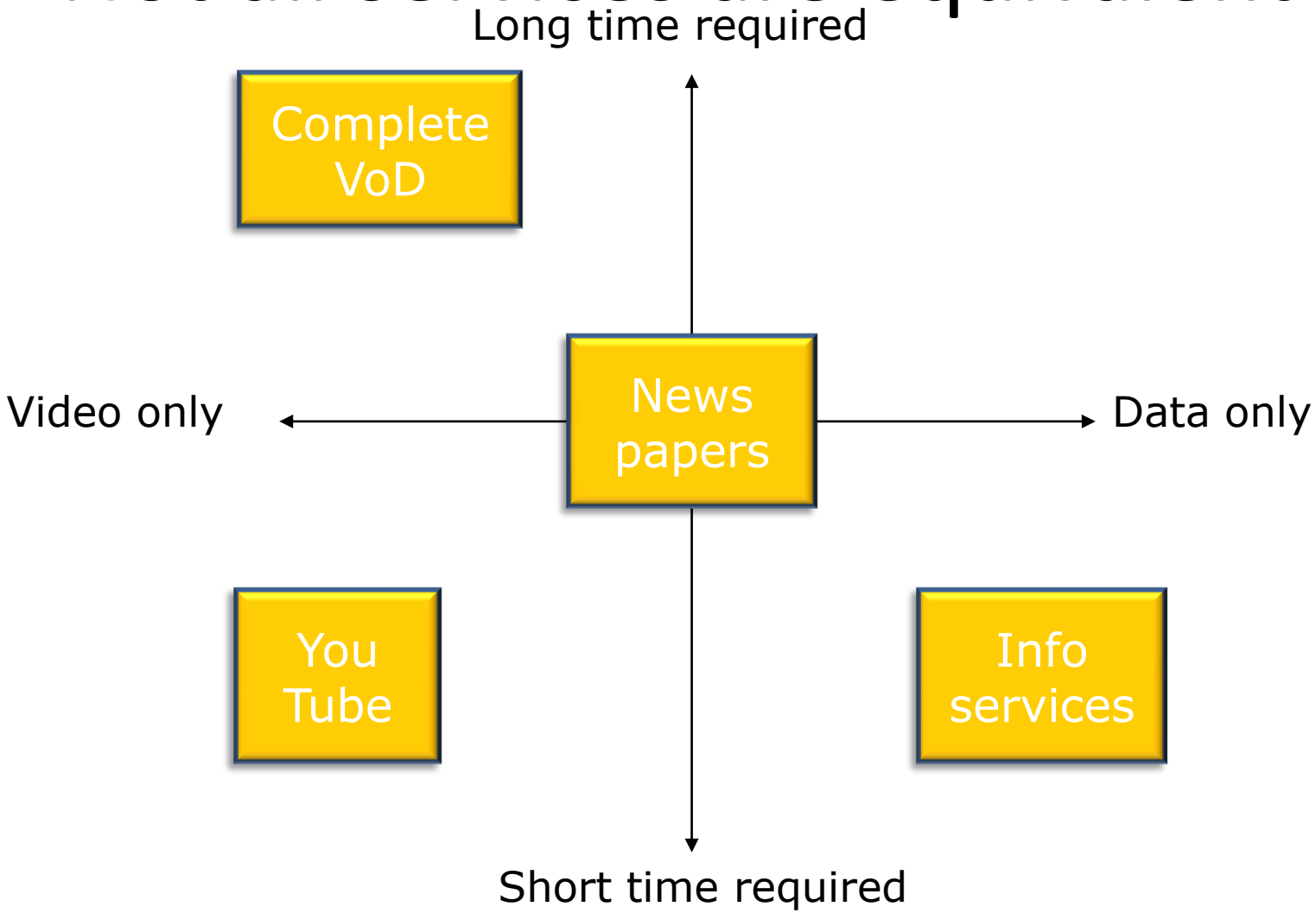

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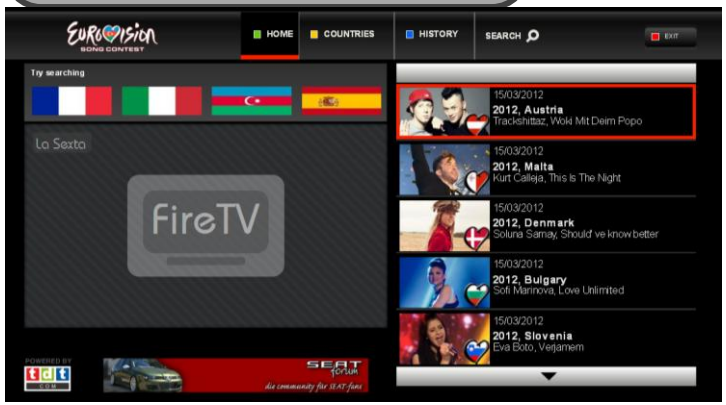

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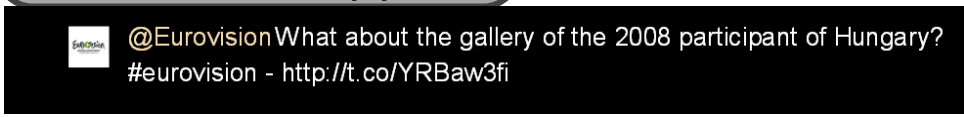

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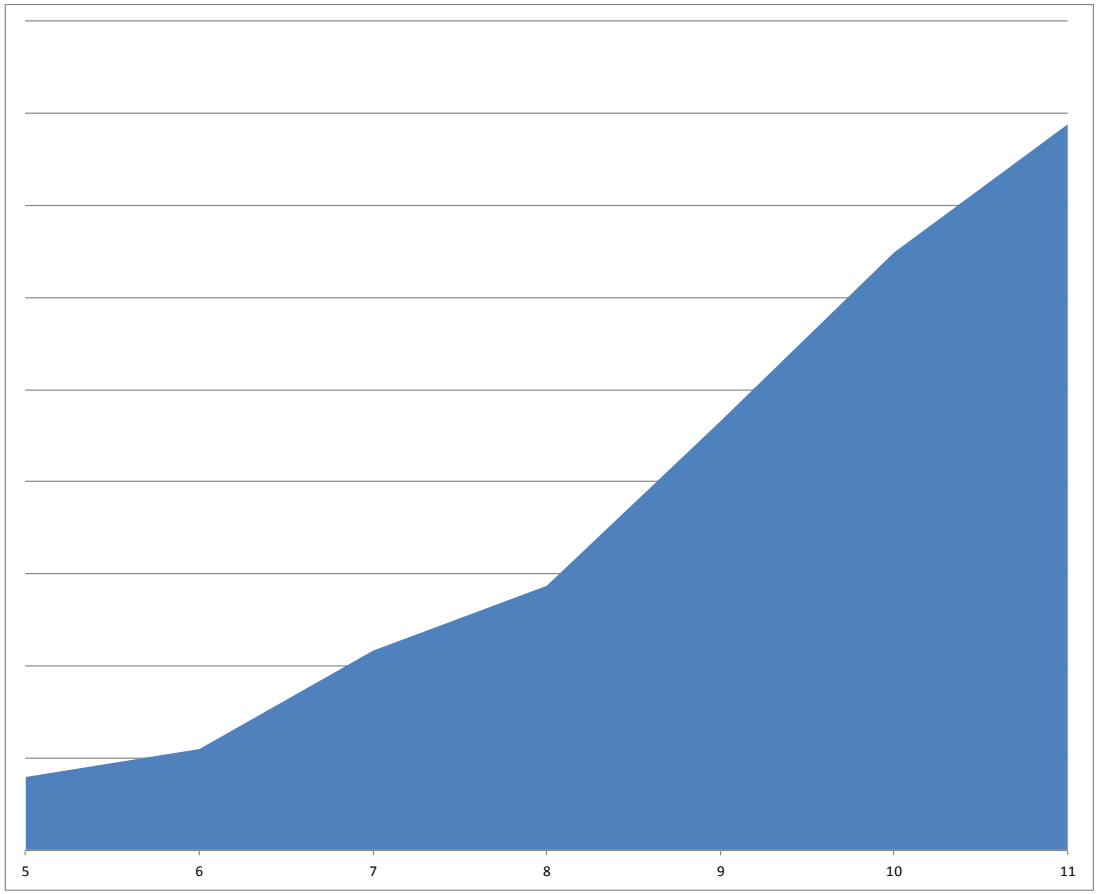

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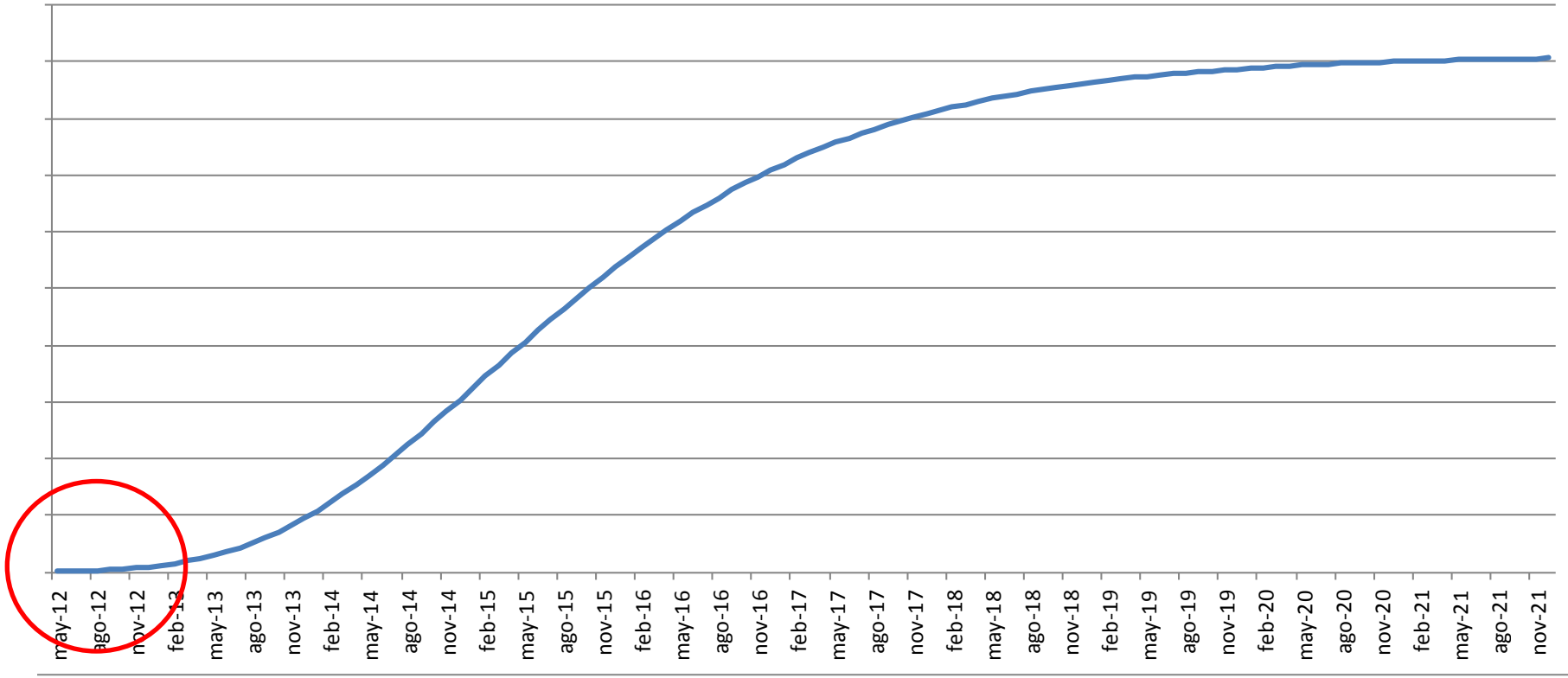

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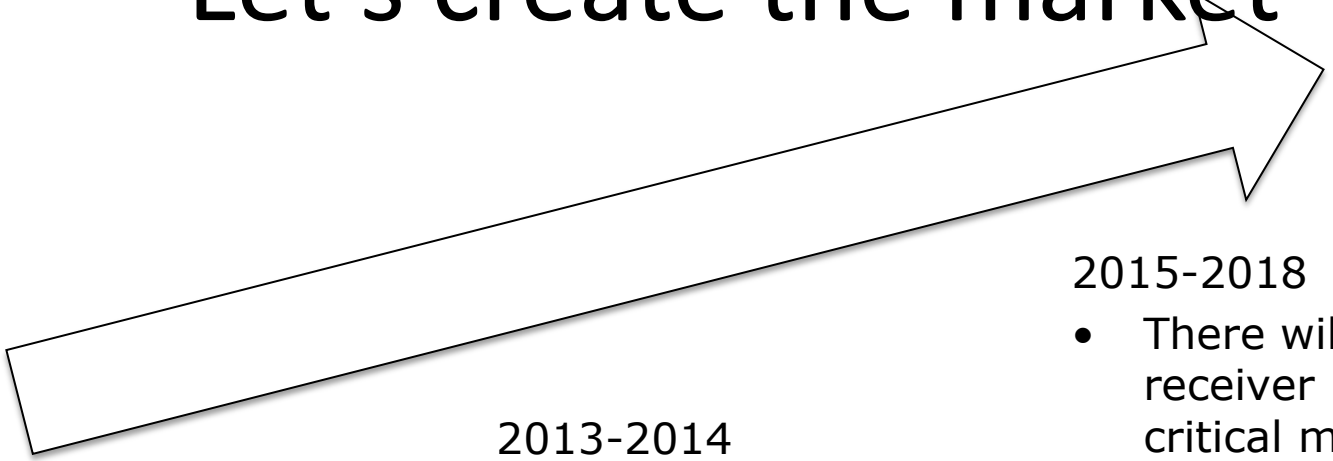

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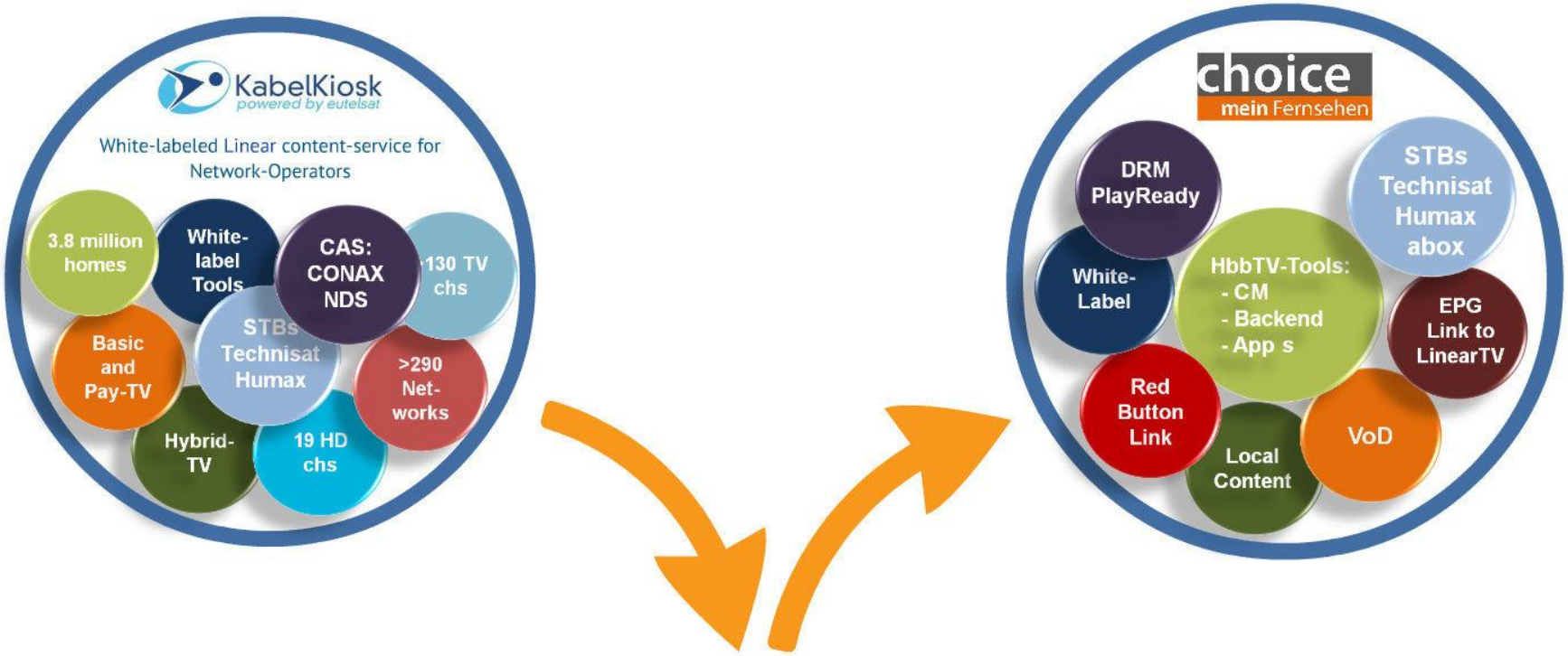
Eutelsat visAvision GmbH

From linear to non-linear PayTV with HbbTV

December 2012

Heinrich E. Haase



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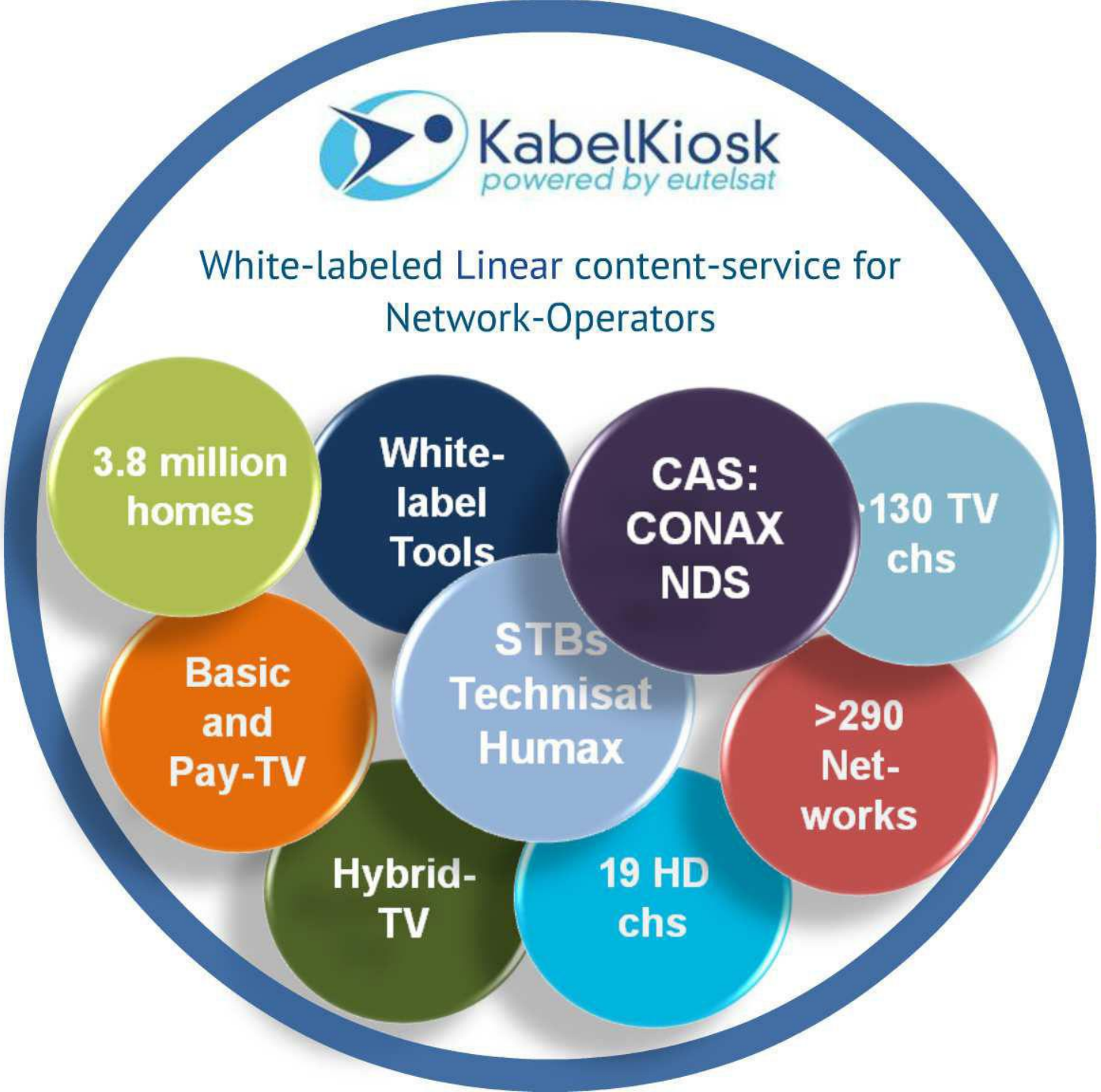
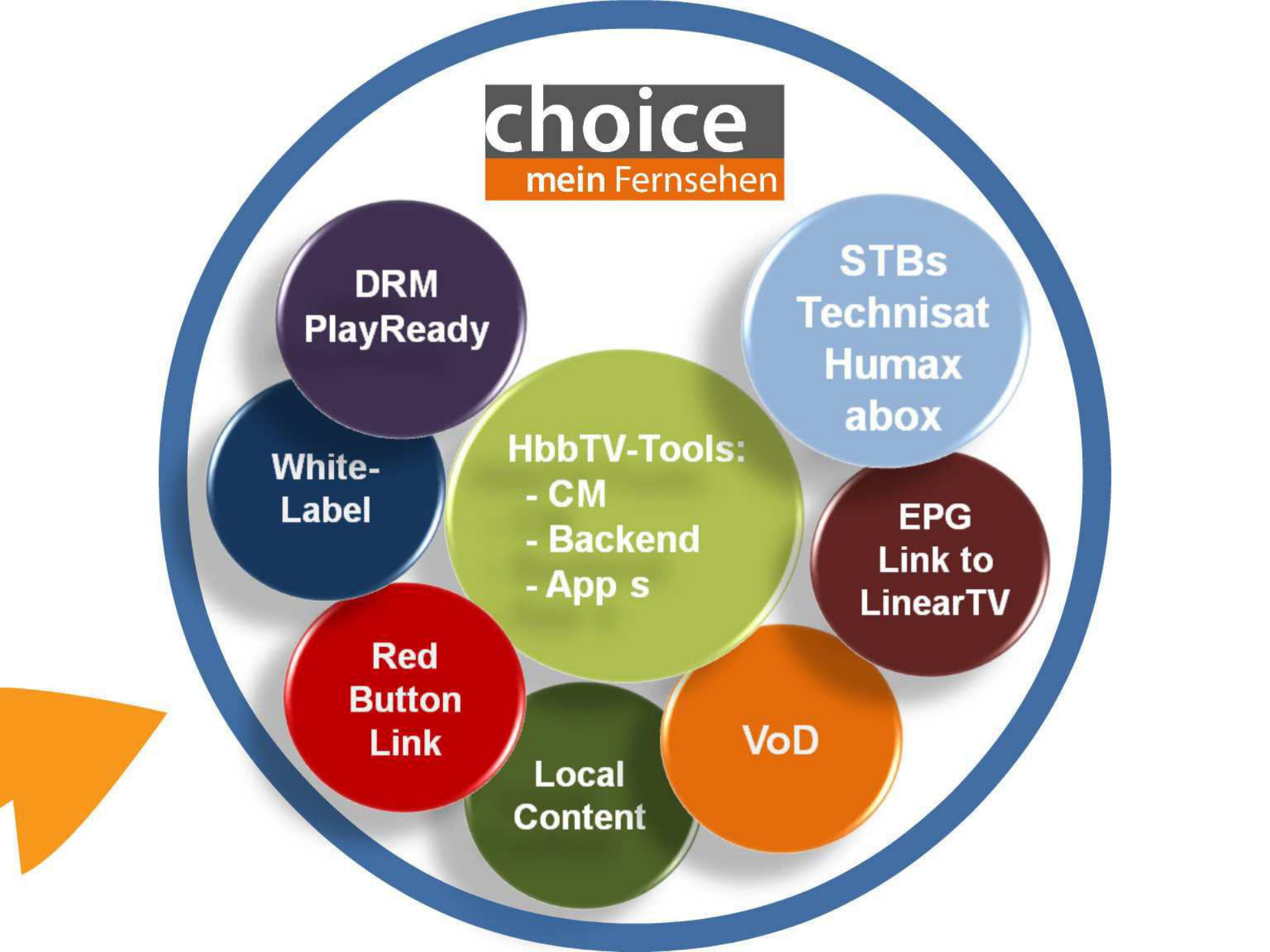

KabelKiosk
powered by eutelsat
White-labeled Linear content-service for Network-Operators
3.8 million homes
White-label Tools
CAS: CONAX NDS
130 TV chs
Basic and Pay-TV
STBs Technisat Humax
>290 Net-works
Hybrid-TV
19 HD chs

ONE STOP SHOP

Subscriber Management
Marketing Support
Packaging & Pricing
Operator's Microsites
Content Procurement & Licensing
Support in legal issues & media law
Product live cycle Management
Platform Operation


choice
mein Fernsehen
DRM
PlayReady
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Technisat
Humax
abox
White-
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HbbTV-Tools:
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- App s
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Link to
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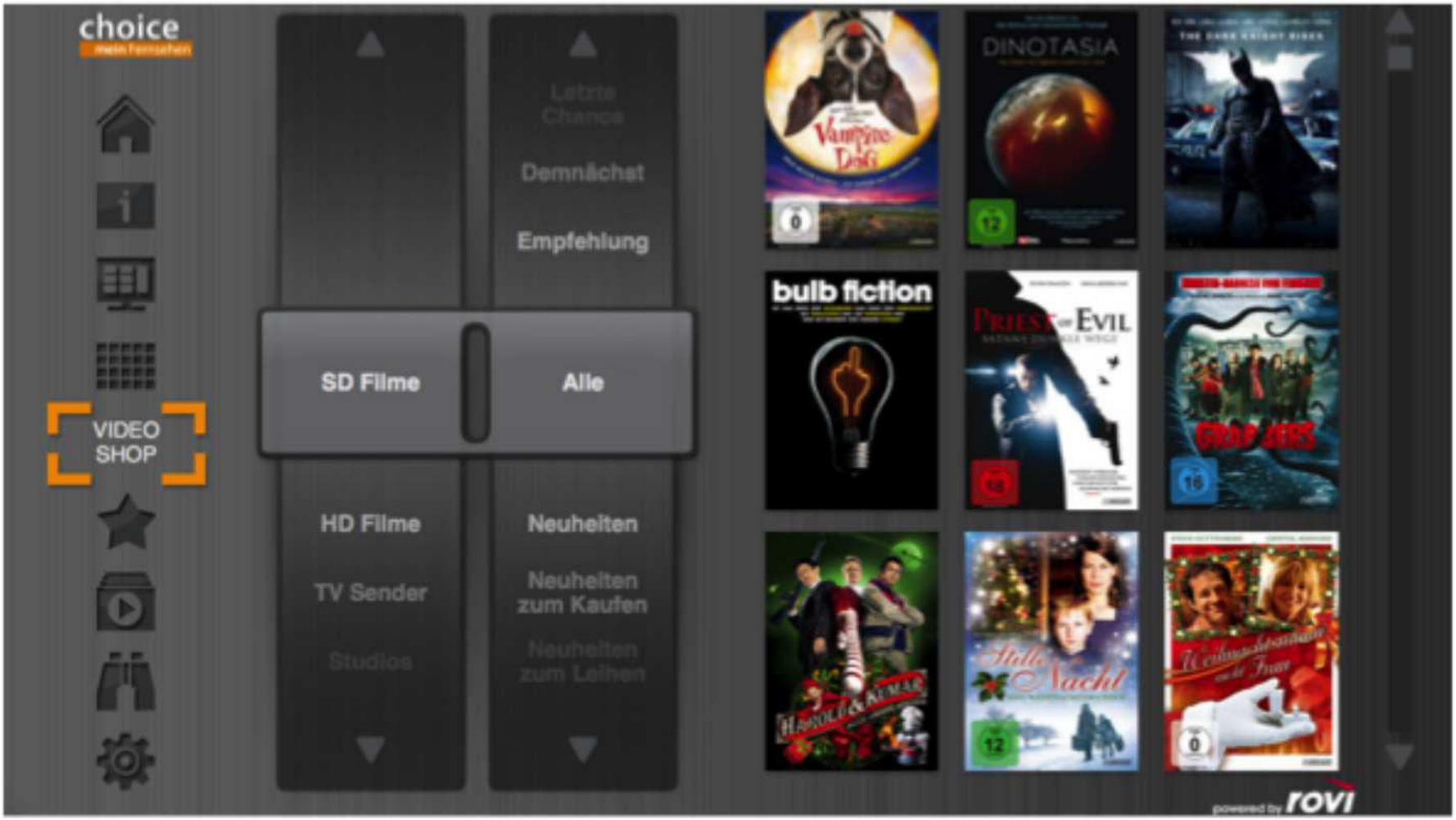
Content
VoD

einblenden


choice
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VIDEO SHOP
Letzte Chance
Demnächst
Empfehlung
SD Filme
Alle
HD Filme
TV Sender
Studios
Neuheiten
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Vampire Dad
DINOTASIA
bulb fiction
Priest of Evil
Stille Nacht
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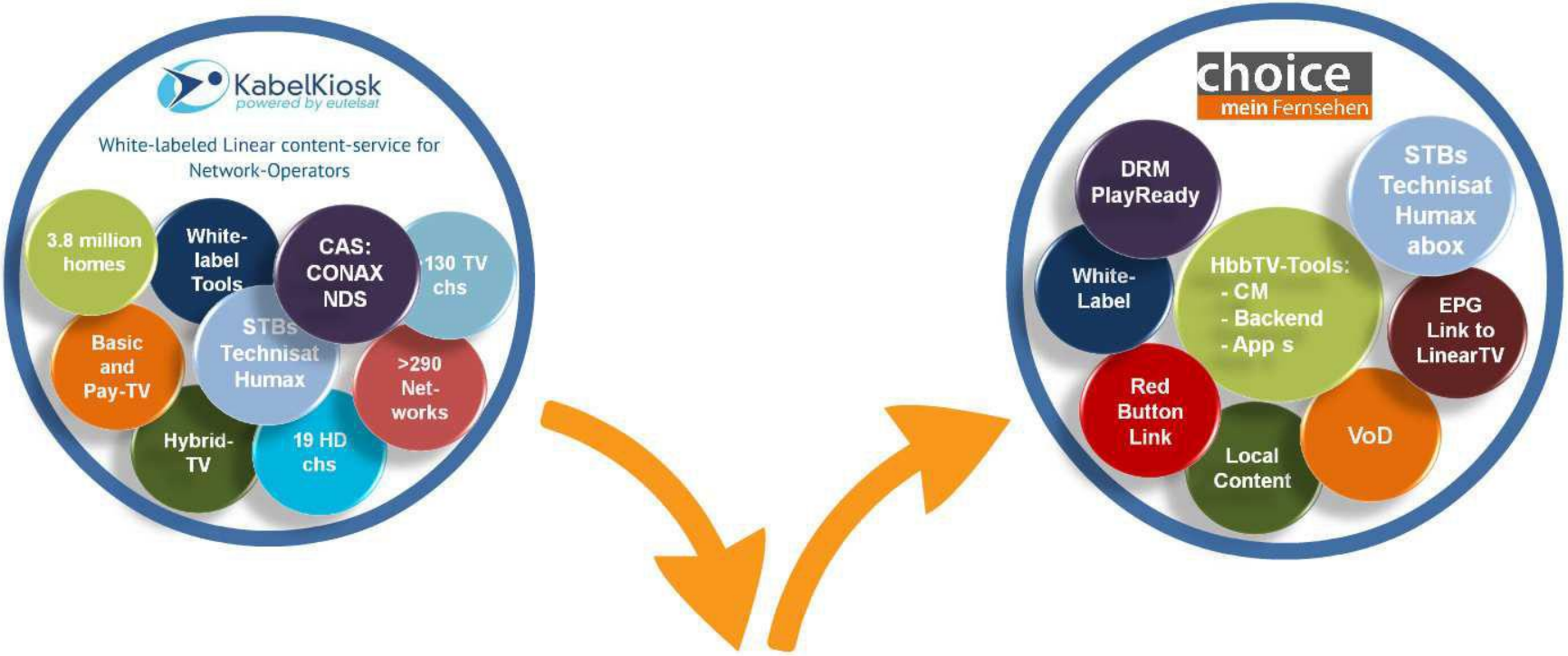

From linear to non-linear Pay-TV

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WHAT NEXT ?

Watch on Connected TV

> HbbTV 1.5 + DRM + MPEG-CENC

Watch on any hybrid Network

> IPTV/OTT solution

Watch on any device

> DVB-CENC and MPEG-DASH

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Many thanks for listening
...happy to discuss further!

Get in contact

Eutelsat visAvision GmbH
Im MediaPark 8a
50670 Cologne
+49-221-65 00 45 0

www.kabelkiosk.de