



Hybrid TV in Europe & beyond Symposium

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Pay services, what and when?

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HD+ SmartTV



by ASTRA

HD+

Basic Linear Product



by ASTRA



Weitere Sender folgen.

Start November 2009 with 3 channels
in Germany via Satellite

Currently 14 HDTV channels
from private broadcasters

- Smartcard bundled with HD+ STBs / Modules
- HD+ STBs / Modules available in retail markets
- Anonymous access to content
- Free-of-charge for 1 year
- Prolongation available for 50 € p.a.

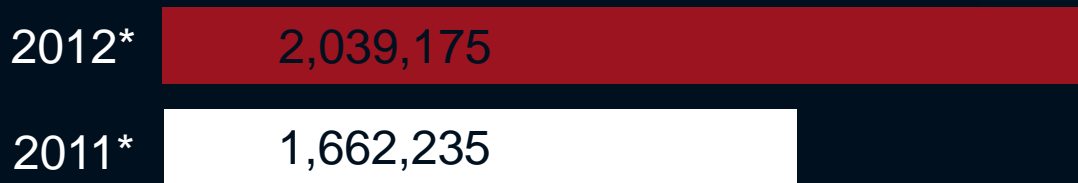
HD+

Results Q3/2012

Paying households



HD+ users in free trial period



Active HD+ households



HD+ SmartTV

Market analysis HD+ Replay

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- ▶ Visits of broadcaster's media centers, e.g. RTL: April 2012
10,6 million Users

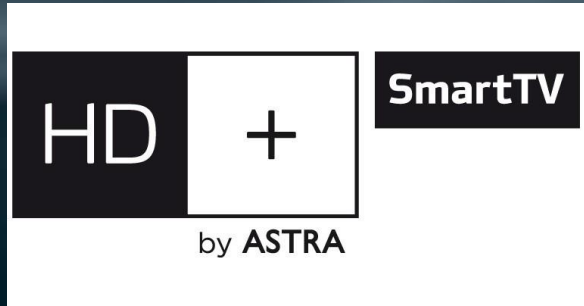


- ▶ Why end-users buy interactive devices...

- ▶ Catch-Up TV
- ▶ Information services

Source: AGOF, Working Group for Online Media Research

HD+ SmartTV and HD+ Replay

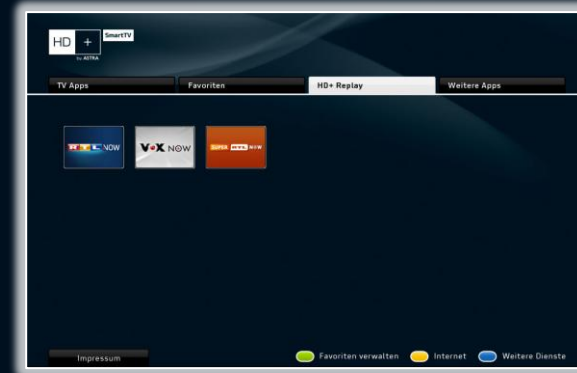


Full Portal offering



Fee required

Part of HD+ SmartTV is HD+ Replay



HD+ Replay offers A/V Streaming Content from private broadcasters (Catch-Up TV, Archive Content and Previews)

Pricing Model HD+ Replay

Illustration = DRAFT



HD+
Replay
3 month for 15 €

Reload till
12/31/2013
and use the service
another 6 months.

- Start December 2012 in partnership with



- further STB manufacturers in 2013:



- **Pricing-model:**

- Reload-Voucher similar to linear HD+ product
- 3 months free-of-charge period
- Anonymous access
- 3 month Reload-Voucher for 15 €
- 2013 seen as promotion period

1 year Usage of HD+ Replay (including 15 € HD+ Replay-Voucher)

3 months free-of-charge

3 months Reload-Voucher

+ additional 6 months of usage
(in promotion period 2013)

A/V Delivery Systems for HD+Replay

HD+ intends to set up an additional alternative Content Delivery System for HD+ Replay

Initial Phase

HLS

NAGRA Media
PRM

2nd Phase

MPEG-DASH

DRM with
MPEG-CENC

Thank you!