



# **Operator Applications: What, Why and How?**

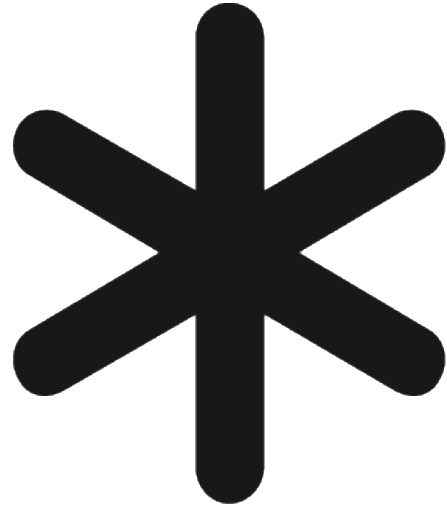
Matthew Huntington, CTO Freesat

HbbTV Symposium, 9<sup>th</sup> December 2015



metaphor

The word "metaphor" is written in a blue, lowercase, sans-serif font.



**FREETV  
ALLIANCE**

# **Operator Applications: What, Why and How?**

**\* What?**

sky  
guide

8.00pm Mon 18 Jul

# ALL CHANNELS

	Today	8.00pm	8.30pm	9.00pm
101 BBC ONE		EastEnders	Judge John Deed	
102 BBC TWO		Universi..	Top Gear	The Kuma..
103 ITV1 London		Who Wants to Be a Milli..		Fanny and..
104 Channel 4		Arctic Adventurers		The Battle..
105 five		Floyd's India	House..	Lying In Wait
106 Sky One		Star Trek: The Next Gene..		Star Trek:..
109 UK Gold		Are Y..	Keeping Up Ap..	dinnerladies
110 UK Gold+1		Casualty		The Bill
111 UK Gold 2		EastEnders	Doctors	The Bill
112 LivingTV		Kojak		The Profes..

Page Up

Page Down

+24 Hours

-24 Hours

Press **SELECT** to view



4.00pm Doctor Who

AD,W,S

Father's Day: 08/13. Sci-fi fantasy with Christopher Eccleston as the time-travelling hero. Rose goes back to 1987 to witness the day her father died. Can she leave the past alone?



TV Guide

4.05pm Mon 17/03

All Channels	HD & 3D	Entertain	Docs	Lifestyle	Movies	Sports	News
---	Today	4.00pm		4.30pm		5.00pm	ch+
109 Watch HD		Doctor Who				Babylon 5	
110 GOLD		As Time Goe..	Goodnight Sweetheart			One Foot in the Gra..	
111 Dave HD		Man v. Food	Man v. Food			Top Gear	
112 Comedy Cen HD		Two And A Half Men	Two And A Half Men			Friends	
113 Universal HD		Law & Order				Without A Trace	
114 Syfy HD		Warehouse 13				Buffy the Vampire S..	
115 BBC Three HD		..programmes start at 7.00pm					
116 BBC Four HD		..programmes start at 7.00pm					
● Catch Up TV	● Planner	● +24 Hours		● -24 Hours		ch-	

Press SELECT to view or to record

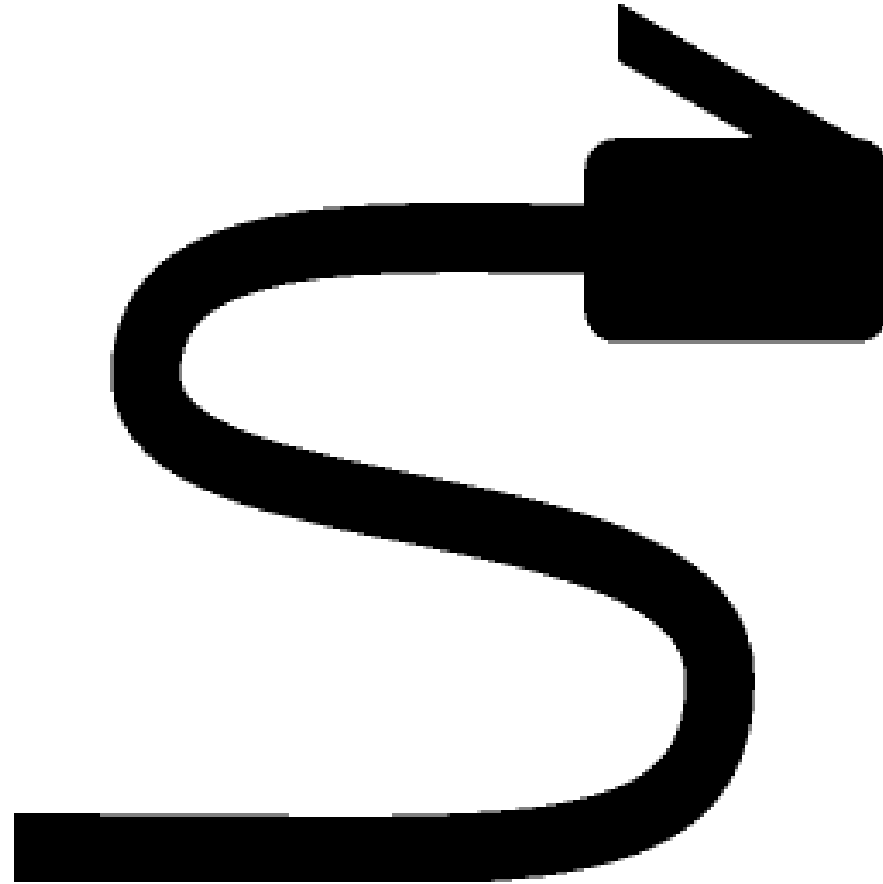


Free-TV-View Operators have emerged with retail supply chains with  
No STB subsidies.



Free-TV-View Operators also heavily use integrated digital TVs (IDTVs)





While Pay-TV operators have been able to bring services to IDTVs through CAMS  
IPTV operators have not been able to do this.

**\* Why?**

Why bother with Operator Apps. Aren't manufacturers interfaces good enough?



They deliver consistent branding for the operator,  
this ensures that viewers know the service is from that operator and will value the service more.

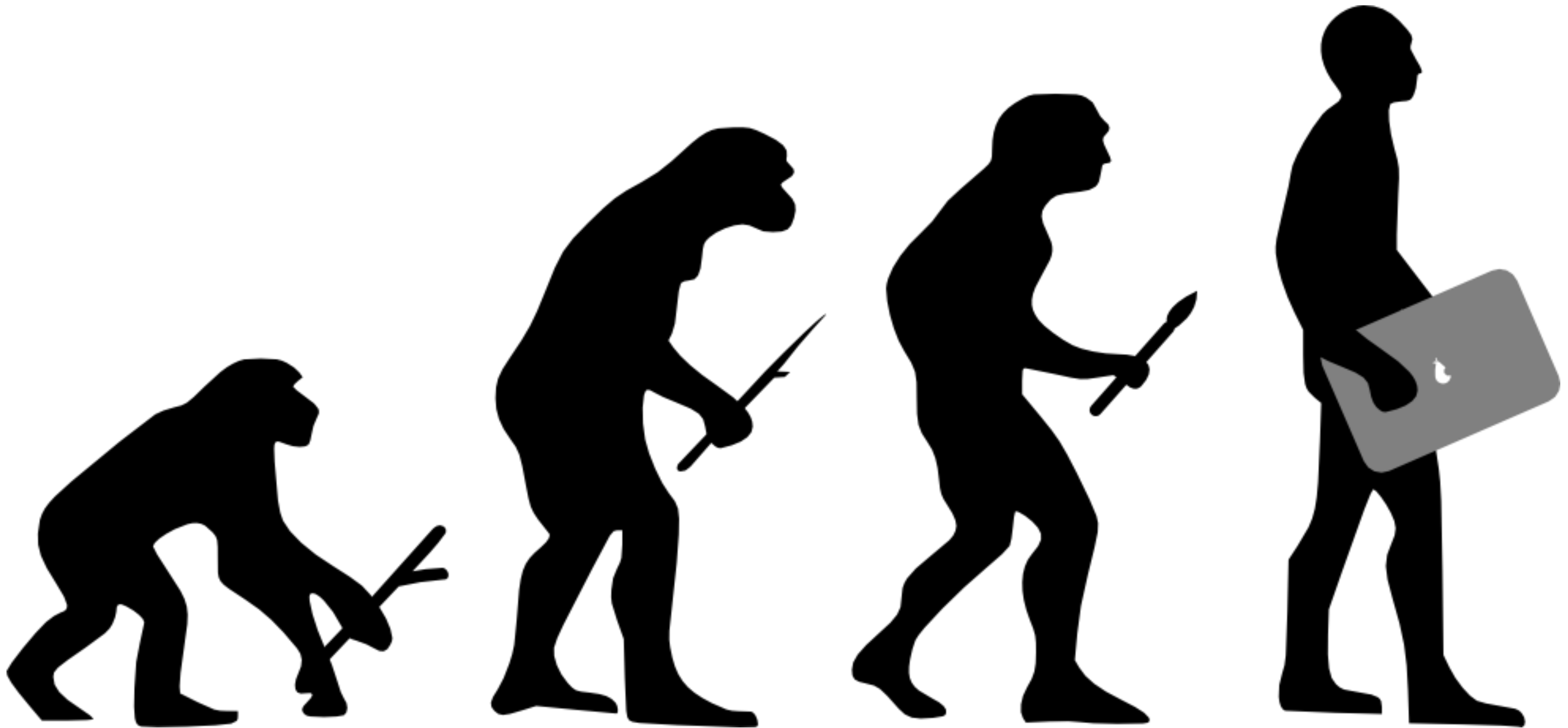
They can deliver a compelling look and feel, that easy and effective to use. Also one that is tailored to the needs of the operator's customers and not a global compromise.



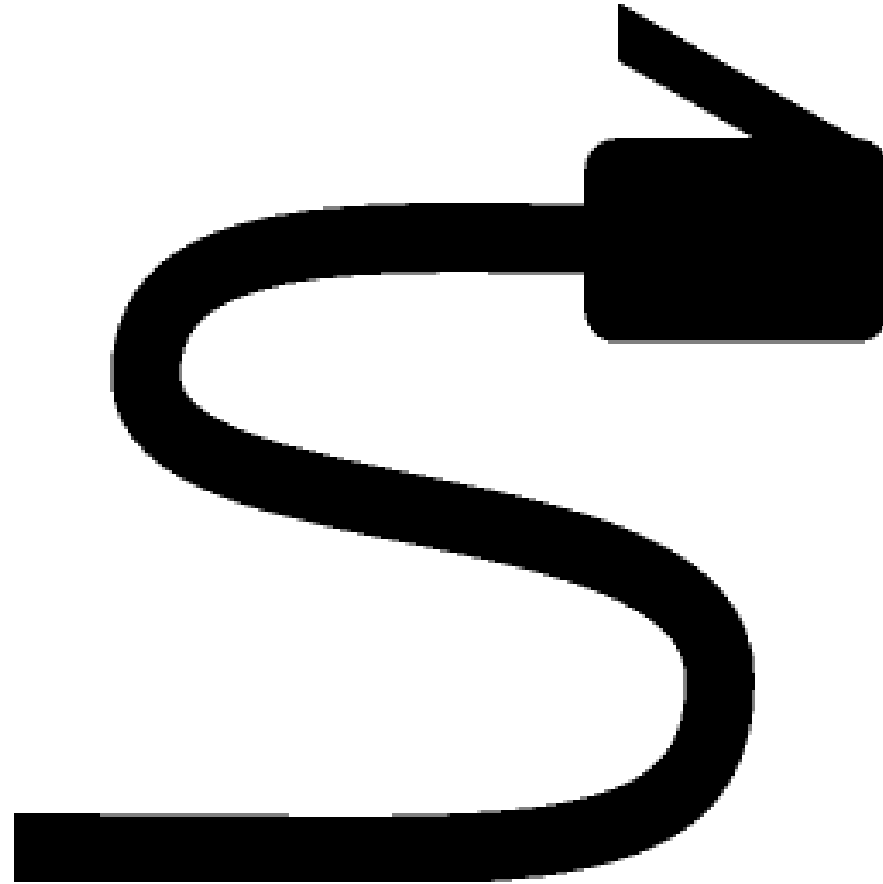
It is also easier to market a service with an operator app as you can show the features as delivered by the operator not some abstract representation.



An operator app leads to consistent customer support, when a consumer has a problem the customer service representative knows what experience they are looking at.



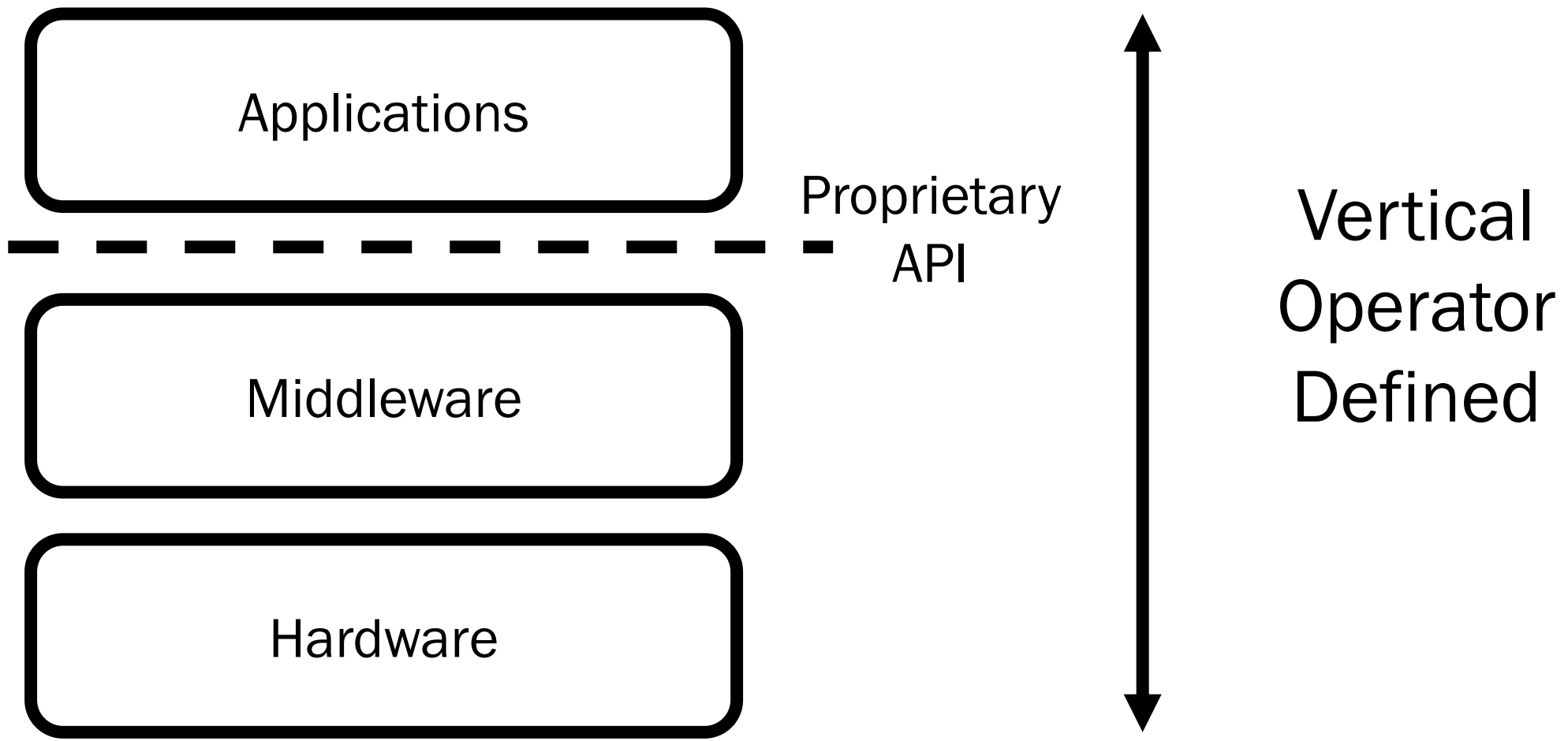
An operator application also supports service evolution, as new features are required to be competitive, an operator can introduce them, as long as the underlying hardware support them. Manufacturers have no real incentive to deliver updates to existing products.

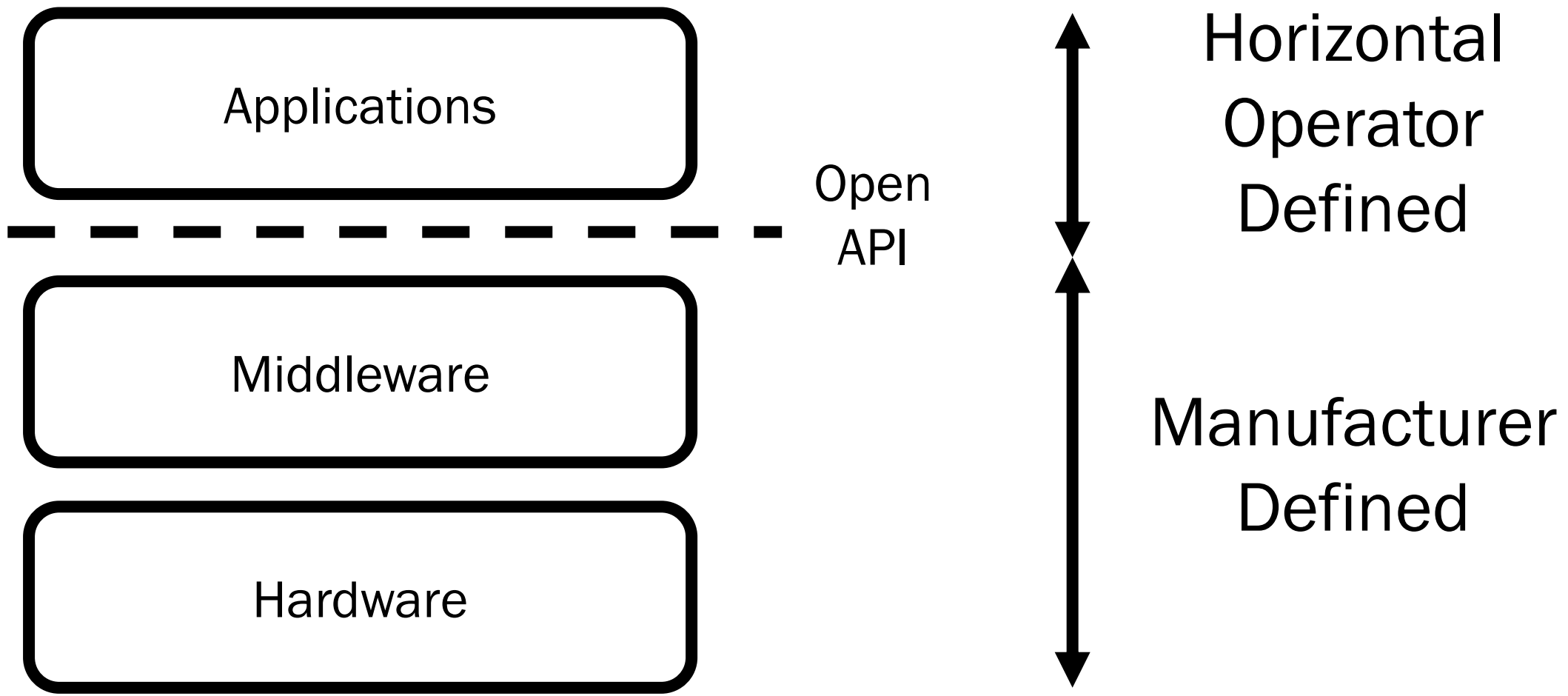


IPTV operators have a particular problem – even if a TV support TV over IP, the guide data delivered with in does not follow a DVB standard and so manufacturer guides just don't support them.



**\* How?**





Applications

Middleware

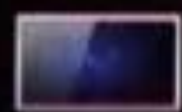
Hardware

Open  
API

Horizontal  
Operator  
Defined

Manufacturer  
Defined

# Source



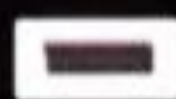
TV



App TV  
Elion



HDMI1  
DVI PC



Ext.



Screen Mirroring



Network  
KALLASPRIT: k...



TODAY

10:50 AM

# Seven Morning News

11:30am - 12:02pm [NC][CC]

Latest news, sport and weather updates from Australia and around the world. (2015)



EARLIER

NOW

11 AM

11:30

12 PM

12:30

2



Q&A

Catalyst

Eggheads

ABC News at Noon

National

3



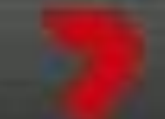
German News

Spanish News

Arabic News

Turkish Ne

7



The Morning Show

Seven Morning Ne...

Borderline Murder

9



Mornings

Nine Morning News

The Ellen DeGeneres Show

10



Studio 10

Bondi Vet

Dr. Phil

CHANNELS



BACK/RETURN



EXIT



OPTIONS



MENU



SET REMINDER



ACCUEIL

GUIDE TV

REPLAY & VOD

SERVICES

FAVORIS

RADIOS

TF1

2

3

CANAL+

5

M

arte

8

W9

TM10



MON COMPTE

AIDE

20:08



# tv guide

Available until 17 Aug

BBC one HD  
Horrible Histories

1 hr SUB SL AD



## earlier today BBC one HD



Eastenders



Casualty

16:30 Horrible Histories [Watch now](#)

17:00 Newsround [Watch now](#)

17:15 Pointless [Watch now](#)

18:00 BBC News at Ten [Watch now](#)

18:30 BBC London News [Watch now](#)

19:00 The One Show [Watch now](#)

19:30 Fake Britain [Available soon](#)

yesterday

now



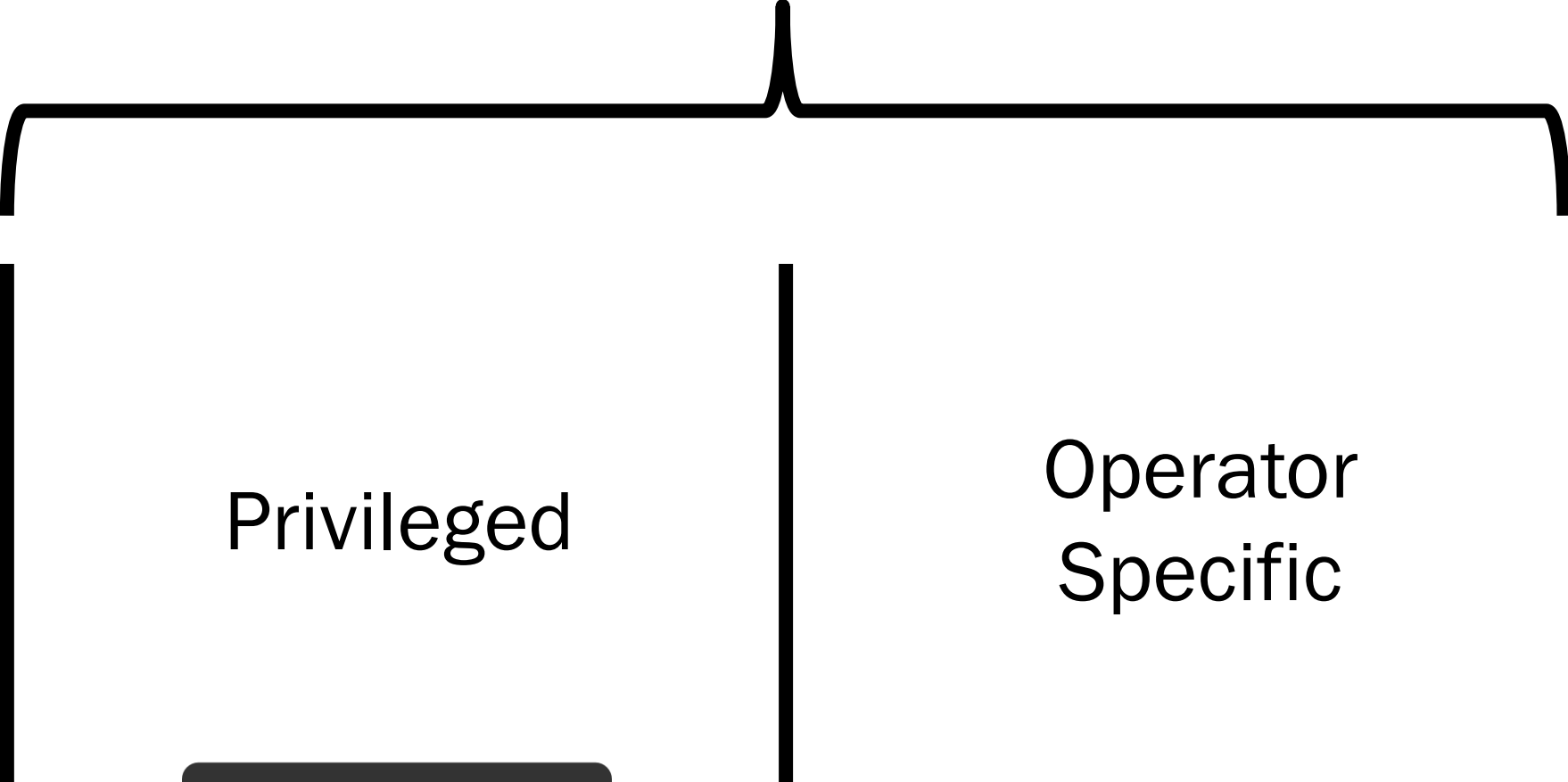






*НБbTV*

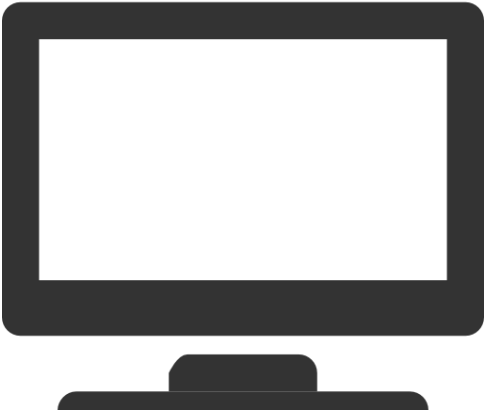
# Bilateral Agreement



Standard

Privileged

Operator Specific



# Thank You

