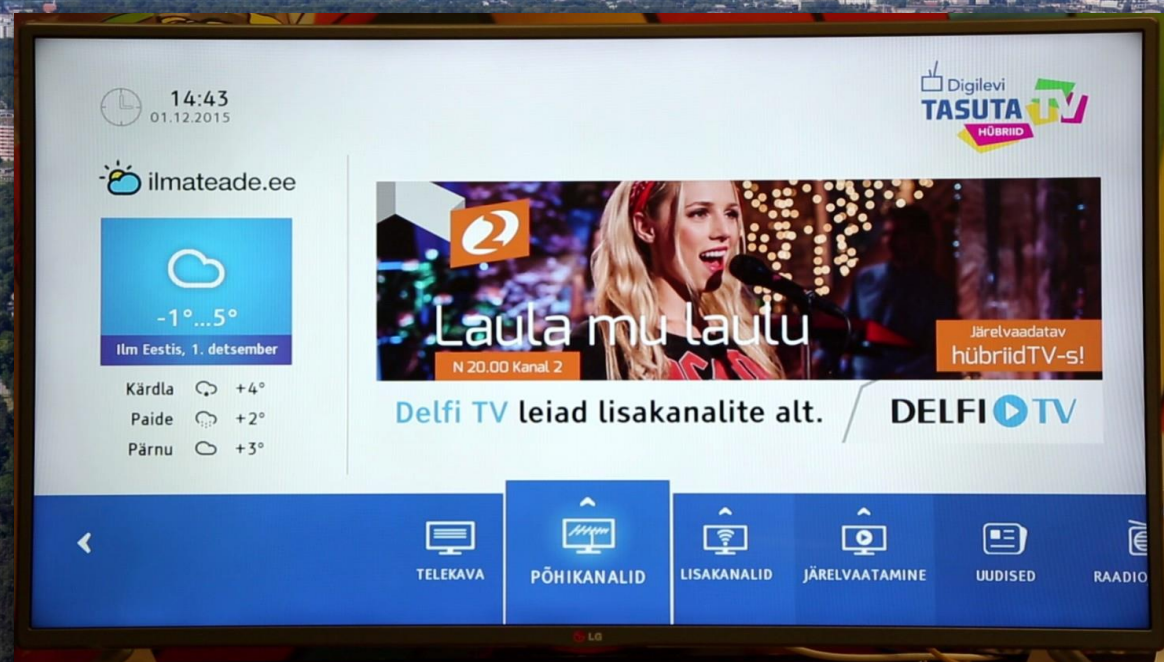


Freeview + HbbTV in Estonia

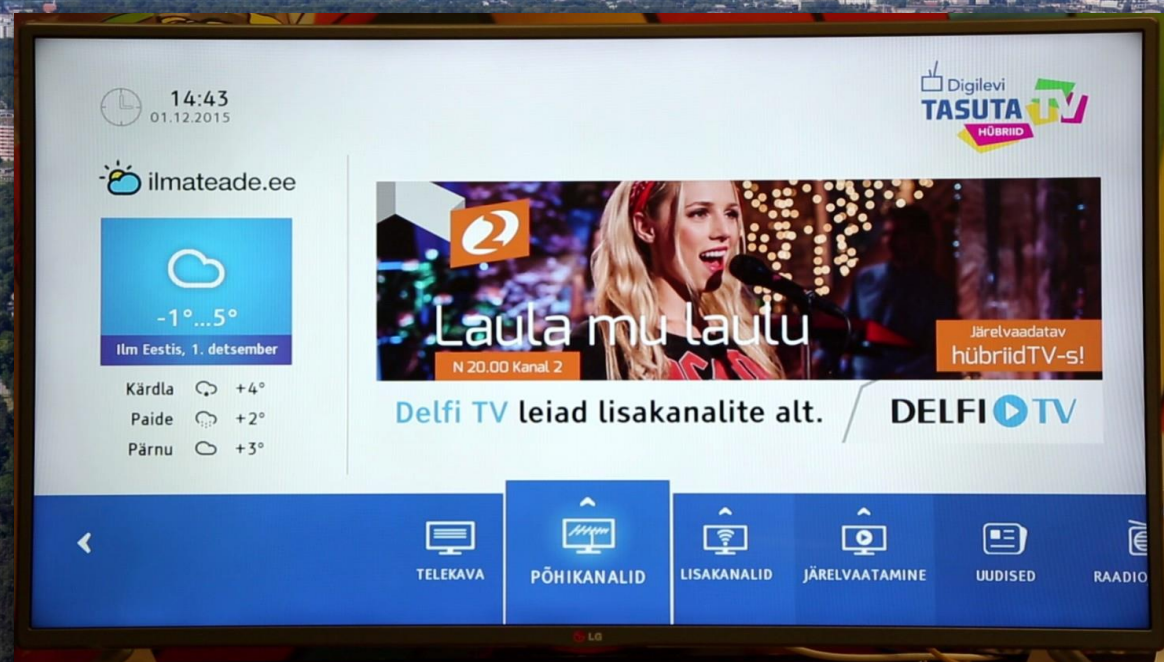


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CEO, Levira
08.12.2015

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Freeview + HbbTV in Estonia



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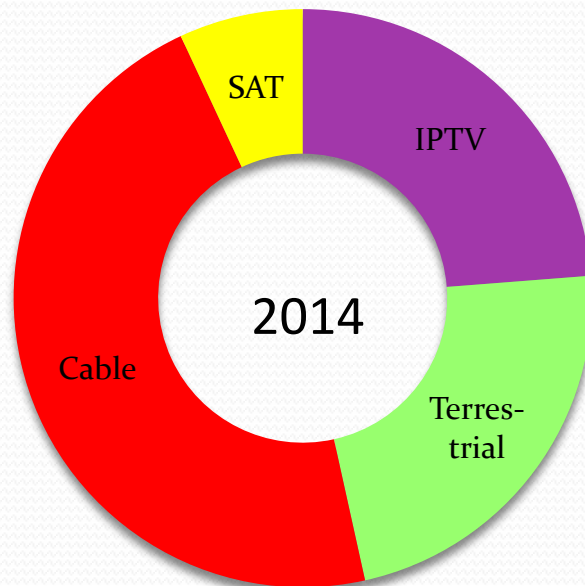
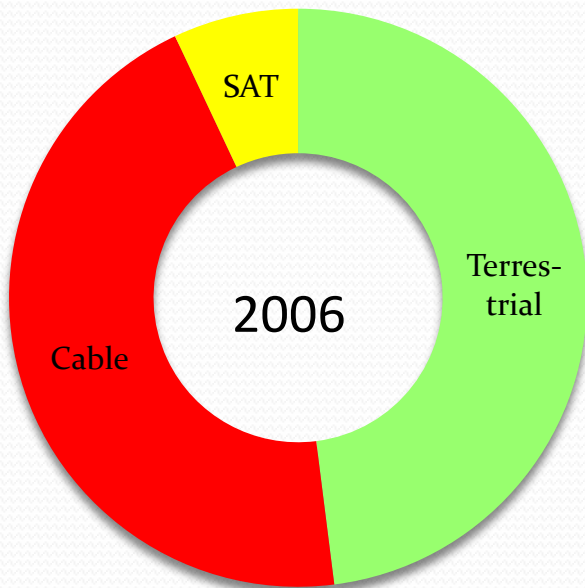
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Terrestrial TV Landscape - Estonia

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- Network coverage 99% of population @ 64QAM, DVB-T, MPEG4
- **7** Freeview and **30** payTV channels in DVB-T and **2** in DVB-T2 HD combined with HbbTV-based catchup and other services
- Freeview market share up from 22% in 2011 to **25% in 2014** (payTV 10%)



HbbTV today



- HbbTV launched in January 2015 by Levira on terrestrial Freeview.
- Available anywhere with HbbTV-compatible smart TV.
- Services: catch-up of 6 FTA channels, 5 IP channels 17 radios; news; weather; smart EPG
- **Penetration 8% of all terrestrial Freeview HHs.**
- Ranking of TV-sets: LG, Philips, Sony and Samsung smartTVs.
- Services have been developed together with Sofia Digital, local TV stations and on-line media portals.

Freeview + HbbTV promise

Matching the new lifestyle:

- **THE BEST LOCAL CONTENT**
 - Top-of mind content from the most popular linear channels (60%+ viewing time)
 - Deepest library of catch-up and on-demand local TV-content (series, kids, docu, movies etc)
 - Access to most popular live web-video, news and niche content (cross-media)
- **THE BEST CUSTOMER JOURNEY**
 - All channels and media on the same platform, easy to browse
 - Superior user experience across all screens, including many new features unmatched by other platforms
 - Support online, on-screen, street-level, call-centre.



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