

The Power of the Operator Applications for Free-to-view Television

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FreeTV Alliance

**FREETV
ALLIANCE**



Metaphor by  **Freesat**



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Freesat



Common Approach across the four members



Hybrid
Services



Pay-TV
Alternative



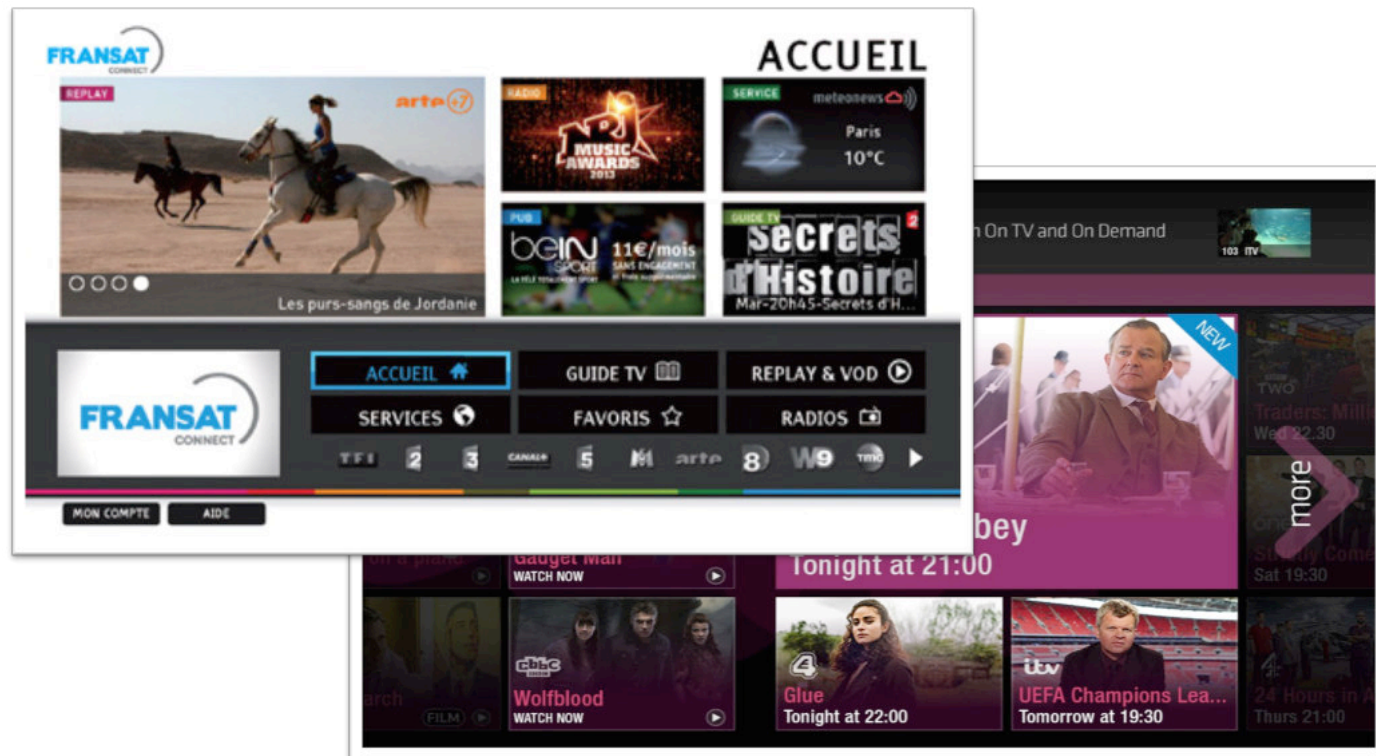
Retail
Driven

>8 million homes

**>3 million shipments per
year**

VALUE OF OPERATOR APPLICATIONS

Managed User Experience



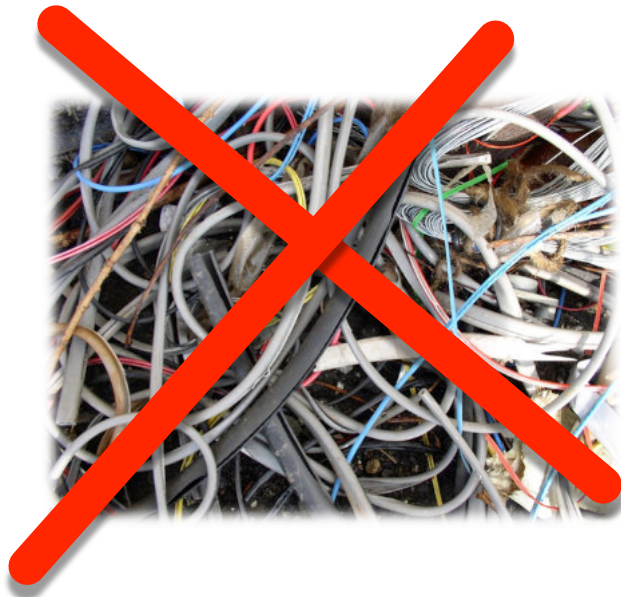


They deliver consistent branding for the operator,
this ensures that viewers know the service is from that operator and will value the service more.

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.



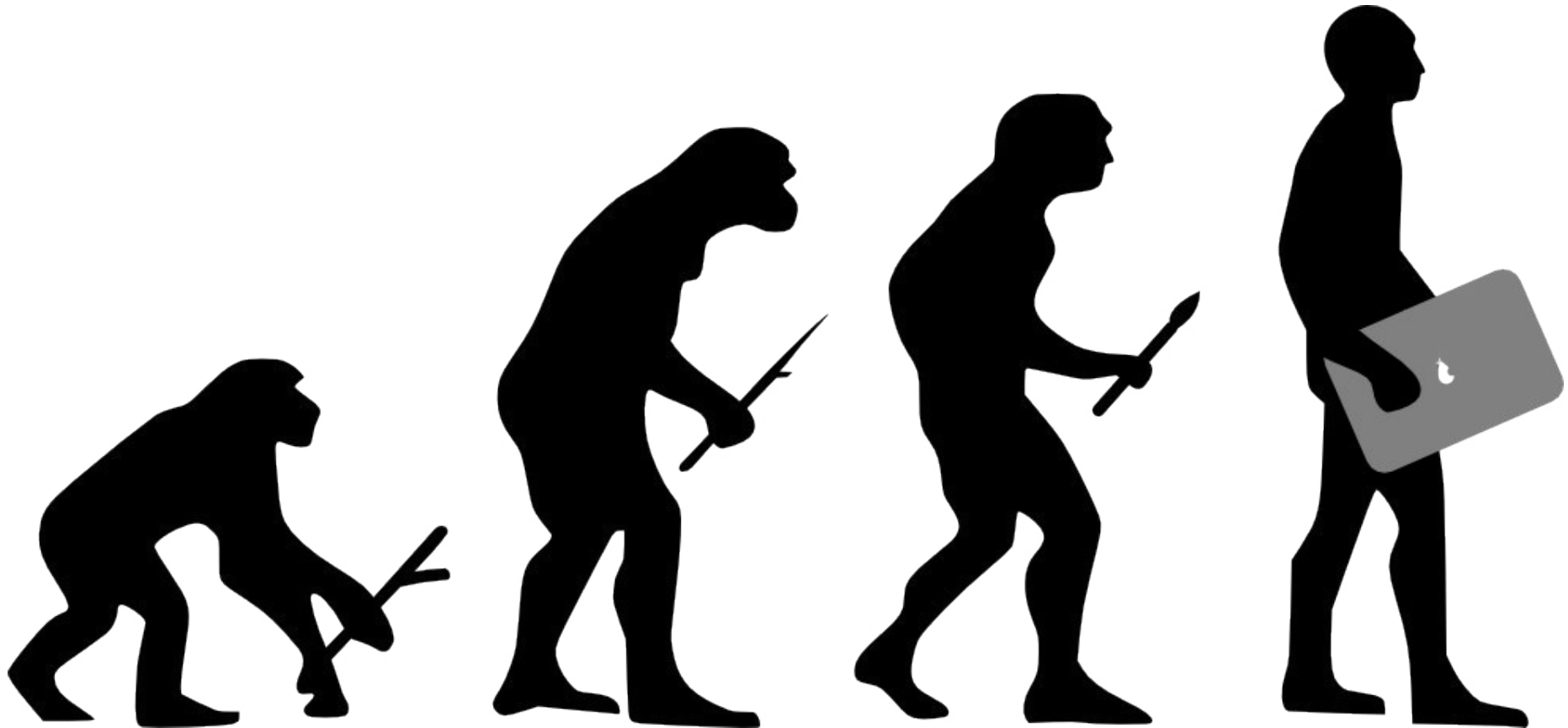
It is also easier to market a service with an operator app as you can show the features as delivered by the operator not some abstract representation.



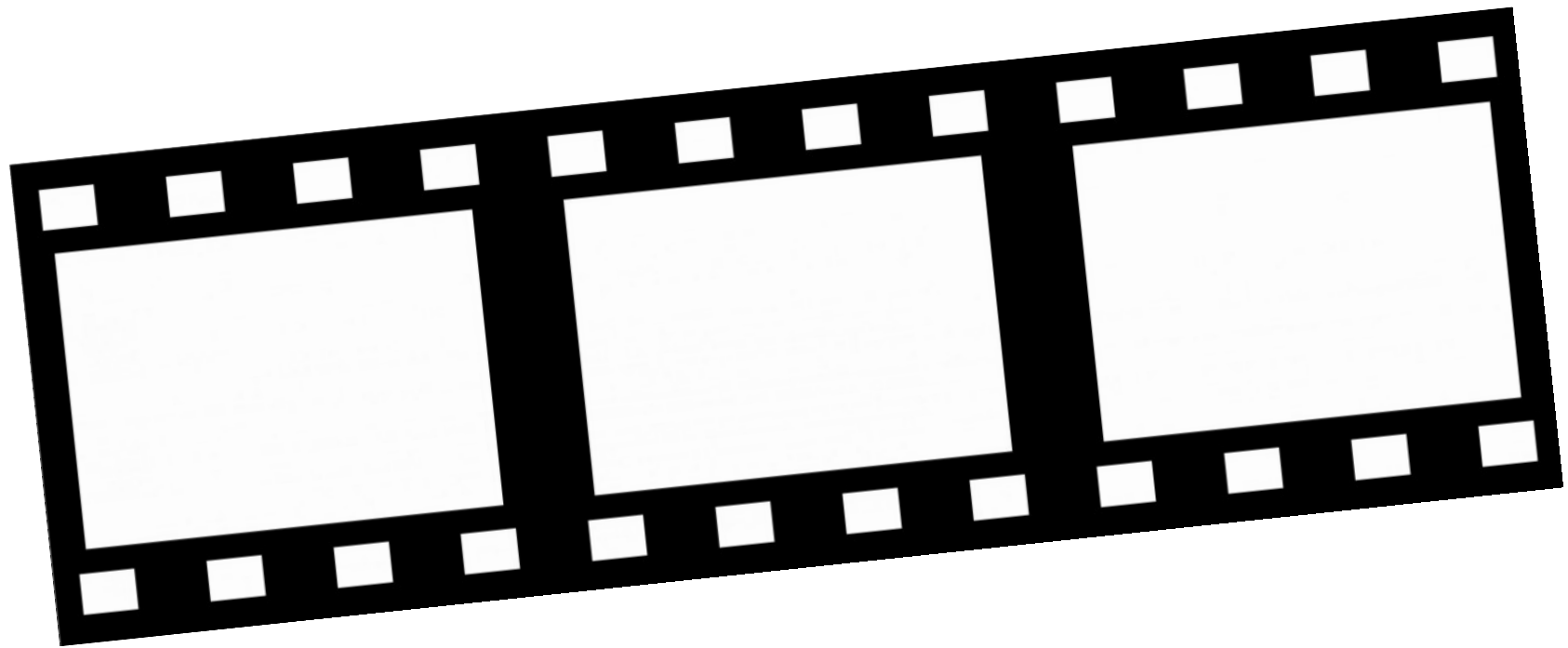
OpApps let consumers get rid of cables, remotes and boxes that clutter their homes.
In bedrooms, kitchens, but also in the living room



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.



An Operator App delivers premium content as an integrated part of the TV experience, in high – or even ultra-high – quality.



An Operator App provides co-marketing opportunities with operators that have marketing channels and a direct relationship with the consumer.

Manufacturer Benefits

- **Standardised technology (so no tweaking per operator or TV model (lowering costs and speed up TTM))**
- **Opportunities for co-market/co-promote/co-brand new TV sets and services with the TV service provider (increasing sales)**

Existing Services



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

VOD **THE REVENANT** MY TFI
INSPIRE DE FAITS REELS



The Revenant

RADIO **DOUBLE HIT NRJ** DAVID GUETTA
Partez pour la finale de...



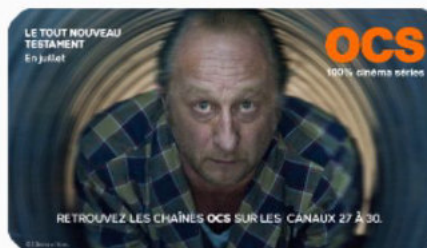
SERVICES meteonews



Paris
21°C


LE TOUT NOUVEAU TESTAMENT
En juillet

OCS 100% cinéma séries

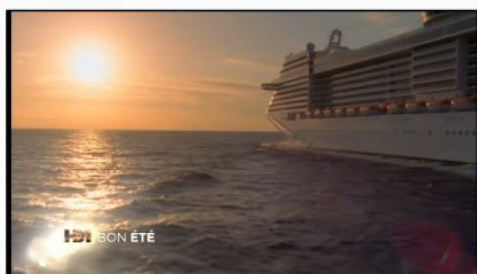


RETROUVEZ LES CHAINES OCS SUR LES CANAUX 27 à 30.

GUIDE TV



18:35 - Jeux olympique...




Accueil 


Guide TV 

Replay & VOD 

Services 

Favoris 

Radios 

TF1 HD 2 HD 3 HD CANAL+ PROGRAMMES EN CLAIR 5 HD MHD arte HD 8 W9 HD TMC HD 

20:08



tv guide

Available until 17 Aug

BBC one HD
Horrible Histories

1 hr SUB SL AD



earlier today BBC one HD

yesterday



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



HOME

◀ -24hrs

P ▼ Page down

P ▲ Page up

▶ +24hrs



20:03 freesat showcase Top picks to watch On TV and On Demand 

on demand on tv

Educating the East...
WATCH NOW

Gadget Man
WATCH NOW

Wolfblood
WATCH NOW

itv

Downton Abbey
Tonight at 21:00

Glue
Tonight at 22:00

UEFA Champions Lea...
Tomorrow at 19:30

Traders: Millie
Wed 22:30

Study Come
Sat 19:30

24 Hours in A
Thurs 21:00

20:38 freesat home Mon 11 Jul

Help Humax Search On Demand

TV Guide

now	next
itv 19:30 Live UEFA Champions Le...	22:00 ITV News at Ten & Weather
4 20:00 Embarrassing Bodies: Liv ...	21:00 24 Hours in A&E
5 20:00 Submarine School	21:00 NCIS

For the full TV Guide, press OK now

SAORVIEW 16:07 RTE2 **Victorious**

Comedy following the life of a teenage girl who attends a performing arts school for...

Today 30 min (SUB) (SL) (AD) 

1600 1630 1700 1730 1800

101	RTE ONE	Masterchef	The Restaurant	Masterchef
102	RTE 2	Victorious	Every Witch Way	Music on 4: Live
103	K	The Seven O'Clock Show	Judge Judy	Super Casino
104	TG4	Ben 10	Dennis the Menace and ...	American Dad
105	3e	The Steve Wilkos Show	The Steve Wilkos Show R	
106	U10	Coronation Street	Secrets from the Sky	Bang Goes the T
107	GEO 2	Balamory	Pi Ahoy!	Balamory
			Balamory	Balamory
				Dennis the Me

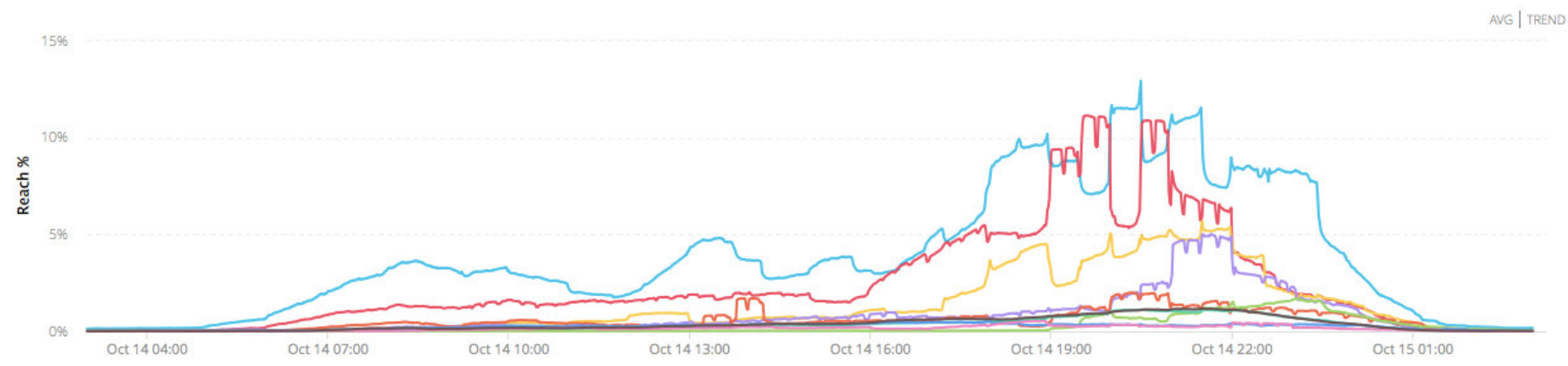
← -24hrs P Page down P Page up → +24hrs

+ Click to add Target Audience

COMPARE: Channels Oct 14 + add a new filter SUBMIT

TOP Channels for: Oct 14

METRIC Reach % INTERVAL Minute CHART TYPE Line chart MORE



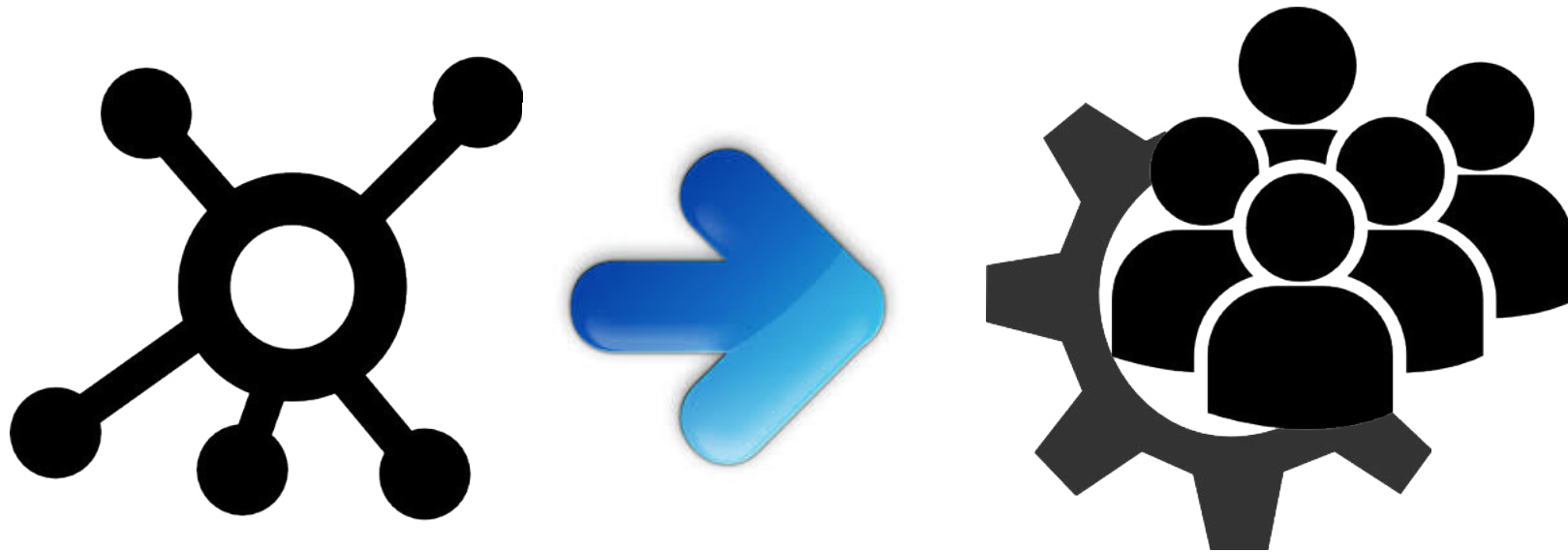
AVG | TREND

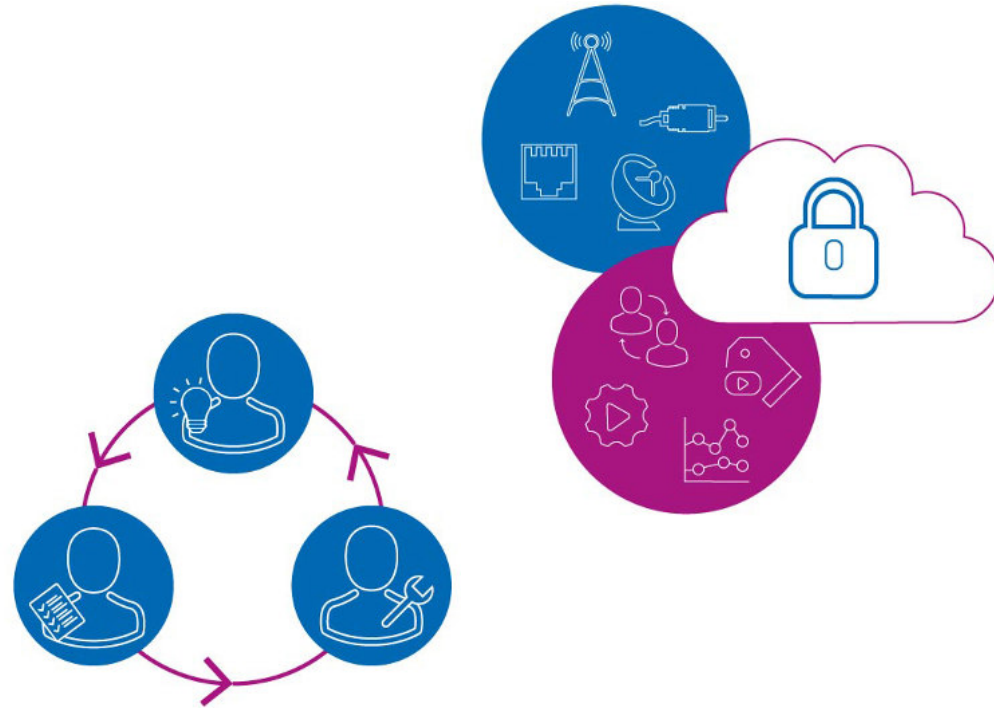
CHANNEL	REACH %	REACH #	RATING %	RATING #	SHARE	AVG. DUR.	AVG. DUR. ALL
<input type="checkbox"/> All (HUT)	63.28%	126.56K	14.43%	28.86K	100.00%	1.01 min	0.15 min

**OPERATOR APPLICATIONS
FOR FREE-TO-VIEW TELEVISION**



ORGANIZATIONAL TRANSFORMATION





Metaphor by Freesat

THANK YOU