

mautilus

# Mautilus

HBBTV MONETIZATION AND ADVERTISING  
WHERE THE REVENUE IS?



# Problems

- HbbTV = yet another technology
- Where the revenue is?
- Not really positive experiences with own OTT / VOD services
- Result?
  - Not joining HbbTV yet
  - Make the investment as small as possible

# What Is The Solution, If Any?

- White-label solution for the main application
- AVOD (VAST)
- Virtual channels
- Interactive advertisements

# AVOD (VAST)

- Initial approach - white-label solution
- Pre-roll/mid-roll/banners
- Content
  - Own production
  - Teasers
  - News
- The goal is to monetize existing content with low-effort and low cost
- Is it really low?
  - What kind of content we should have on HbbTV?
  - Does not it harm broadcasting?
  - Device fragmentation: Necessity for customer support, testing, maintenance, etc.
  - Integration: Legacy systems must export to "HbbTV" format
  - Agreements with many players (satellite, cable operators, terrestrial signal distributors)
- 150+ ad views to earn 1 EUR

# Virtual TV Channel 1/3

SEZNAM.CZ

## Božské Rio

Každodenní souhrn z letních her v Brazílii. S Liborem, Lucií, Radkem a sportovními hosty nejen o olympiádě, ale i životním stylu v zemi za o...

Pohádky      Žrouti      Vaříme s Mírou      Luxus na talíři      Kancelář Blaník

Božské Rio      Autobazar Monte Karlo      Short Stream      Koko Food      Prague Guide

ONE      SLAVNÉ      SLAVNÉ

# Virtual TV Channel 2/3

- Short videos with pre-roll advertisement
- Own production only
- UX plays major role:
  - A/B tests
  - Simplicity
  - Carousel application
  - Large testing (100+ devices)
- Hot -line, web page with wizard (customers education)
- Tiny MPEG-2 bitrate 364 kbps in DVB-T

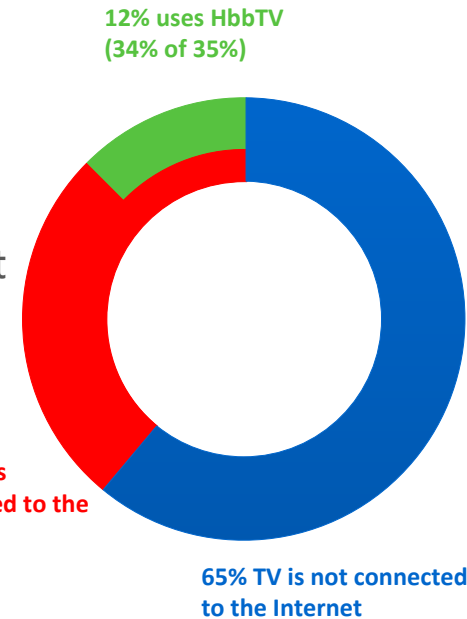
# Virtual TV Channel 3/3

- From the day one the platform had the same popularity like Android application and grows since that
- In Czech Republic is ~500.000+ HbbTV smart TVs connected to the Internet (possible active users)
- We reached:
  - ~550.000 launches / month
  - 1 launch = 2 episodes
- Estimated maximal potential for TV channel in all distribution networks is 10.000.000 launches / month

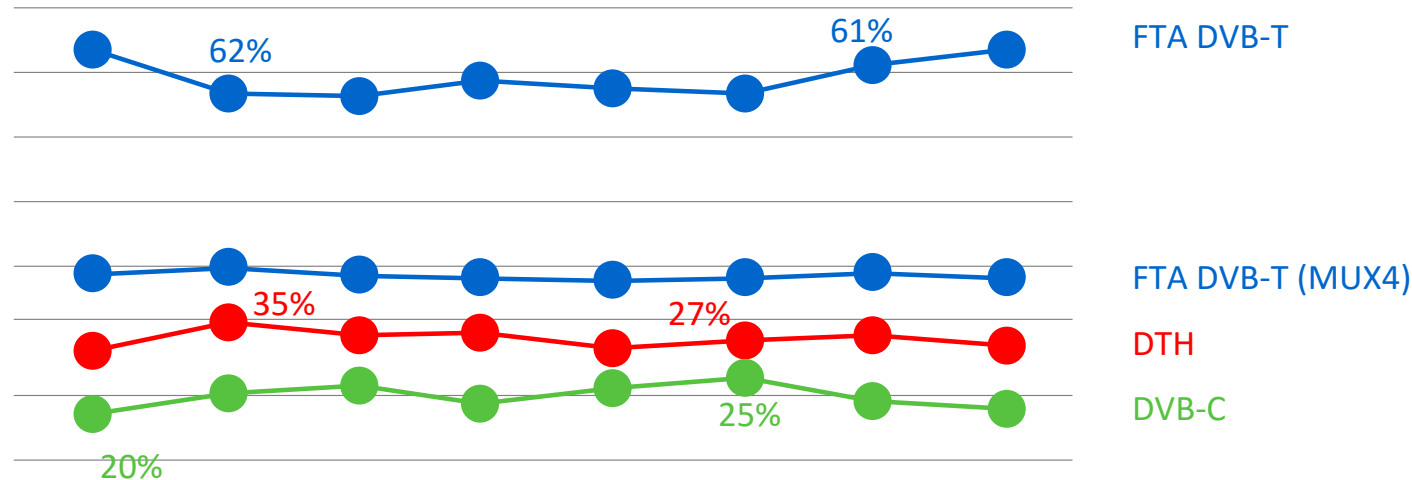
# Knowing the Market (Czech Republic Example)

- Statistics

- 35% of population has smart TV connected to the Internet
- 22% (of 35%) is using smart TV functions daily
- 34% (of 35%) are HbbTV users (~500.000 TVs)



- Environment

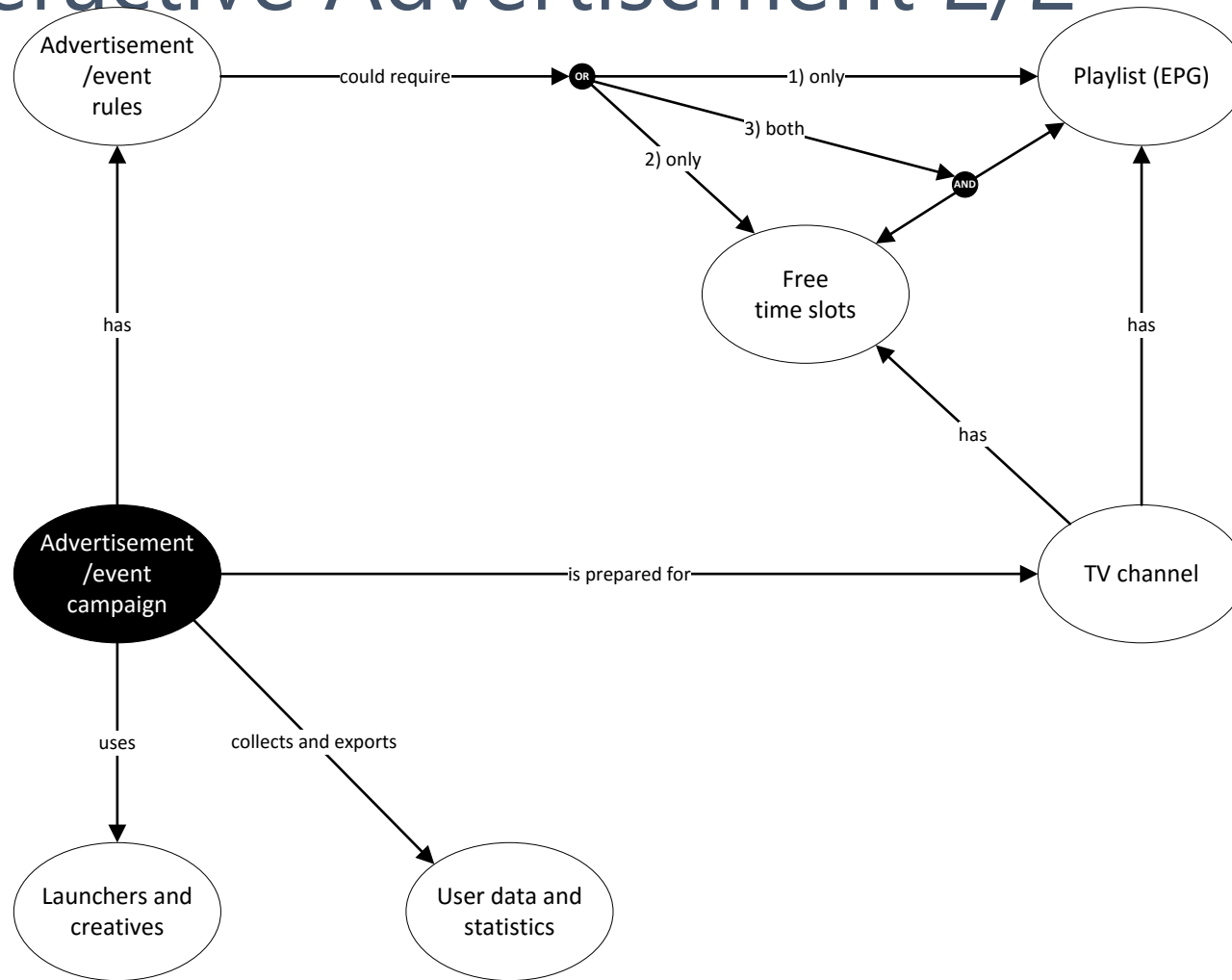




# Interactive Advertisement 1/2

- Started in 2/2016
- Goals were:
  - Identifying how to properly manage the advertisement workflow and handle all resources:
    - Access to the EPG and playlist
    - Advertisement time schedule and rules (sales rules)
- On the technical level goals were:
  - Define ways how to interact systems of various TV channels (export/import)
  - Find a way how to synchronize advertisements with the broadcasted program
- On the business/marketing level goals were:
  - Measure the number of viewers and the way they use HbbTV advertisement
  - Understand the needs of marketing and media agencies and integrate new metrics and rules in the next version of the HENMAN.TV serve

# Interactive Advertisement 2/2



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Thank you for  
your attention

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