

# HbbTV Symposium

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Ministerio de Industria, Energía y Turismo // Salón de Actos

## Driving Top Line Revenues With HbbTV

*Media Broadcast and freenet TV introduce DVB-T2 in March 2017*



freenet TV

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## freenet TV via DVB-T2 HD

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- 7.6m DVB-TV households, 4.0m can receive both public and private channels
- freenet TV includes 20 public and 20 private channels accounting for >90% viewer share
- All channels delivered in HD 1080p, the best picture quality in Germany
- Great value for money at just EUR 5.75 per month
- Easy to set up and use with no long-term contracts
- Wide range of compatible third-party receivers and TVs
- Additional Internet-delivered content available through freenet TV connect

# Wide choice of receivers for freenet TV



DVB-T2 HD certified  
TV Set

freenet TV  
CI+ Modul  
*smart card less*



Antenna



Connected  
Devices  
optionally



Any TV Set

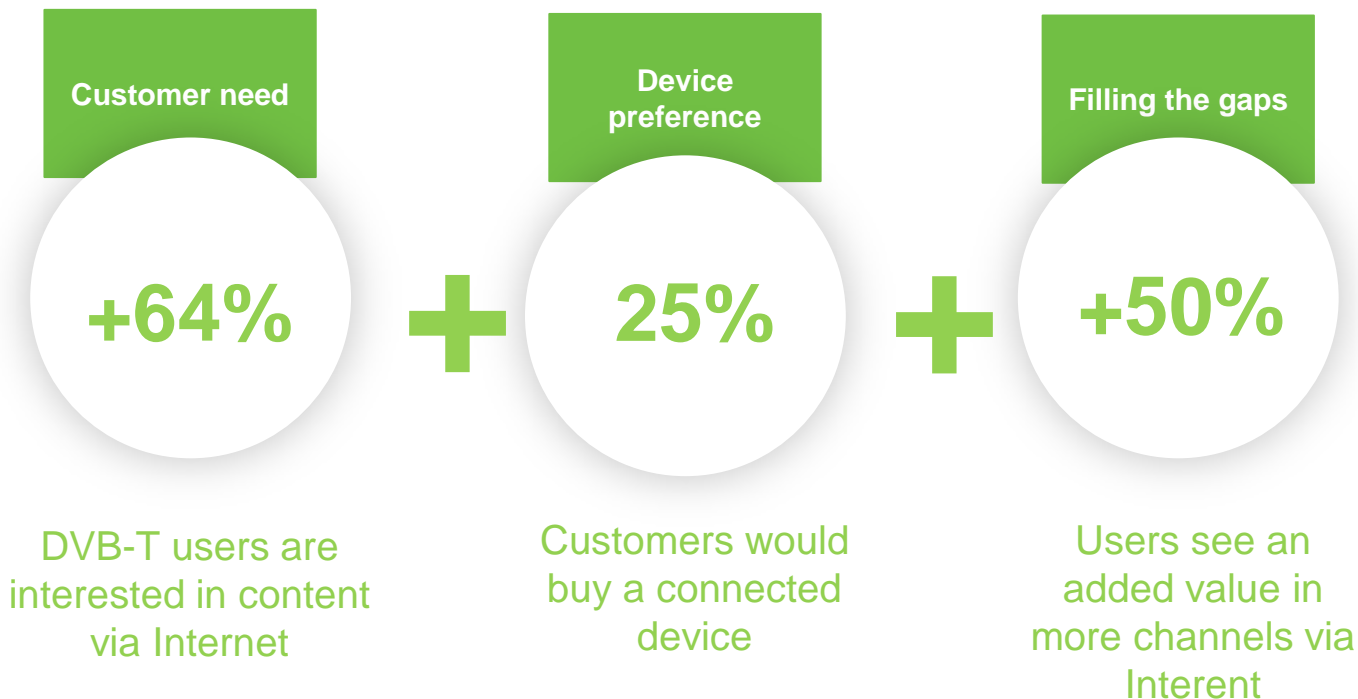


freenet TV  
**certified** receiver  
*smart card less*



freenet TV  
**certified** receiver  
*for freenet TV connect*

# Many DVB-T users are enthusiastic for new technologies



# freenet TV *connect* adds real value based on HbbTV

Easy-to-use portal for catchup content and EPG

Linear Internet TV channels for special interest areas



# Easy-to-use portal for catchup content and EPG

Free to Air

High Quality Content

- All German broadcasters operate a large number of **high quality catch-up content** including most-viewed programs like „Tatort“ etc.

- Freenet TV connect provides unique access with an new **easy-to-use user interface**

- Overarching search and special interest filters provide **short click-paths to catch-up content** significantly

- Selected **HbbTV apps** e.g. for weather, news, music

- **Special functions for freenet TV paid access users only**

Free to Air

Easy-to-Use

Protected

Upselling Potential



Das Erste



# Linear Internet TV channels for special interest areas

Free to Air

Special Interest Content

- **Special interest areas with linear free to air IP streams:** news & documentary, shopping & life style, regional ...
- **Seamless integration in channel list** allows true zapping experience

Free to Air

Easy-to-Use

- Media Broadcast invests into an OTT encoding and CDN playout to **ensure the best zapping KPI** end-to-end

Protected

High Quality Linear TV via IP



- DTT2 bouquet can be enhanced also by **protected linear IP streams**

Bloomberg  
TELEVISION

DER AKTIONÄR TV

SPIEGEL TV



sonnenklar.TV

TecTimeTV  
Zeit für Technik

\*bibel.tv

tv.berlin

münchen.tv



# HbbTV key tools used for implementation

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- **Autostart apps** for IP channels extend DTT2 channel bouquet to be competitive with cable and sat
- **MPEG DASH, H.264 and HEVC** improve OTT quality to a competitive level
- **Application concept** allows feature rich applications for all purposes
- **HbbTV 2.0** is important as a confirmation to bring new technologies on the product roadmap



# Conclusion: Open standards provide competitive advantage

HbbTV and the related **open standards allow independency** of a middleware and operator boxes which has significant advantages:

- **Wide choice of devices:** Drives box sales and spills out new freenet TV customers
- Our small & smart development **team can concentrate on those tasks that allow us to differentiate ourselves from the others:**

1. Easier user interface
2. Higher OTT service quality
3. Additional value creation



*World Class Standards*

