

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

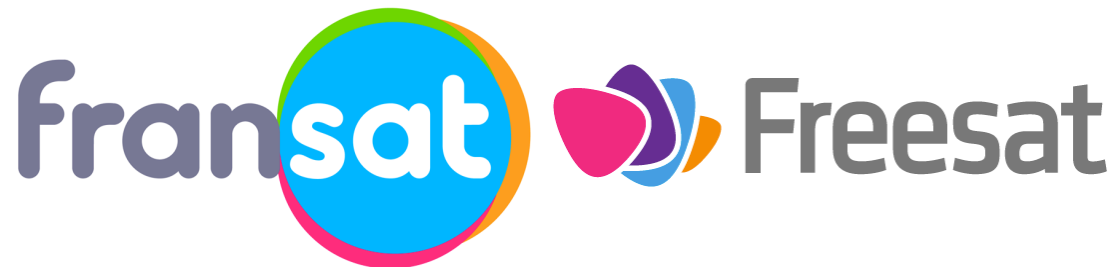
Matthew Huntington, CTO Freesat
FreeTV Alliance



Metaphor by  Freesat



FREETV ALLIANCE



Common Approach across the four members



**Hybrid
Services**



**Pay-TV
Alternative**



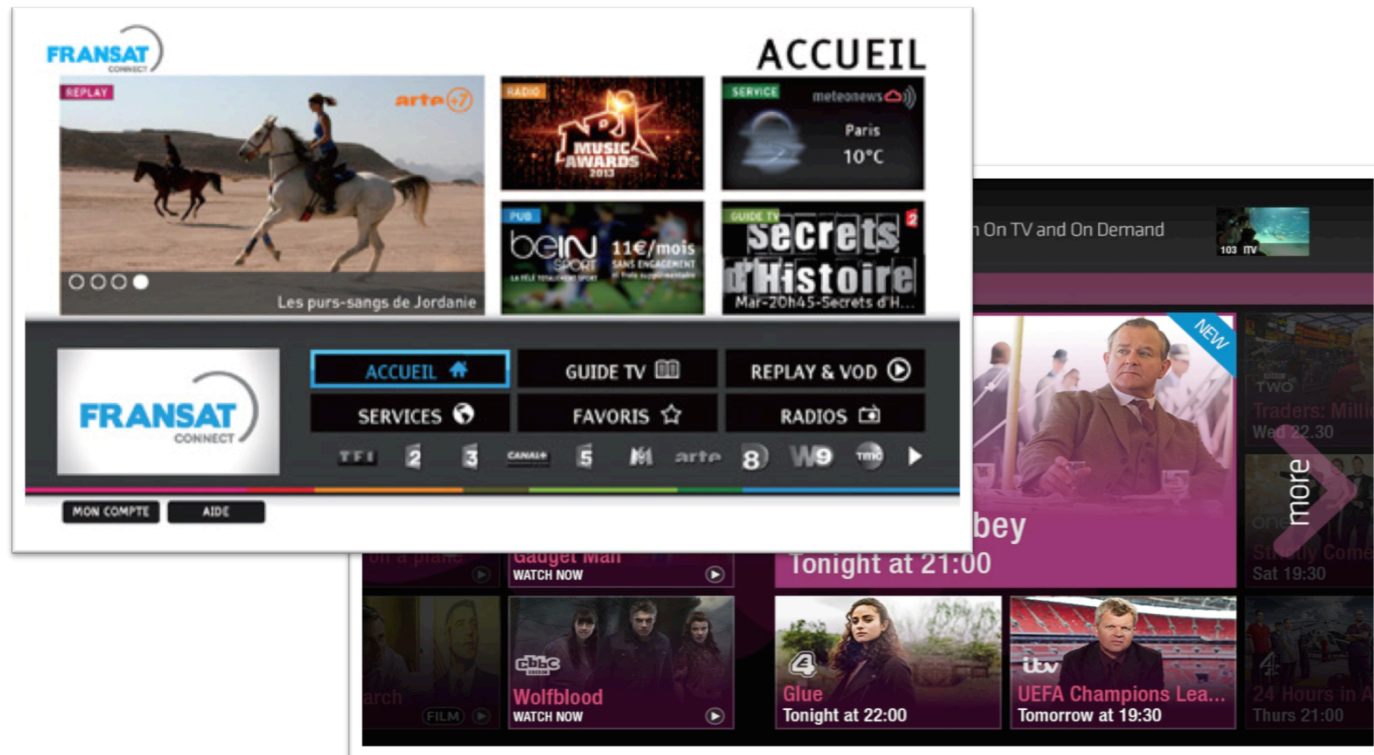
**Retail
Driven**

>8 million homes

**>3 million shipments per
year**

VALUE OF OPERATOR APPLICATIONS

Managed User Experience



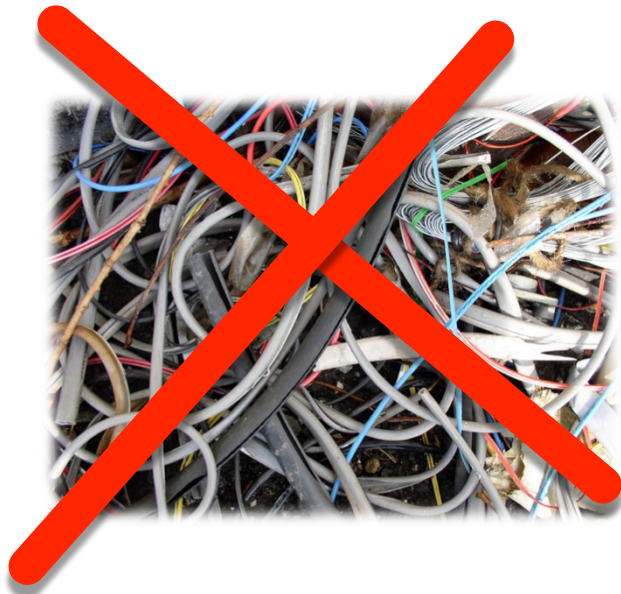


They deliver consistent branding for the operator,
this ensures that viewers know the service is from that operator and will value the service more.

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.



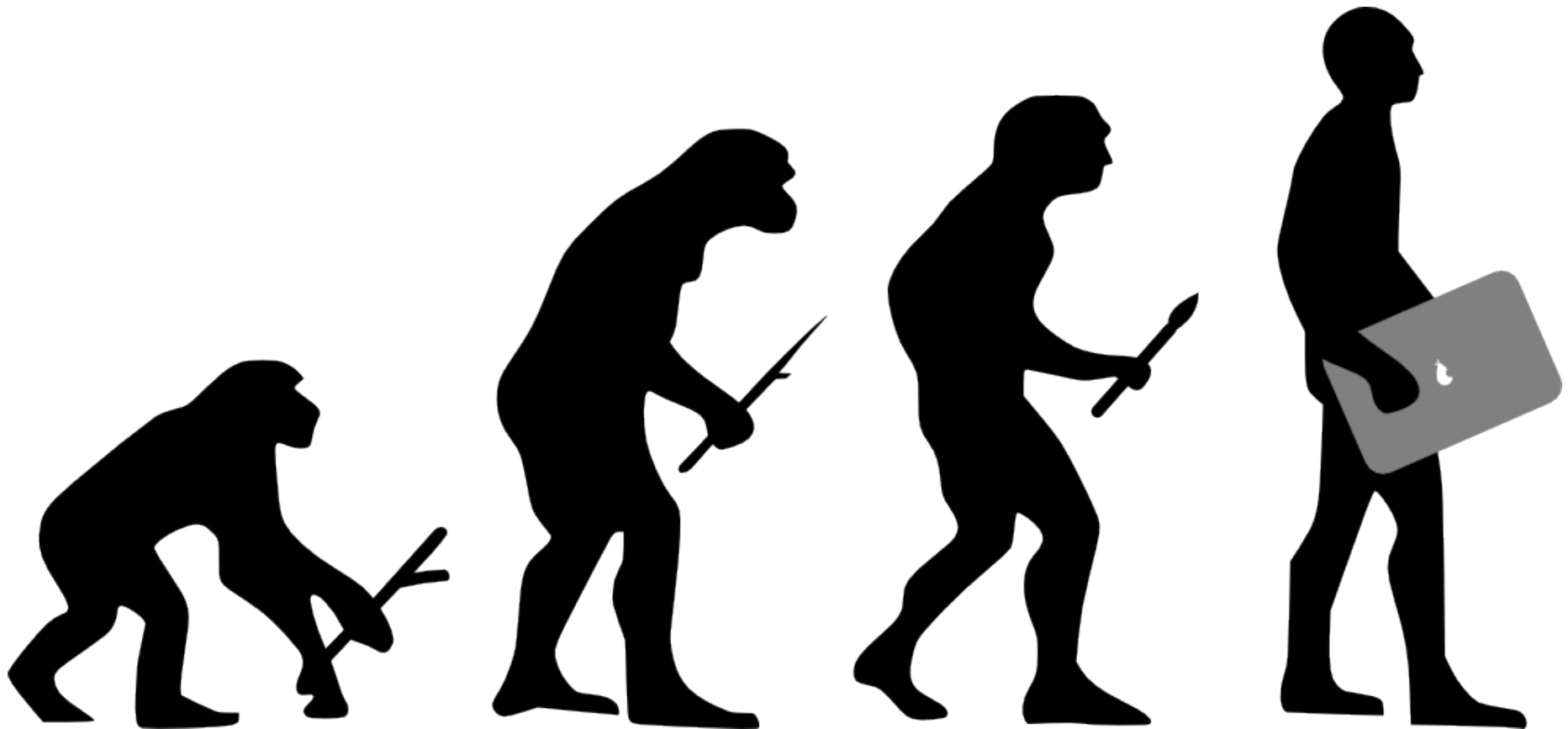
It is also easier to market a service with an operator app as you can show the features as delivered by the operator not some abstract representation.



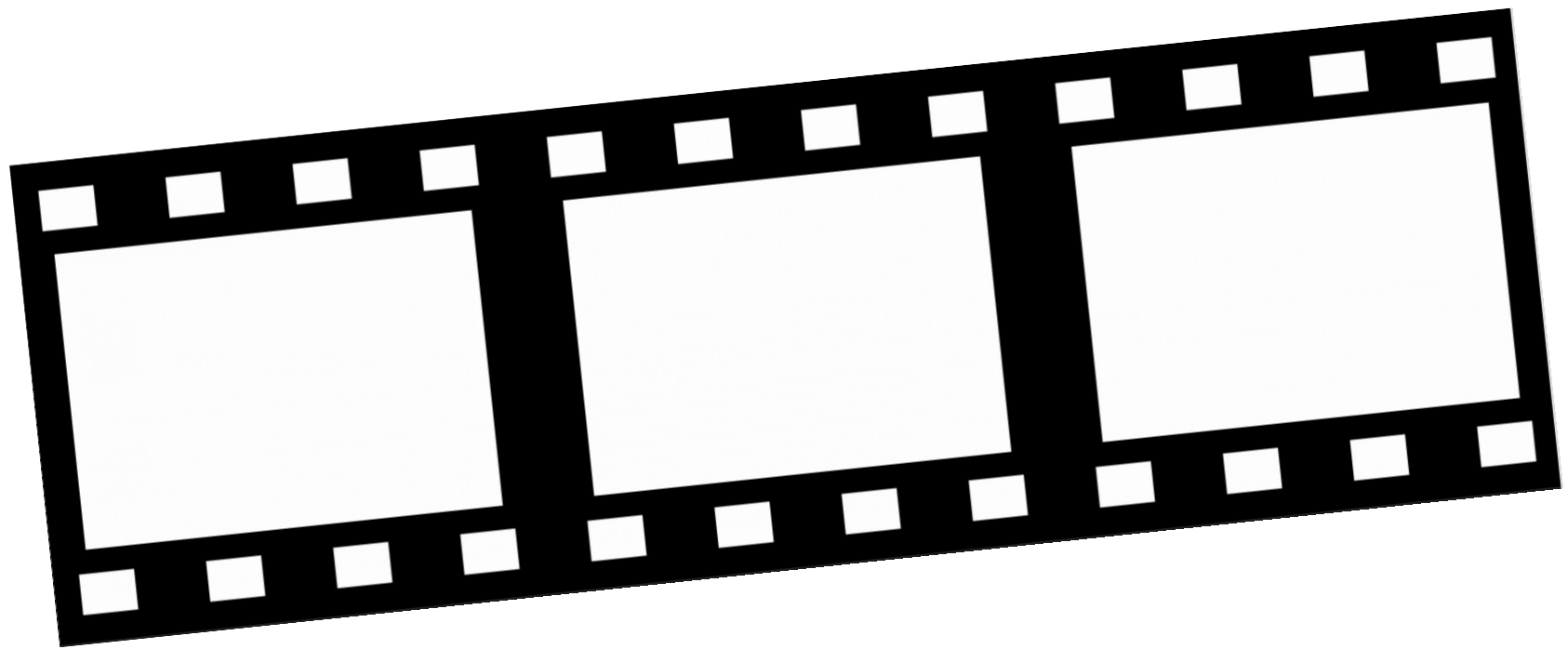
OpApps let consumers get rid of cables, remotes and boxes that clutter their homes.
In bedrooms, kitchens, but also in the living room



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



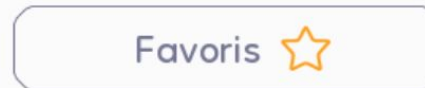
OPTIONS



MENU



SET REMINDER



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

BBC
one HD

now

HOME

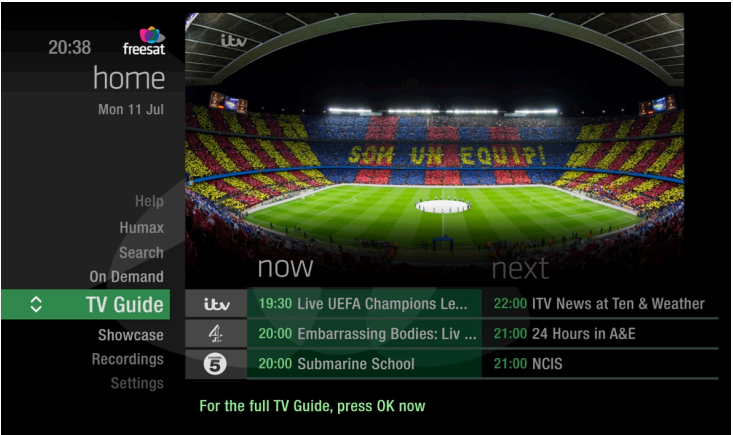
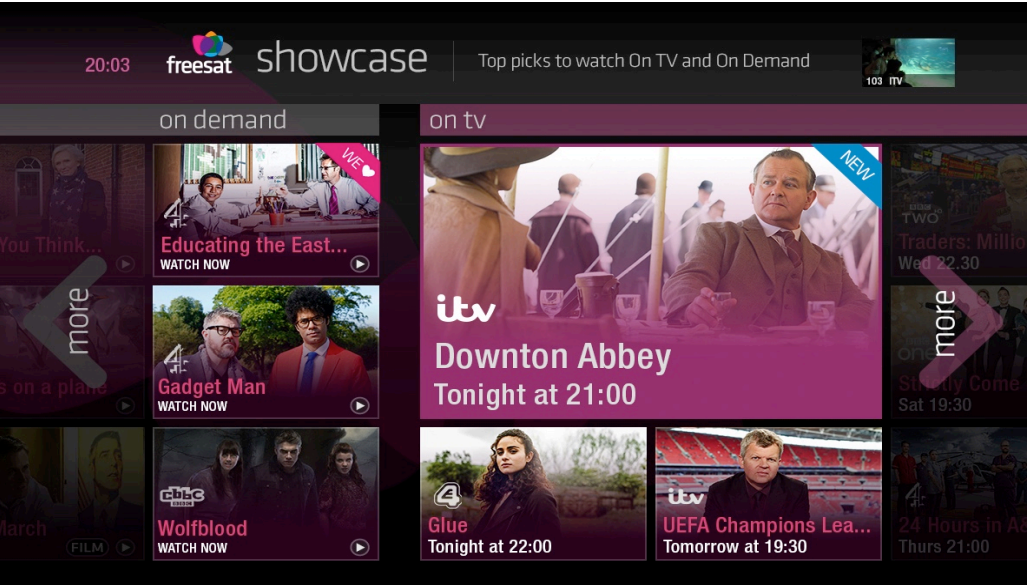
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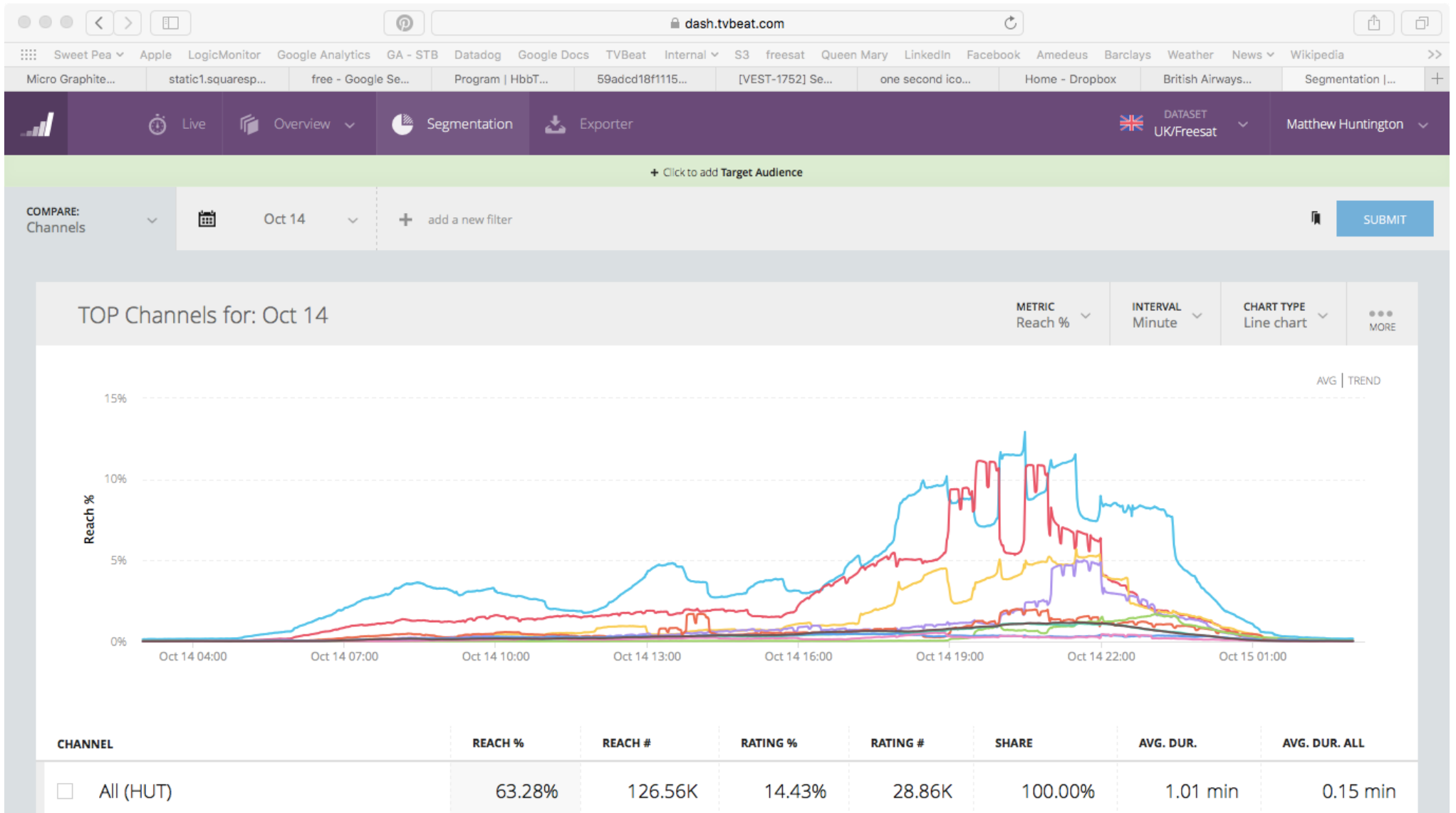
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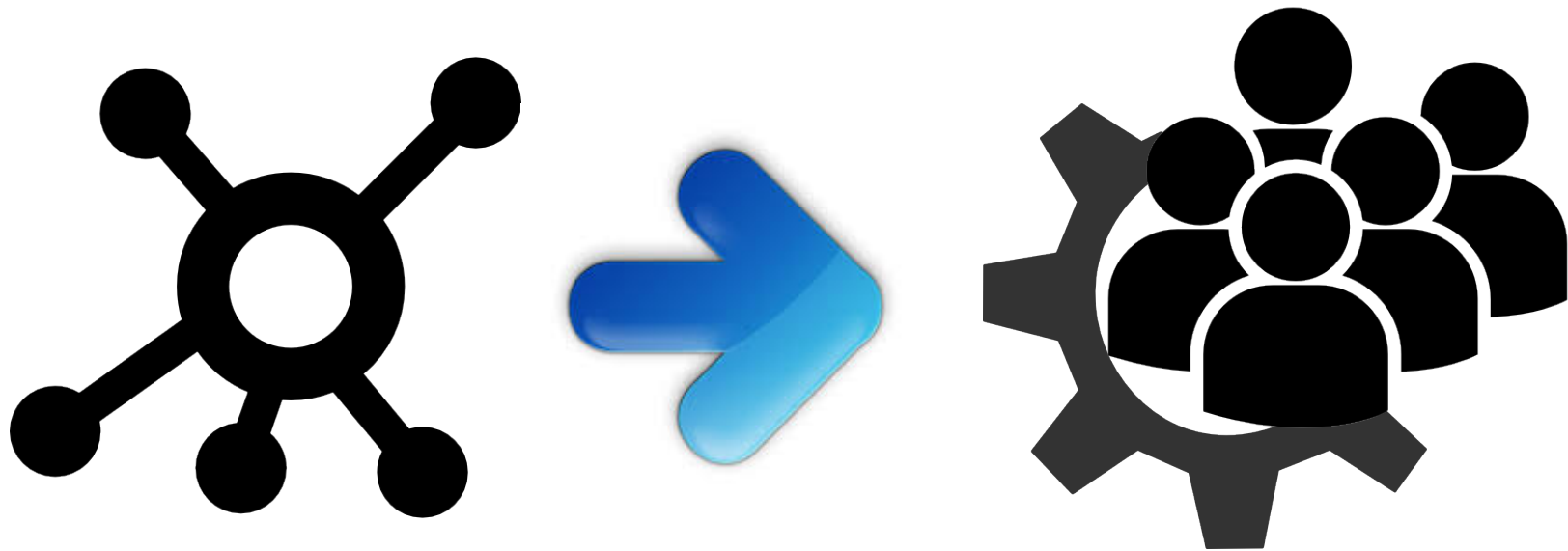


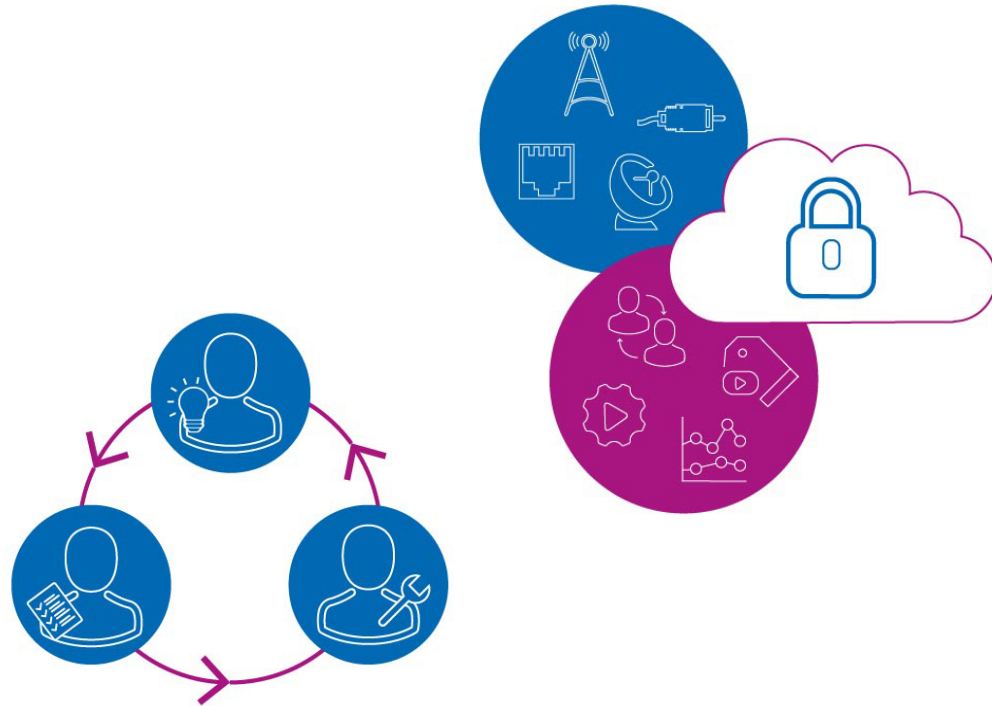


OPERATOR APPLICATIONS FOR FREE-TO-VIEW TELEVISION



ORGANIZATIONAL TRANSFORMATION





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THANK YOU