

Smart TV Alliance: Intro & Perspective

18th October 2016 - HbbTV Symposium
Madrid

Presented by: Merwan Mereby, President Smart TV Alliance

Smart TV Alliance Vision



Smart TV Industry

Various Manufacturers, No Standards

Content Providers

App Developers

TPVISION

TOSHIBA



Panasonic

TV Manufacturers



Smart TV Alliance™

Smart TV Industry

Various Manufacturers with Various OS, No Standards

Content Providers



TIZEN™



Open webOS

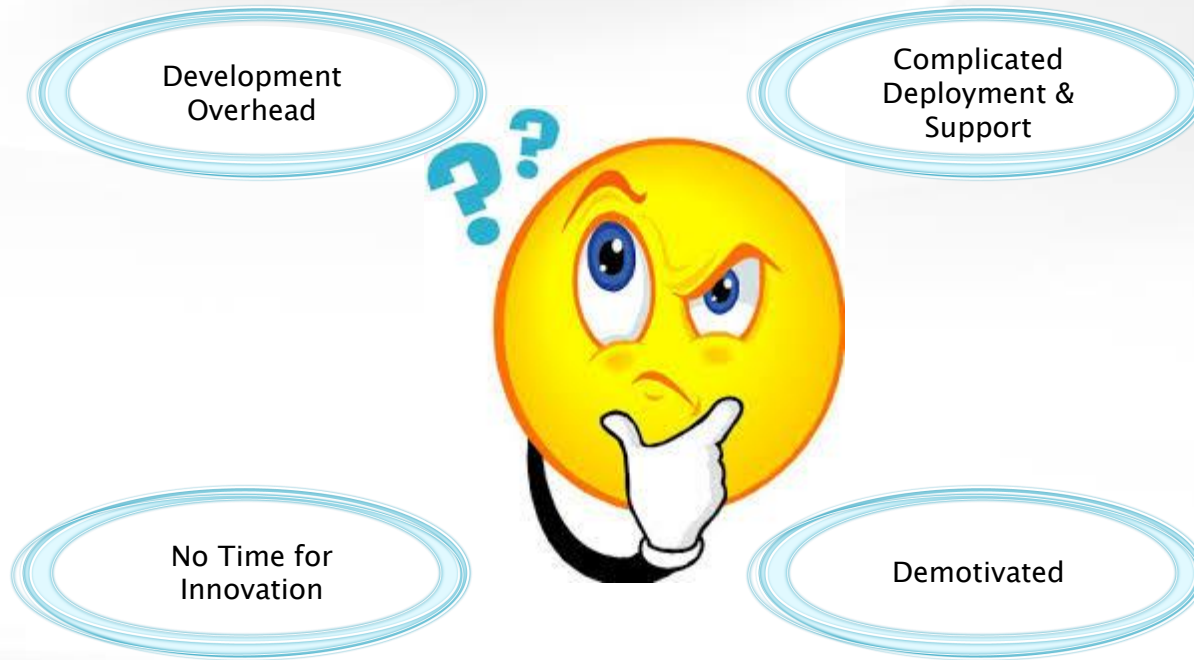
App Developers

TV Manufacturers

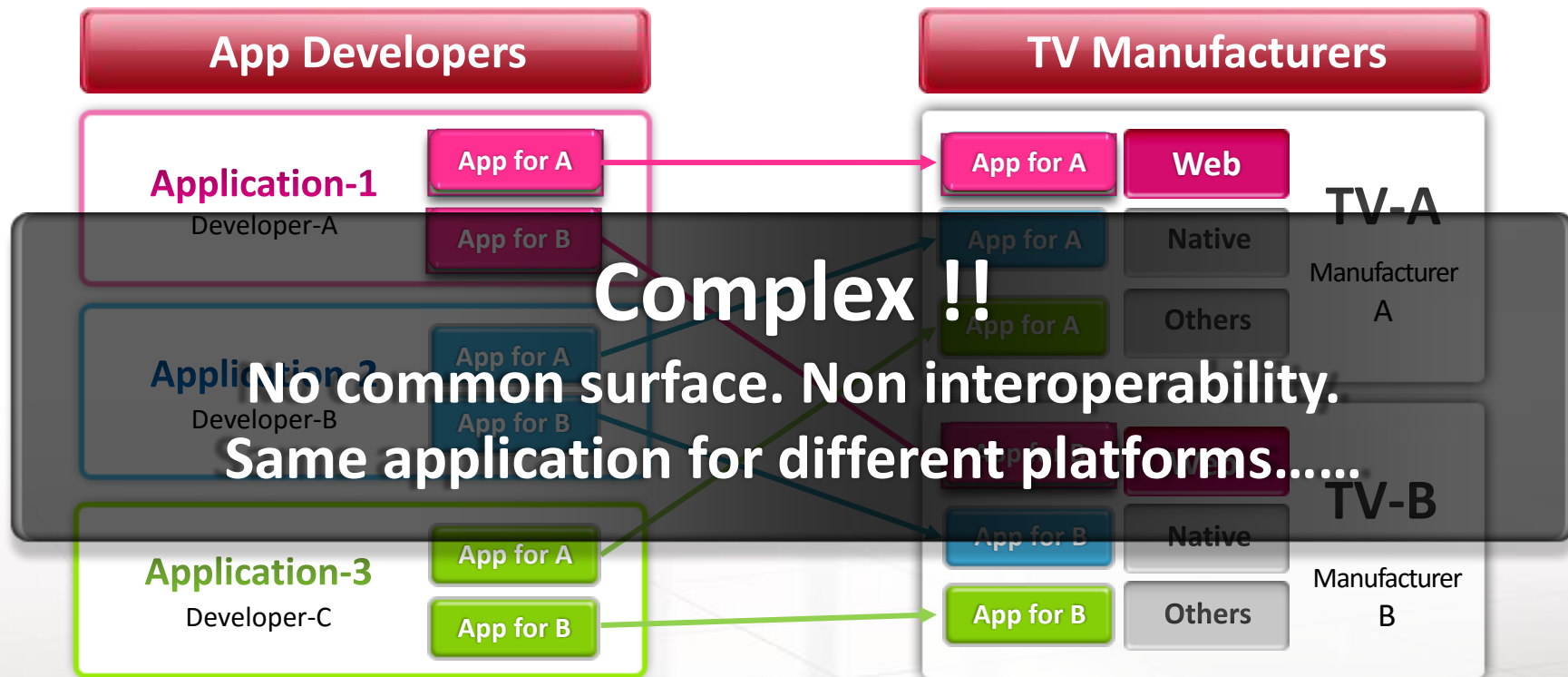


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Challenges of Platform Diversity



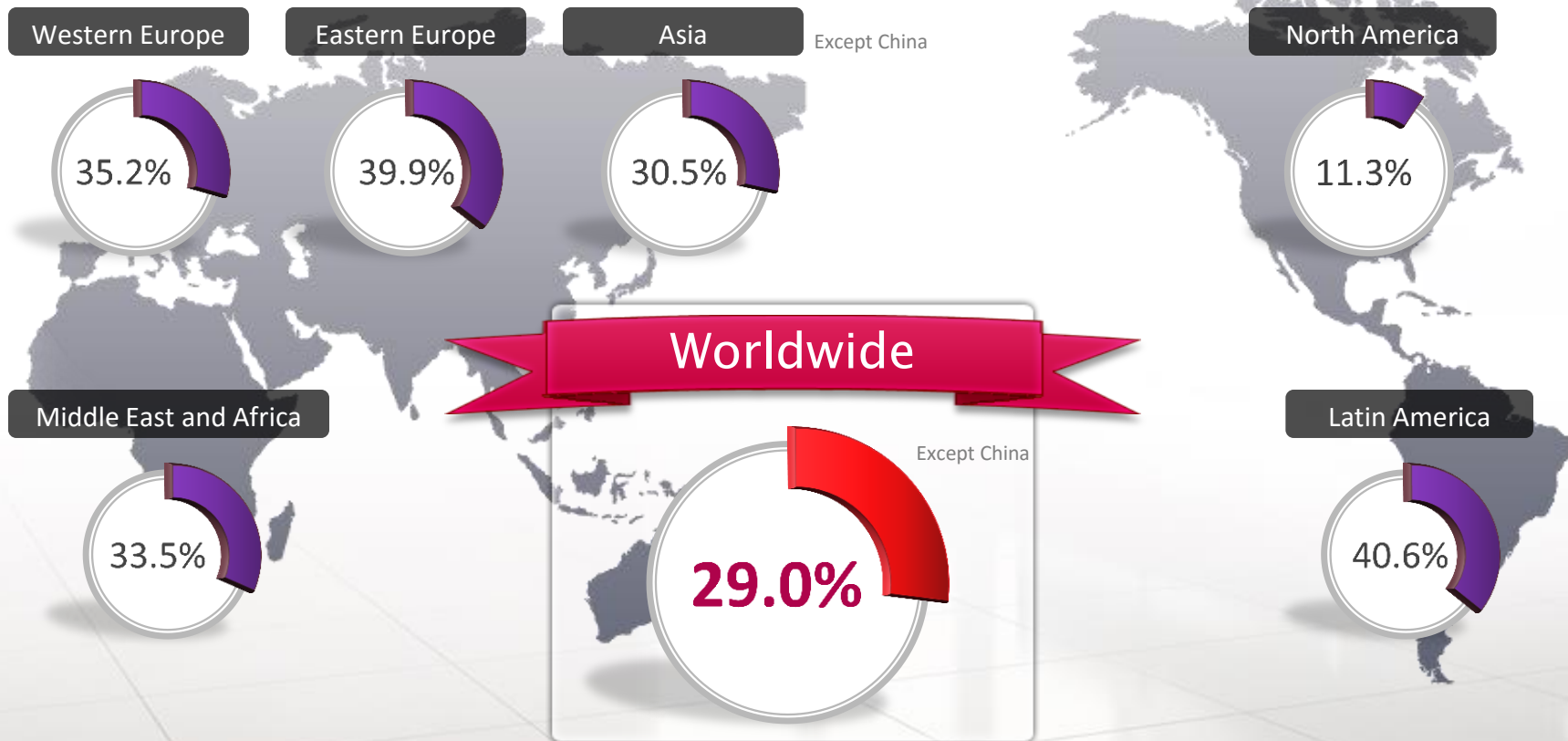
Smart TV Industry



Smart TV Industry



Smart TV Alliance in the Market



STA & HbbTV Joining forces

STA to merge with HbbTV

- Extend the scope of HbbTV to address OTT services
- Streamline standards for OTT Innovation

Enabling Growth & Innovation

- Over 58 million connected TV & growing
- Reaching over 6,000 developers
- More efficient OTT services development for broadcasters, content producers, developers, and manufacturers

Harmonization of activities and specifications

- Common HbbTV Specifications for broadcast and broadband delivery
- New innovative and interactive User Experience



How to drive top line revenue?

Scale

- Advertiser brands require scale through audience reach
- The merger of the Smart TV Alliance with HbbTV provides the scale needed
- Improvement of ads interface is essential
- User adoption of apps is paramount

Build audience through attracting and retaining consumers

- High quality apps and content to attract advertisers
- High quality video for large screens

User Experience is critical

- Make advertising relevant, contextual, attractive yet unobtrusive
- Encourage consumers to install and use apps regularly
- More free trials

Thank you

The background is a light gray gradient. A horizontal bar spans the width of the slide, divided into four segments: gray, magenta, blue, and lime green. In the top right and bottom right corners, there are faint, overlapping geometric patterns of white lines forming squares and rectangles, some with small white starburst highlights.

Q&A



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