

THE PLUS OF SATELLITE FOR HBBTV

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HBBTV: A KEY TECHNOLOGY FOR FREE-TO-AIR SATELLITE TV



An ecosystem that needs to be promoted for the Free-To-Air satellite industry:

- ✓ To enhance the end-user experience**
- ✓ To enhance the satellite viewing experience with IPTV and OTT features**
- ✓ To complete the superior linear TV picture quality with interactive and on-demand services**

EUTELSAT'S COMMITMENT TO HBBTV



- ✓ **Participating in the definition of the HbbTV standard**
- ✓ **Leading extension to the 2.0 standard to Push VOD**
- ✓ **Supporting HbbTV geographic expansion**
- ✓ **Deploying through the Fransat Connected Portal on EUTELSAT 5 West A**



NEW INTERACTIVE SOLUTIONS AT KEY NEIGHBOURHOODS

***Sat.tv* is the personalised TV guide for FTA channels at HOTBIRD and 7/8° West video neighbourhoods**

- ✓ **A tool to promote neighbourhoods and content for viewers**
- ✓ **Launched on mobile devices 18 months ago (+1.2 million downloads to date)**



FREE TV ON HOTBIRD: GOING INTERACTIVE WITH HBBTV

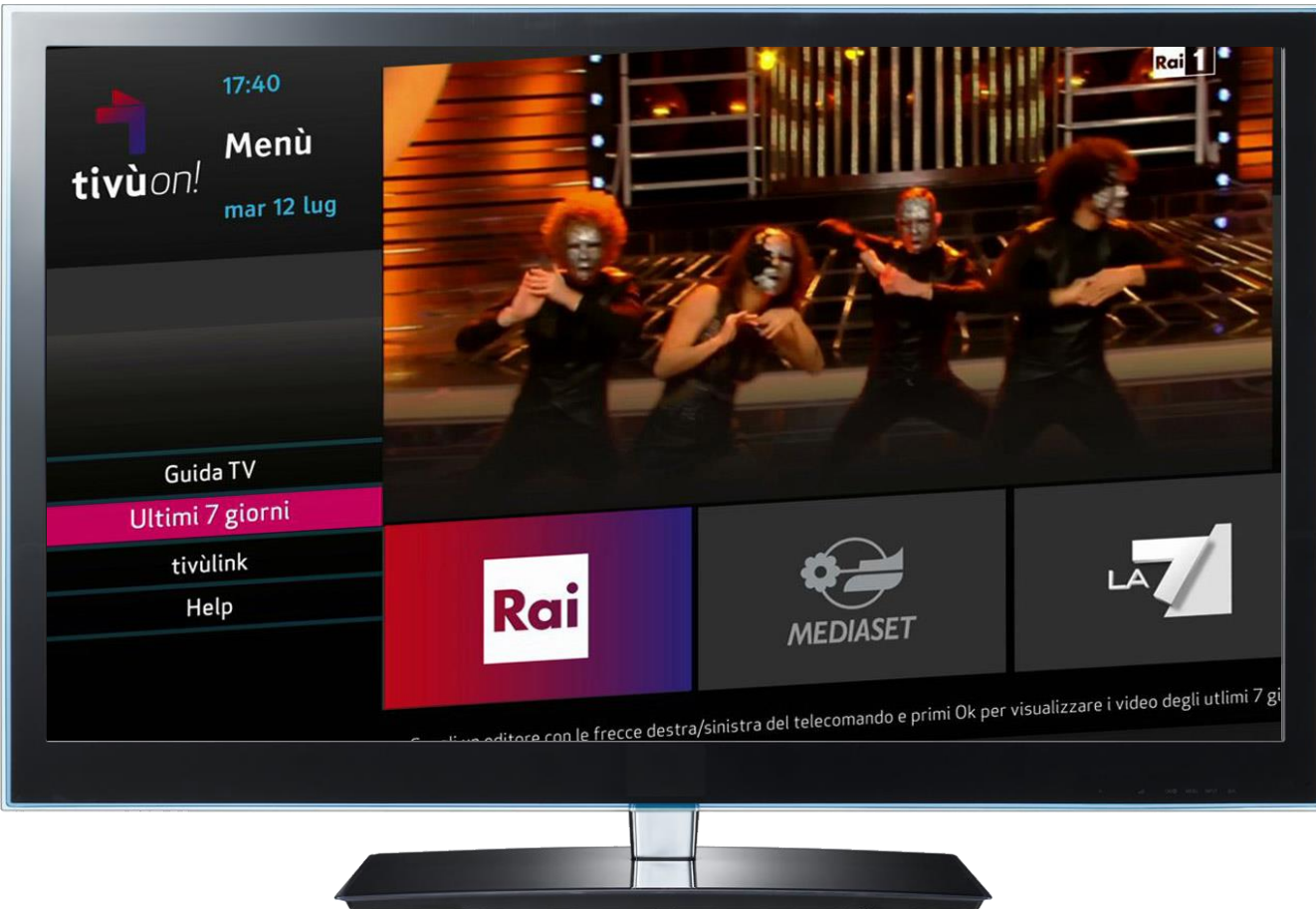


Thanks to HbbTV the app is also now available on SmartTVs and connected STBs

- **Offering a personalised experience**
- **Browsing and zapping programmes of interest in a few clicks on the remote control**



A NEW APP FOR THE ITALIAN FTA MARKET



Our partner Tivùsat is launching the app tivùon! Already on Samsung HbbTV devices

✓ Enhancing usability of interactive services

✓ Increasing the value of FTA via HOTBIRD



GRAZIE!

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