

EPT HYBRID



MULTICAM VIEW



360° VIEW



OVER THE TOP



The comeback of ERT in the new Digital Ecosystem

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ERT was shut down by the Government in June 2013

- In terms of technology that was negative because the ERT has lost a lot of time to develop its Network, Digital Services etc.
- Moreover, for at least two years, ERT hasn't had any presence in any Technology Innovation Forums and, as a result, it was isolated.
- The comeback of ERT in June 2015 resulted in its embracing a lot of technological evolutions, like the deployment of HbbTV Services

ERT HYBRID (TV spot)

<https://youtu.be/s9srPDmOtNY>

What was ERT HbbTV strategy since its launch in Dec 2017 (1)

- 24plus (Catch Up TV)
- VoD (Thematic Categories at least 12)
- EPG (Five Channels)
- Search Services
- Radio Stations (27 live)
- ERTPLAY's
- Weather App
- Archive
- Ad-Hoc Events and Apps like Winter Olympic Games, Super League etc

What was ERT HbbTV strategy since its launch in 2017 Dec (2)

- Penetration in the Greek Market and Services, 250.000 HbbTV registered TV's today
- Some of local e-shops have included logo of HbbTV in TV's specs
- “L” banner in Mundial 2018 and Landing page in Mundial 2018
- Catch up time for VoD 14 days and we are waiting to see what the others will do

What was ERT HbbTV strategy since it launch in Dec 2017(3)

Mundial 2018 advanced services like:

- 360 degrees interactive VoD for first time
- Matchcast Live (multicam selection) different angles
- Match Report VoD (full match VoD with timeline of selectable highlights and option of 16 cameras in every goal)

HYBRID - RED BUTTON TUTORIAL

<https://youtu.be/KAc5HF8W-s4>

The deployment of HbbTV service had difficulties like:

- Action for red button (how to insert to multiplexers red button url)
- Not available in TV sets in terms of software and middle ware
- Not functionality in Hybrid set top boxes (too slow)
- What about if TV set does not support HbbTV services? Some brands didn't want to support ERT's HbbTV services

The deployment of HbbTV service also had easy steps such as:

- Most of Big Brands were willing to support ERT's HbbTV services
- Many requests for deploying HbbTV apps from our customers
- Synergies with “big TV players” on how to release and communicate the HbbTV
- Events and promo

HbbTV service plans for the near future (1)

- more live services,
- multi cam choices in sports and 360 degree videos produced by ERT
- subtitle selection
- second screen
- other innovative services

How we use HbbTV to react to changes in the advertising Market so as to connect the linear broadband world and not linear OTT services

- ERT has an advantage because it is the only one free to air Broadcaster that offers such kind of services.
- That makes ERT more competitive to others.
- Interactive Applications such us (voting etc)

The impact of Netflix and Amazon Prime in Greek Market

- We believe that the above major OTT players will urge us to be more competitive and more attractive to the audience
- The advantages of funding as a Public Broadcaster is a tool for developing and offering free to air innovative services
- The key is content, quality and persistence

The challenge on how to make users press the red button (e.x. animated Red Button?)

- Attractive graphics
- Exclusive content
- Additional services added to linear program

@question to the audience:

Do you believe that the 2019 is the year of HbbTV in terms of penetration in the Market?