

LEVERAGING THE HBBTV STANDARD TO ENHANCE THE FREE-TO-AIR TV EXPERIENCE

HbbTV Symposium - Berlin, Nov 2018

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EUTELSAT, A LEADING PLAYER IN VIDEO DISTRIBUTION



Revenues* **€1.4 billion**

64% in the video market



6 900

TV channels

of which FTA

2 400



1 450

High Definition



1 billion

TV viewers



Europe



Russia



MENA



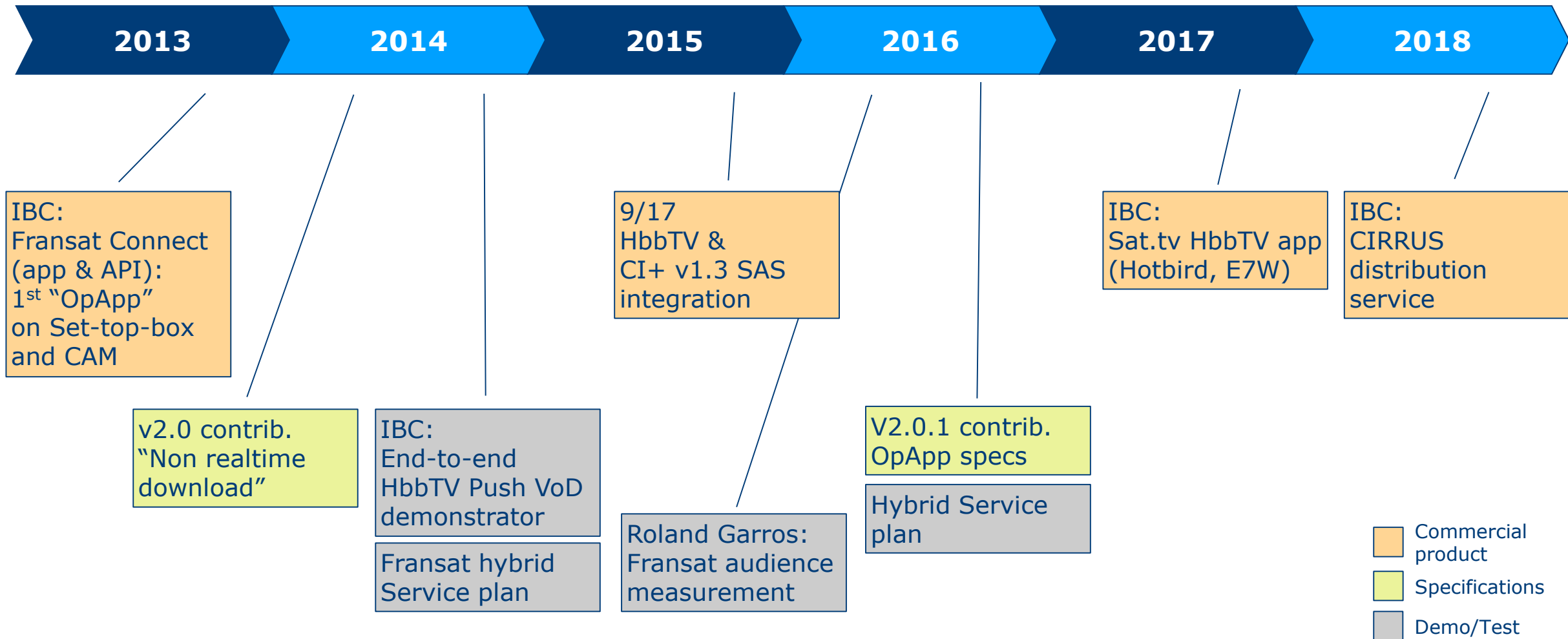
SSA



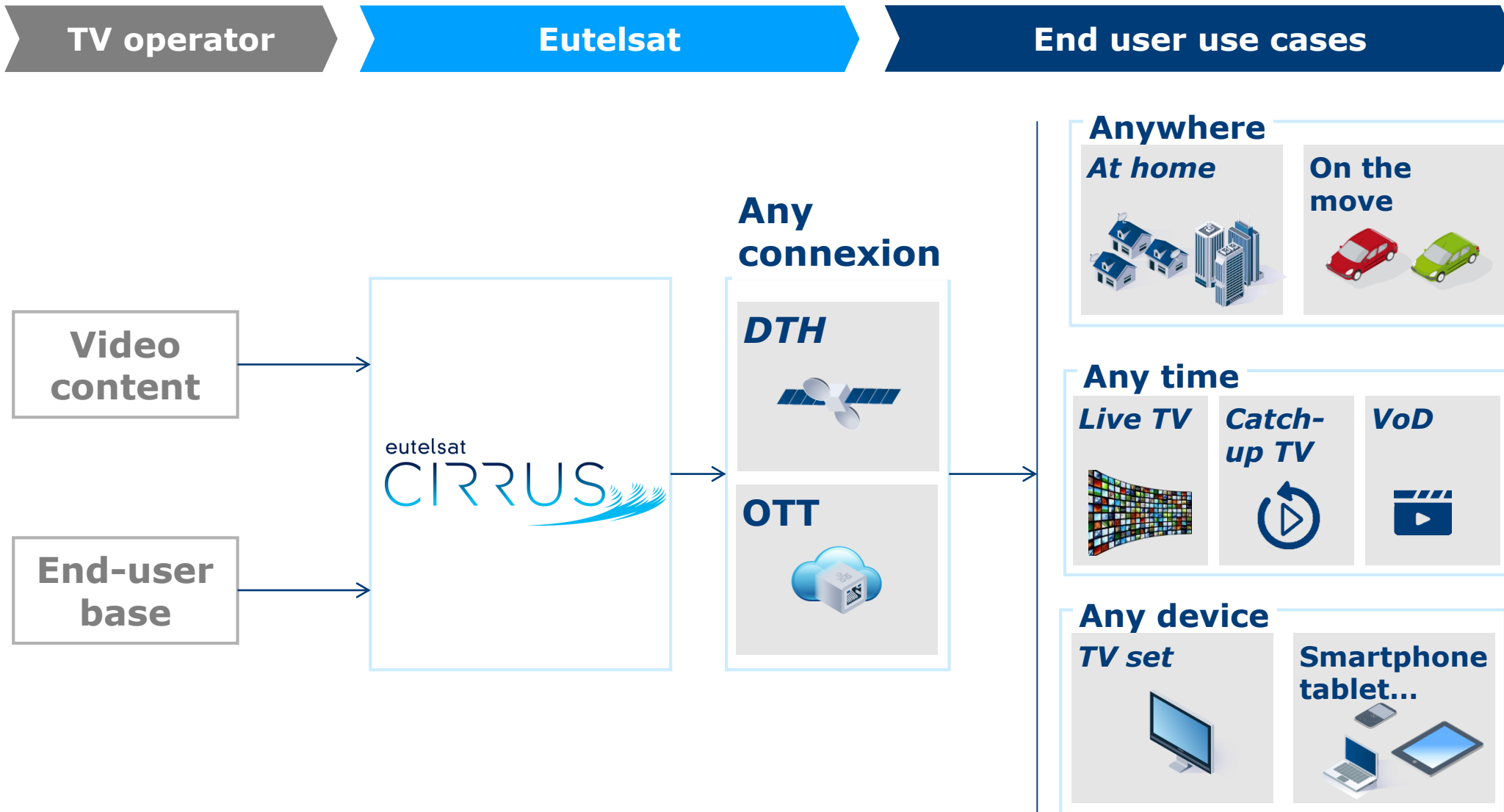
LATAM

* As of 30 June 2018

EUTELSAT, COMMITTED TO HBBTV STANDARD



EUTELSAT CIRRUS: TURNKEY HYBRID DISTRIBUTION PLATFORM TO ADDRESS MULTIPLE USE CASES

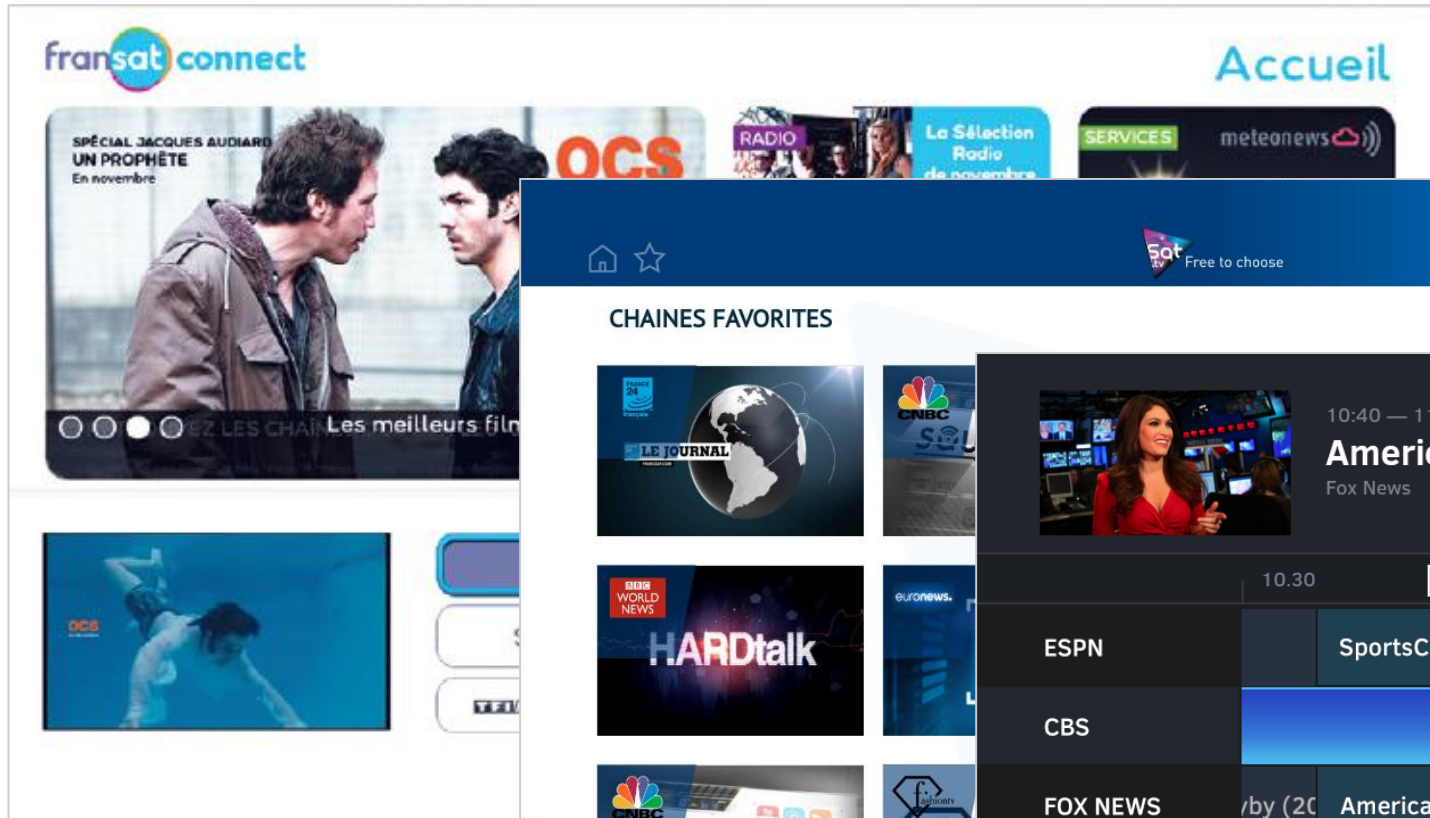


HBBTV TO ENABLE SET-TO-BOX-LESS OFFERS

- /// Setting an ecosystem of receiving devices
- /// request of simple installation and a single remote control
- /// ... yet with rich content discovery
- /// ... and advanced features



... ALREADY DEPLOYED/TESTED BY EUTELSAT



Fransat Connect

Sat.tv

CIRRUS Demo
(broadcast only)

	10.30	11.00	11.30	12.00	12.30	13.00
ESPN		SportsCenter	SportsCenter	SportsCenter	SportsCenter	SportsCenter
CBS			NCIS: Los Angeles	NCIS		
FOX NEWS	by (20	America's Newsroom With Bill Her	Happening Now	Outnumbe	Outnumbered Overtime With	
FOX SPORTS	esterday	First Things First With Cris Car...				
REELZ CHNL		Switch to this channel to view more				
SYFY		Switch to this channel to view more				
NBC		Switch to this channel to view more				

Legend: OK Watch live Red Exit Blue Show detail

Objective

1. **Enhance free-to-air UX on Eutelsat orbital positions**
2. **Enhance channel visibility and content discovery**
3. **Launch new services complementing linear broadcast**

What is needed

1. **Eutelsat to launch new services**
2. **Service platform common to multiple broadcasters**
3. **CE standard to enable new services: HbbTV**

THANK YOU

Go  eutelsat

Go eutelsat
CIRRUS 

Go  HbbTV