



Growing Viewers' Choice: The value of HbbTV for operators

Who is Seraphic?

HTML5 / HbbTV



Open Standard



Worldwide



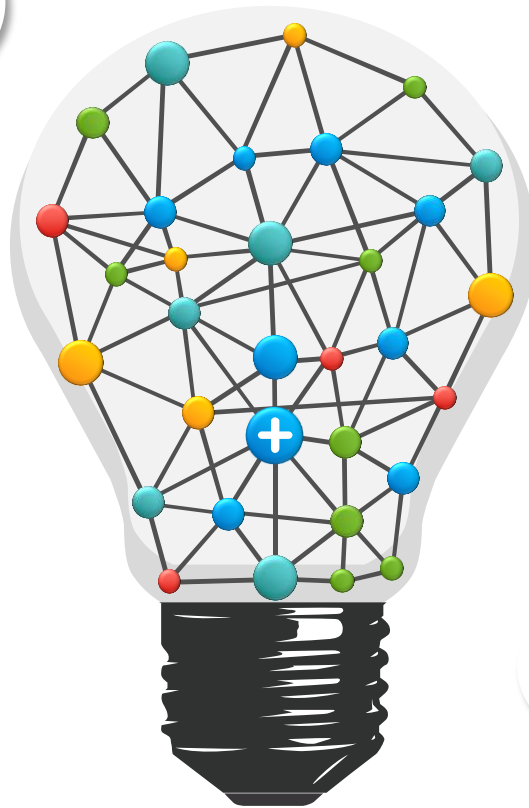
Innovative



Major SoCs



Performant



Features & Pain Points

HbbTV2

Toolbox
Linear & Delinearized TV
Global & Personal

OpApp

Transversal
Broadcaster Consortiums
Operators

Mobi HbbTV

Familiar interactions
Broadband connexion
User owned device

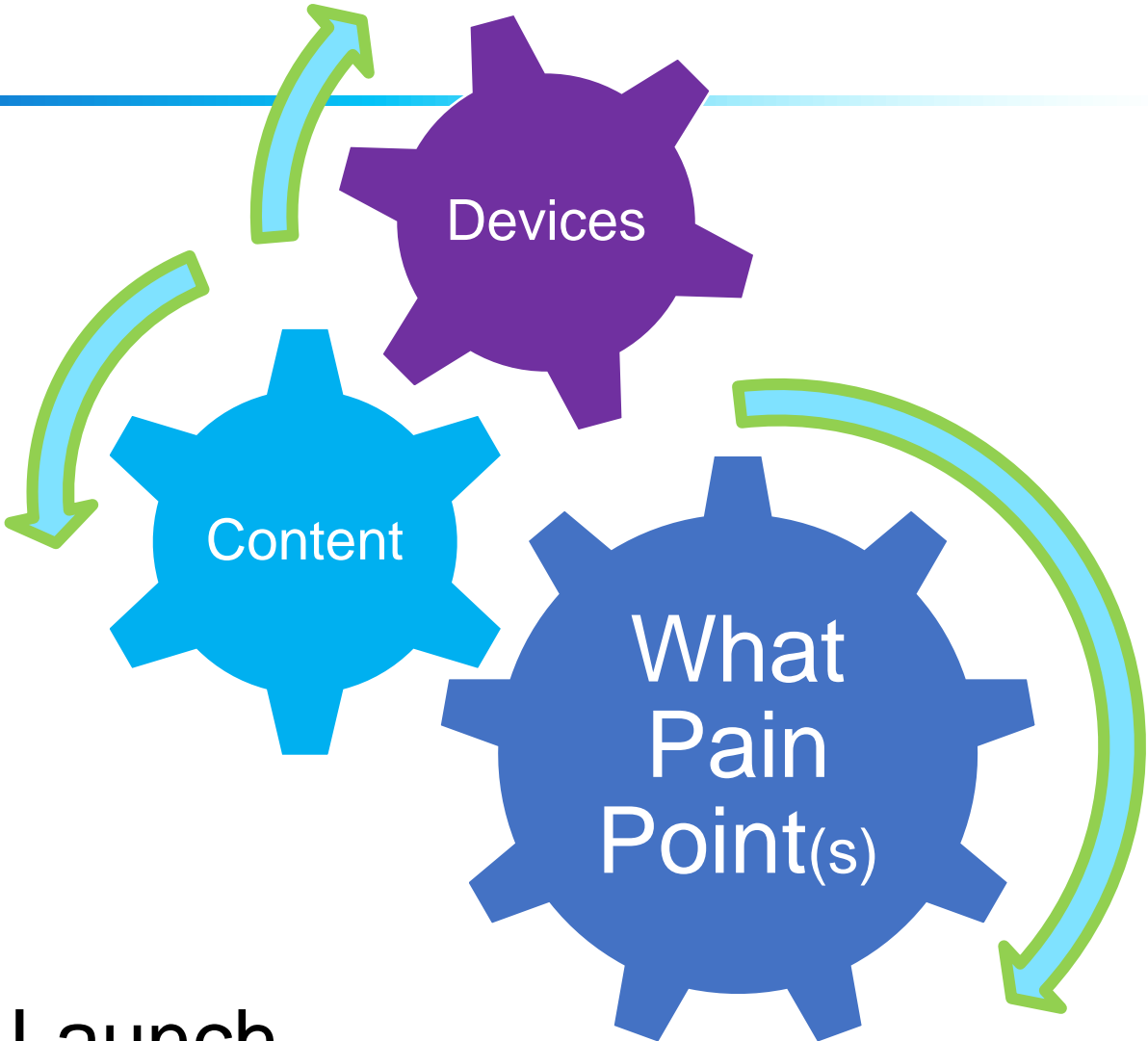
Fragmentation

Proprietary

User
Journey

User
eXperience

Go To Market Strategy



Launch

Full Reach

Enrichment

Project specifications



HbbTV2

- Interactivity
- Enhancement
- Business Models



OpApp

- Main UI
- Search
- Reco
- Navigation



Mobi HbbTV

- TV device
- Split 'Big Screen' / 'Small Screen'
- Broadband Access

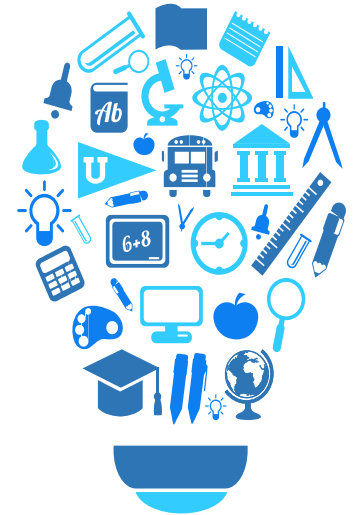
Device native UI / HbbTV UI / Web service UI



Conclusion ?

HbbTV

Open standard
Empower 'Operators'
Foster collaboration



Incredible toolbox
Transform UX
Enrich Business Models
CAPEX / OPEX allocation

Success lies in
Choices
Commitment



QUESTIONS ?