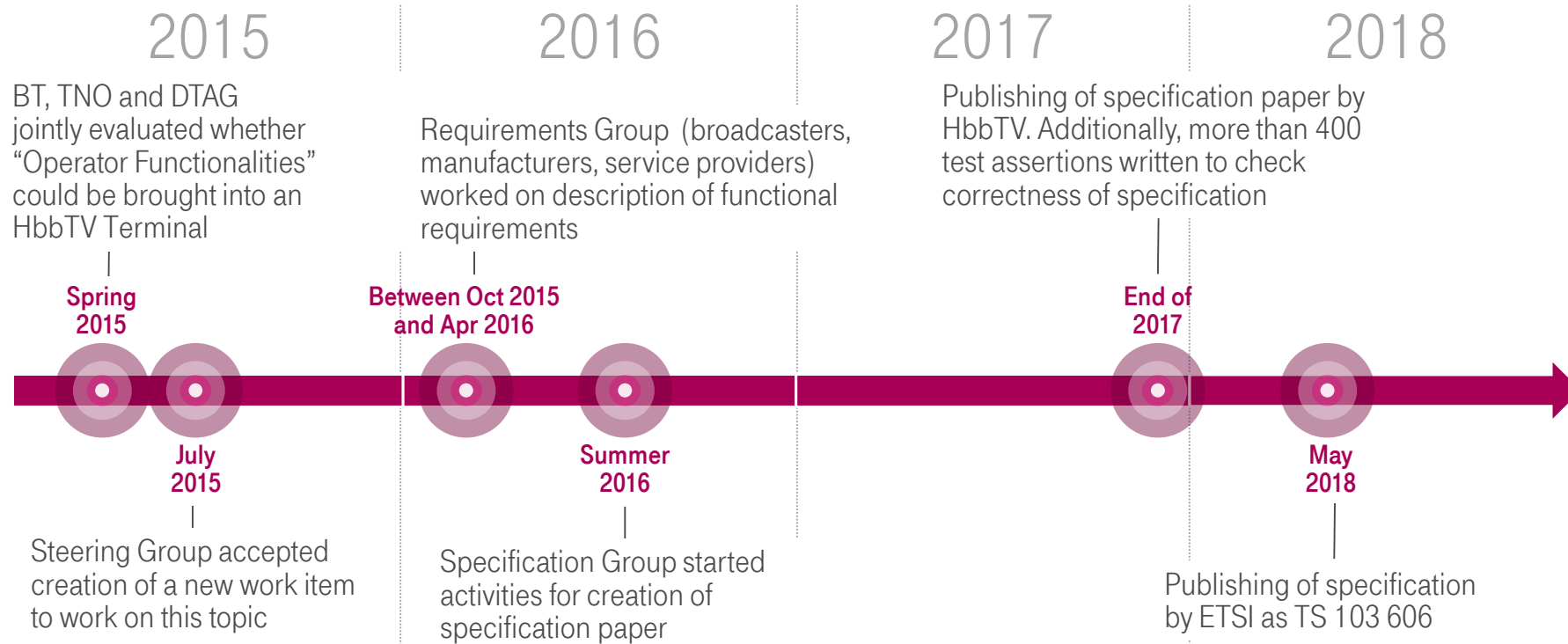




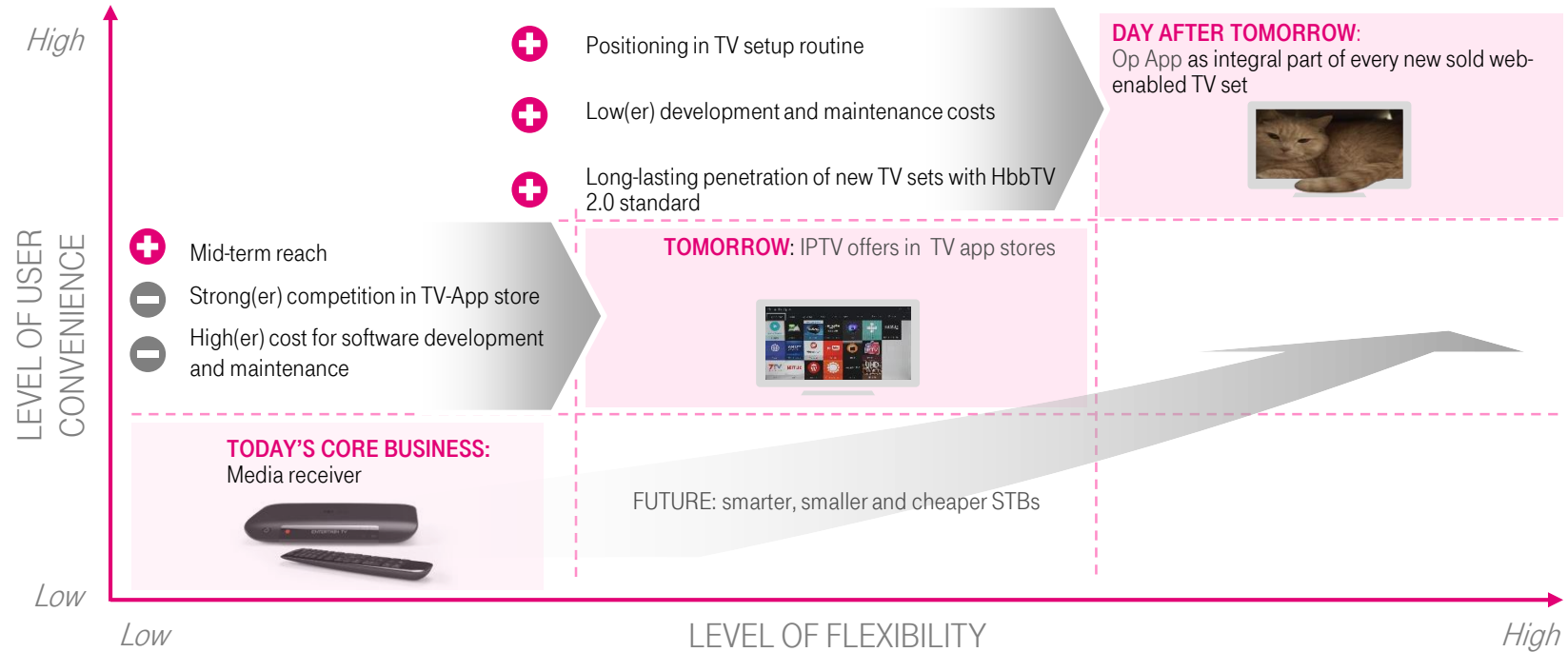
USING OP APPS FOR IPTV OPERATORS

**SOME THOUGHTS BY JENS JOHANN, DEUTSCHE TELEKOM
HBBTV SYMPOSIUM BERLIN, NOV. 18**

A LITTLE BIT OF HISTORY



OP APP – THE LONG TERM SOLUTION



BENEFITS OF USING OP APPS

USERS

- + Easy to install, easy and intuitive-to-use TV app
- + Full control of TV content and more content to choose from in service provider's portfolio
- + Major use cases are supported w/o set top box and second remote, results in less cables/equipment



TV MANUFACTURER

- + Chance to differentiate from competition
- + Support for new services
- + Exploitation of new market segments
- + Potential new revenue streams



HBBTV

- + Expands customer base for HbbTV platforms into a new market segment
- + Enriches HbbTV ecosystem
- + Specification bases on approved and accepted standards
- + Makes life easier for consumers



SERVICE PROVIDERS

- + Rely on a mature, well-deployed standard, compatible with existing HbbTV specification and broadcaster apps, reducing complexity of implementation
- + More content offerings
- + Branded experience to customers and consistent customer support



USER BENEFITS

No more need for TV furniture!



No more "Honey, where did you hide the other remote control?"



Less hardware and cables, less hassle and reduced costs

~~€2,94 - 4,94¹~~
monthly

or

~~€79 - 299¹~~
one-time

Media Receiver 200 Kul-HiFi-Stereo-Receiver für einen weiteren Fernseher 3,94 € / monatlich (1) oder einmalig 199,99 €	Media Receiver 400 schwarz Kul-HiFi-Stereo-Receiver für einen weiteren Fernseher 4,94 € / monatlich (1) oder einmalig 299,99 €	Media Receiver 400 weiß Kul-HiFi-Stereo-Receiver für einen weiteren Fernseher und 500 MB Netzlaufzeit 4,94 € / monatlich (1) oder einmalig 299,99 €
Media Receiver Entry Receiver für einen Ultra-HD- und HD-TV 2,94 € / monatlich (1) oder einmalig 149,99 €	Media Receiver 100 Zweikanal-Receiver für einen weiteren Fernseher 3,94 € / monatlich (1) oder einmalig 199,99 €	Media Receiver 300 schwarz Receiver für Full-HD-Receiver und 500 MB Speicher 3,94 € / monatlich (1) oder einmalig 199,99 €



LIFE IS FOR SHARING.



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