HbbTV OppApp and CIPlus CAM

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STATUS: Release
CLASSIFICATION: CONFIDENTIAL
VERSION: 1.0
DATE: 2018-11-01
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What is a CICAM?

- PCMCIA form-factor
- Supporting Cardbased or Cardless CAS
- Standardized by DVB and certified by CI Plus
- 600 million CI Plus device certificates delivered (March 2018)
- All European Digital TV sets are CI Plus compliant since 2010
- Enables PayTV experience on Horizontal devices (low capex, same RCU, no cable…)
What is an OppApp?

- OpApp is an “Operator Application” that provides a STB-like experience without the STB

- To the consumer, an OpApp running on the TV has all the benefits of the STB, without the hassle of cabling and multiple remotes

- Standardized by HbbTV, so OpApps:
  - Can be Interoperable across brands,
  - Are supported by HbbTV’s testing regime
  - can coexist with “regular” HbbTV Apps running on same device.

- Suitable for any delivery system, including IPTV, Satellite, Cable, and Terrestrial
What’s the CAM bringing?

Discovery

Customization

No Connection

User identification

High Value Content

H/W RoT
Discovery

Reference to DVB Service

Standardised Domain Name

Domain name from Descriptor in Broadcast NIT/BAT

Domain Name Hard-coded in Terminal

Hard-coded in Terminal

From Common Interface Module

DNS SRV Lookup

https:// URL

Broadcast AIT

Classic HbbTV XML AIT
Discovery: The CAM installs ‘OpApp’

- **Simplified User Access through:**
  - Operator Portal referenced in the Smart TV AppSet
  - No extra remote
  - No input selection

- **CAM:**
  - Installs the Operator Portal

- **Operator portal:**
  - HbbTV 2.1 Operator Application (OpApp)

- **Standard Solution:**
  - CI Plus 1.4
  - HbbTV 2.1
  - Generally available from 2019 TV products
HbbTV OpApp with the CAM

- Installed by the CAM
- No data carousel
- App is hosted in the CAM

HbbTV 2.1 & CIPlus 1.4 (Operator Profile, Auxiliary File System)
Small Operators will struggle to sign agreement with TV vendors
SmarDTV (with partners) to develop White Label Framework

- As a CAM Vendor, SmarDTV has established contacts with TV manufacturers and is familiar with TV interoperability
- SmarDTV (or an extended structure) could sign agreement with TV manufacturers
- And offer Application Development (with partners) and test services to small operators
- Operators are already customers of SmarDTV
- Under a Service Agreement
OppApp brings Operator UI to Horizontal market (TV)

Standardized: develop once, deploy on every TV

OppApp + CICAM = full STB Experience without the hassles (Capex, Cable, RCU…)

OppApp + CICAM = most user-friendly way of installing OpApp

OppApp + CICAM = enables User Experience even if no Broadband services

OppApp + CICAM = enhances Market deployment by providing White Label Framework
THANK YOU