



# Lessons learnt and challenges ahead

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LOVEStv is the new television.  
The hybrid experience from:



rtve

MEDIASETespaña.

Ver desde inicio



Últimos 7 Días

Recomendaciones

# Challenges:

Reach  
Awareness

User experience

Interoperability

Business

Evolution





Reach

5 Million TV sets

430k users/month

2,3M videos/month





**Promotion in TV**

**Launching event**

**Social Networks**

**Customer support**

**Web page**



# User experience

The easier the better:

1/4 of videos played are start over

Start time is important,  
end time even more

Content is the king,  
all of it.





**Interoperability:**

**lop LAB**

**>80 SmartTVs**

**Versions management:**

**Apps & devices**

**Compromise needed:  
reach vs evolution**

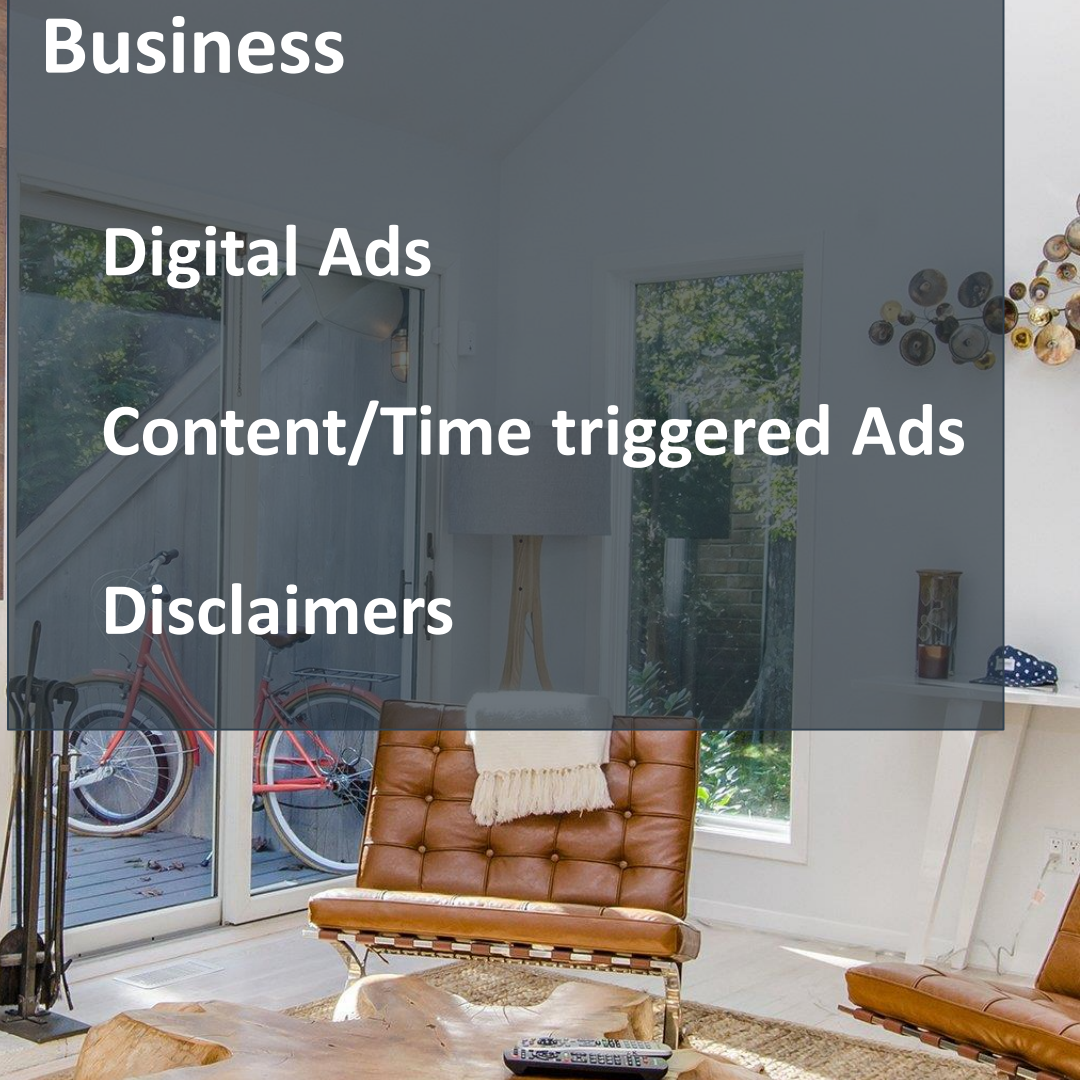


# Business

## Digital Ads

## Content/Time triggered Ads

## Disclaimers





**Evolution:**

**New ways for content discovery**

**New ways to access the service**

**New ways to get more engagement**



# Lovestv



**Thank you and enjoy your hybrid experience**

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