

# Case: National HbbTV / Telecentras



Building a national HbbTV portal and offering in  
collaboration between broadcaster's and DTT operator



## ICAREUS KEY FACTS

**9M+**

Number of viewers  
per day  
affected by Icareus  
solutions

**200+**

Number of customers

**50+**

Countries served

**15+**

Years in operation

# LITHUANIAN TV MARKET

**1,3**

**Million  
Households**

**48%**

**SmartTV  
penetration**

(end of 2018,  
33% growth  
from 2015)

**50%**

**PayTV  
Penetration**

**91%**

**Internet  
Penetration**

**41%**

**DTT Market  
Share**

(Cable 26%  
IPTV 20%  
Satellite 4%)

**> 100**

**TV Channels**

JSC Lithuanian Radio and Television Centre (Telecentre) is a state-owned joint-stock company engaged in provision of radio and television programme transmission, TV broadcast transmission, data transmission, data centers, Internet and IPTV services throughout Lithuania.

Skilled specialists, the most advanced communication technologies and listening to customer needs contribute to high quality of the services supplied by Telecentre.

**62**

Years of TV transmissions

# Case Summary

Telecentras analysis showed that consumers more often prefer to watch catch-up TV and video content created by Lithuanian broadcasters.

Telecentras and broadcasters decided to build together a common platform with single brand that will offer more content and possibilities for content managing as well as interaction with their viewers.

Launched on 5th of June, 2019



## Customer



## Solutions



## Challenge

Even the total TV viewing is staying constant, pure linear viewing is slowly decreasing especially among the younger audience.

At the same time OTT providers have entered the video market traditionally dominated by broadcasters.

Telecentras, as a platform provider, wanted to combine forces with the local broadcasters to address the paradigm change in TV viewing and looked for a new innovative approach to solve the challenge, and to keep the viewers on their DTT network in the even more competitive world.



# Solution

Telecentras decided to build a HbbTV-based platform together with Lithuanian broadcasters. Platform is using the standard digital-terrestrial platform and users of up-to-date LG, Panasonic, Philips, Sony and Vestel TVs will be able to access the offering free-of-charge without the need to search for, download or install an app.

The service currently provides access to FTA channels, catch-up, an improved electronic programme guide, weather and radio services.

The service was built using Icareus Suite TV and Online Video cloud and hbbtv application templates provided by Icareus.

The future plans include e.g. addressable TV advertising, live streaming and detailed audience measurement.



HOME VIEW



In News

<https://www.broadbandtvnews.com/2019/04/22/hbbtv-moves-step-closer-in-lithuania/>







# SERVICE STRUCTURE



Each channel have their own launcher and on-screen menu

A common home view is accessed from each channel

Various common applications are linked to shared main portal

Broadcasters have their own branded catch-up application based on the same template for common usability

# Results



18

Number of FTA TV  
channels on HiTV

23

Number of Radio  
channels

4

Time in months from  
purchase order to  
production

6

Number of  
catch-up applications

30%

HbbTV reach  
growth since  
Launch



*Icareus vast experience, suggestions and insights have helped  
Telecentras to do an amazing job: create and launch HiTV, the national  
HbbTV service, in just four months!*

**Dalius Srėbalius**

Product manager, Telecentras

# CONTACT DETAILS

DON'T HESITATE TO CONTACT US AND WE WILL HELP YOU TO  
DEPLOY YOUR ADDRESSABLE TV OFFERING

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13:19



Programų gidas



Įrašai



Radijas



Orai





# ŠIANDIEN

Televizija	BTV	LIETUVOS rytas tv Lietuvos ryto televizija	1 TV1	6 TV6
			14:45 Žingsnis iki dangaus	15:00 El...
Lietuva	14:50 Kijevo operatyvinė gru...	14:00 Gyvenimas	16:00 Svaragini. Amžina drau...	16:00 CSI kn
Li tarpuk...	15:55 Teisingumo agentai	15:00 Prokurorai	16:30 Svaragini. Amžina drau...	17:00 U
Lietuva	17:00 Info diena	16:00 Reporteris	17:00 Būk su manim	17:30 U
as. Orai	17:30 Kobra	16:48 Sportas	17:30 Būk su manim	18:00 Vedė
Lietuva	18:30 Mentalistas	17:00 Meilė kaip mėnulis	18:00 Keršto gėlės	18:30 Vedė
			18:50 Mokytojas	19:00 Šauk
			19:50 Žingsnis iki dangaus	19:30 Šauk
			21:00 Tabula Rasa	20:00 Res
			22:10 Tabula Rasa	20:30 Res
			...	...





## Alytus



Alytus

Kaunas

Marijampolė

Panevėžys



Thursday

24°/12°



Friday

20°/10°



Saturday

18°/8°



Sunday

14°/7°



Monday

17°/5°



Tuesday

21°/13°



Exit



Add City



Į pradžią



Remove City



Select



11:12  
07.10.2019



## LAIDOS



Valanda su Rūta. 10 sezonas



KK2



Šokio revoliucija



PREMJERA Šiandien. Po metų



Nuo

## SERIALAI



Monikai reikia meilės



Namai, kur širdis



Paveldėtoja 2

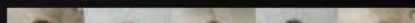


Amžina meilė - 2 sezonas



Naš

## INFORMACINĖS LAIDOS



Menu



| pradžia



