



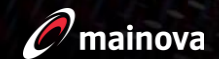
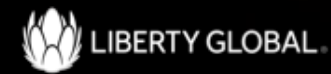
Super RTL case study DRM catch up service

22.November 2019



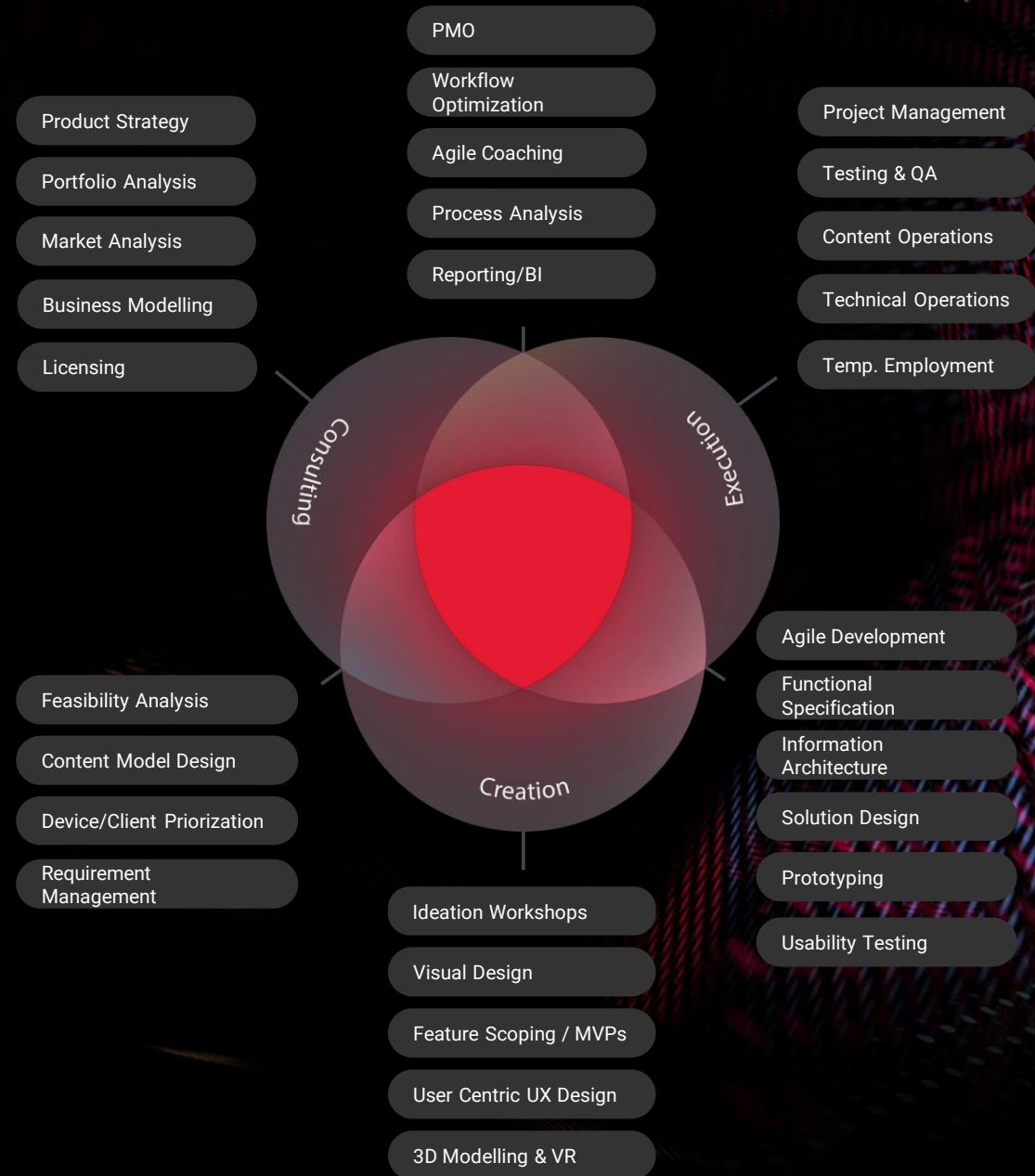
Our Focus: Consulting, Creation and Producing

- Owner-operated digital agency for enhanced TV
- Based in Hamburg
- Founded 2006
- More than 45 Employees follow the mission statement Excellence




Our Focus: Consulting, Creation and Producing

- Owner-operated digital agency for enhanced TV
- Based in Hamburg
- Founded 2006
- More than 45 Employees follow the mission statement Excellence



SUPER RTL

JETZT:
SALLY BOLLYWOOD



DANACH:
NINJAGO - WETTKAMPF DER ELEMENTE
Folge 42: 'Der Tag des Drachen'

DIENSTAG 10.10.:	MITTWOCH 11.10.:	DONNERSTAG 12.10.:
16:20 Der gestiefelte Kater - Abenteuer in San Lorenzo	16:20 Der gestiefelte Kater - Abenteuer in San Lorenzo	16:20 Der gestiefelte Kater - Abenteuer in San Lorenzo
16:45 Sally Bollywood	16:45 Sally Bollywood	16:45 Sally Bollywood
17:10 Ninjago - Wettkampf der Elemente	17:15 Ninjago - Wettkampf der Elemente	17:15 Ninjago - Wettkampf der Elemente
17:40 Inspector Gadget	17:45 Inspector Gadget	17:45 Inspector Gadget
18:05 ALVINNN!!! und die Chipmunks	18:15 ALVINNN!!! und die Chipmunks	18:15 ALVINNN!!! und die Chipmunks
18:45 Einfach tierisch	18:45 Einfach tierisch	18:45 Einfach tierisch
19:15 Angelol	19:15 Angelol	19:15 Angelol
19:45 Grizzly & die Lemminge	19:45 Grizzly & die Lemminge	19:45 Grizzly & die Lemminge
20:15 Otto - Der Film	20:15 Dr. House	20:15 The Glades

■ zum TV
■ Primetime
■ Impressum
■ Datenschutz

Status quo at project start

Super RTL EPG

Only HbbTV service

Needed for Addressable TV

Limited benefit for users



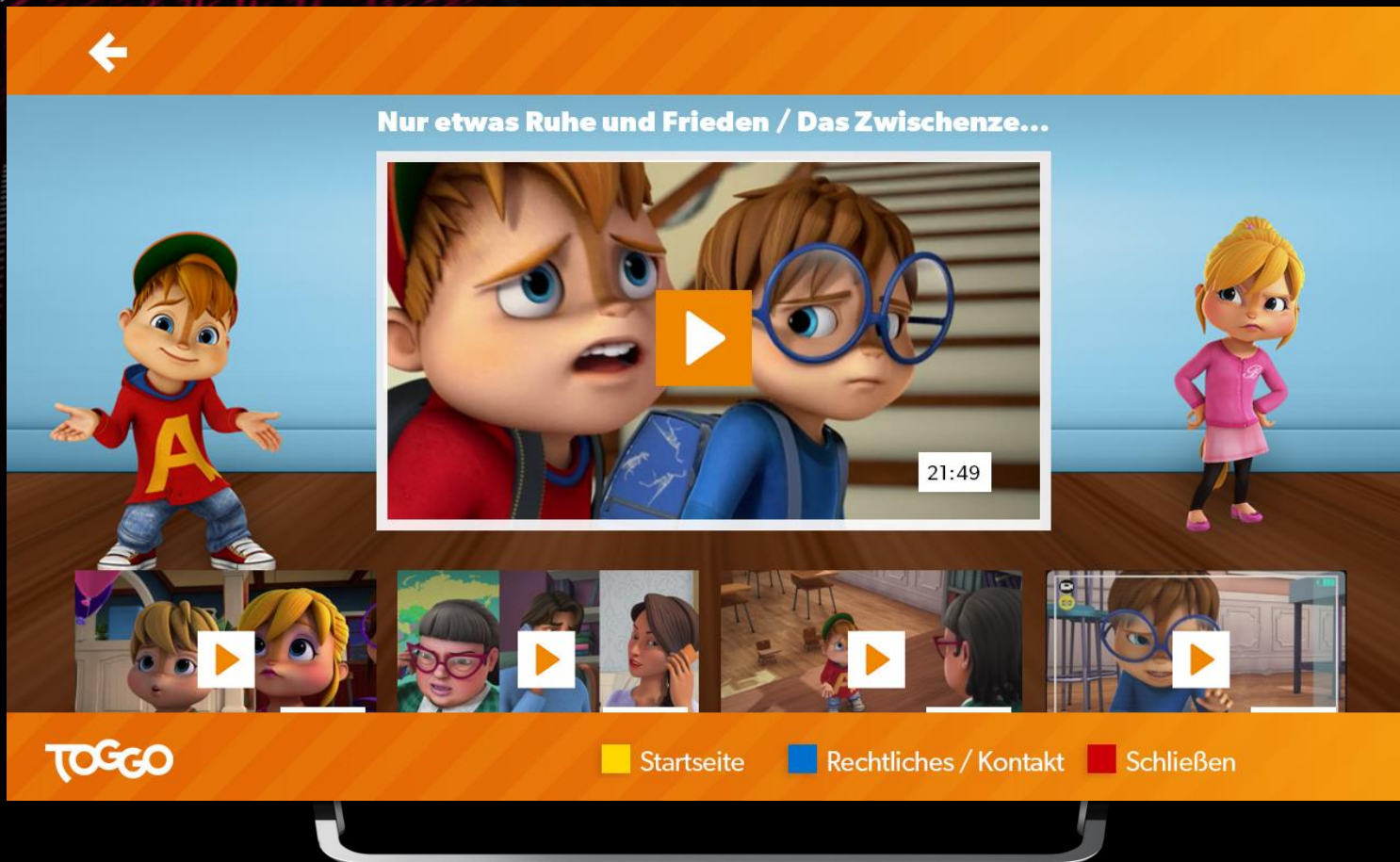
Three challenges

- Two very young target groups
 - pre school kids
 - elementary school kids
- Only DRM content
- Special requirements for Ad integration on a kids channel



Usability is user centered for young target group

- Startbar with character icons
- Very direct access to video
- Avoid complex app structure
- Colour code for the two areas (Toggolino / Toggo)



Usability is user centered for young target group

- Startbar with character icons
- Very direct access to video
- Avoid complex app structure
- Colour code for the two areas (Toggolino / Toggo)

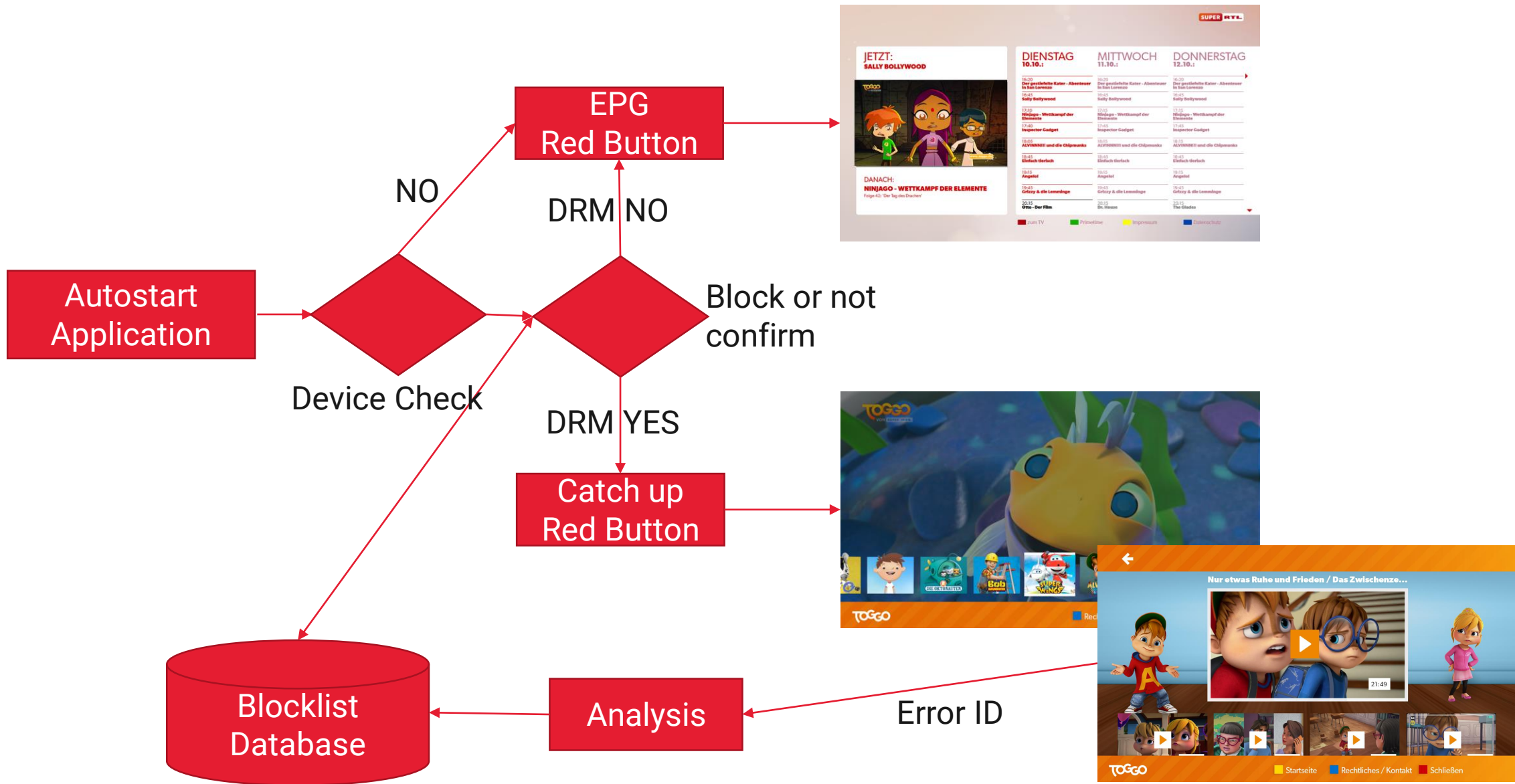
Devices	2015	2016	2017	2018
Samsung	30,6%	30,6%	28%	28%
Panasonic	9,5%	9,5%	11%	11%
Sony	8,3%	8,3%	9%	9%
Telefunken	9,0%	9,0%	10%	10%
Philips	6,5%	6,5%	7%	7%
LG	5,1%	5,1%	6%	6%

Devices	2015	2016	2017	2018	Total
Samsung	1.927.800	1.983.033	1.835.541	1.662.000	7.408.374
Panasonic	598.500	615.648	722.289	654.000	2.590.436
Sony	522.900	537.882	576.506	522.000	2.159.287
Telefunken	567.000	583.245	662.650	600.000	2.412.895
Philips	409.500	421.233	490.361	444.000	1.765.094
LG	321.300	330.506	384.337	348.000	1.384.143
Grundig	485.100	498.999	437.349	396.000	1.817.448
Rest	1.467.900	1.509.957	1.517.469	1.374.000	5.869.325
Total					

	DRM Devices	DRM Marketshare
DRM works	4.397.655	17,3%
DRM should work	4.758.220	18,7%
Total	9.155.875	36,0%

Research and case modelling

- Using market research data from 2016 / 2017 and estimations for 2015 and 2018 for case modelling
- 36% of all devices should support DRM
- Feasibility prototype for Ooyala / Brightcove / Playready
- Unexpected device behaviour



Summary and conclusion



- No validated data on DRM capable device population available
 - Business decision made on own research data
- A lot of devices that should support DRM failed playing DRM content
- Slow internet connections produce DRM errors
- There is a strong need for centralized data bases for device capabilities

Thank you!



Lars Friedrichs

Director

Office: +49 40 29867733

Mobile: +49 171 117 1017

l.friedrichs@teravolt.tv

TeraVolt GmbH • Lagerstraße 34a • 20357 Hamburg • www.teravolt.tv

TERAVOLT
electrifying media 