

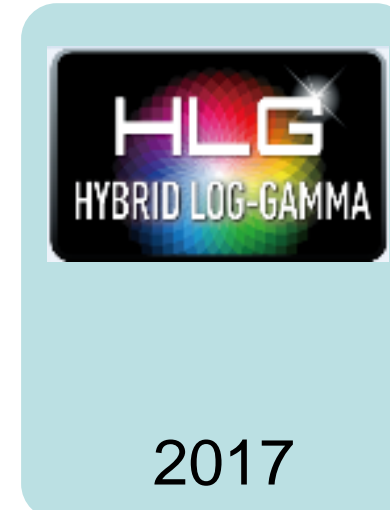
HbbTV OpApp – Views from a manufacturer perspective

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Panasonic's innovation time line

Some key developments since year 2009

Milestones of innovations



Panasonic is the first TV manufacturer WW, that supports the HbbTV OpApp standard!



What is HbbTV OpApp



What is an HbbTV OpApp?

A very powerful tool for operators:

- Resident application in the terminal device
- Privileged
- Starts with the boot of TV
- It replaces some of the Terminal UI
- Branded operator experience
- Coexists in parallel with regular HbbTV
 - Normal HbbTV still works for ALL services!
- Fully hybrid: Broadcast / IP / any mix

Example: With OpApp, Panasonic EPG is replaced by operator EPG



Why does Panasonic believe in HbbTV OpApp?



Innovation that creates value for everybody

Manufacturer

Operators

Consumer

Manufacturer

- Hybrid solution, serves broadcast and broadband
- Pay-TV without additional hardware possible
- Enables TV set to enter new business segments (IPTV)
- Joint marketing campaigns, e.g. TV commercial, dealer seminar, ..
- HbbTV OpApp enabled TVs are more attractive (marketing argument)



- New/enhanced service offering, as a means for customer acquisition, upsell, retention and/or cost saving.
- OpApp is effectively in control of the user experience while the user watches TV.
- Brand experience to customer and consistent customer support
- Universal solution thanks to ETSI standard
- Easy maintenance after deployment



- Single remote control (!)
- Easy installation (No confusion by wiring extra hardware)
- Clean looking living room
- Hybrid: Seamless integration of SVB channels, linear and non-linear content (Mediathek, Restart)
- Easy feature-up possible



Operators

Consumer



How does HbbTV
OpApp look in practise



HbbTV OpApp installation – Two ways (Panasonic)

During Setup

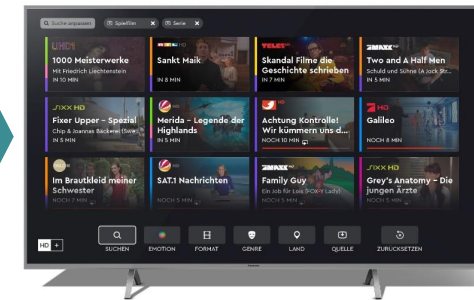
Unpack your TV and start the setup process



Available OpApps are shown during the setup



TV starts with selected OpApp (branding and UI of operator)



Afterwards

Go to the App Market or Home-screen



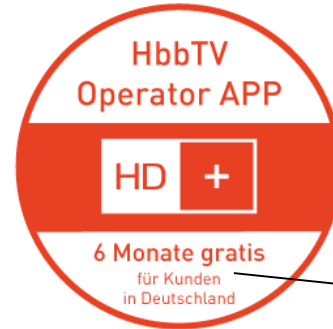
Select to install the OpApp



TV starts with selected OpApp (branding and UI of operator)



First practical implementation:



HD+ TV package includes:

- 23 linear HD channels
- 2 UHD channels

6 months free of charge for customers in Germany.

Restart



Media libraries



TV-Guide



TV set behaves as if a HD+ STB would be connected to the TV
In this case also no CAM module needed, due to NAGRA embedded CA!

And there is more in the pipe ...

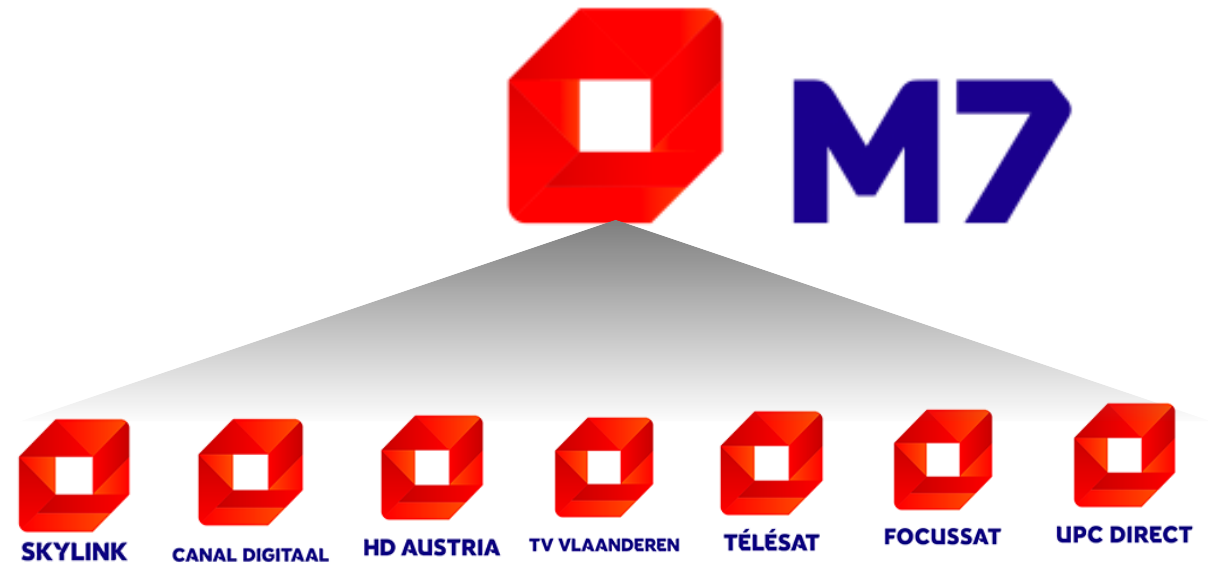


HD+ was just the start!

Meanwhile the following HbbTV-OpApp services are available:



... more under preparation



How does it work?

- Get in touch with manufacturer(s) of your target device(s)
- Agreement between operator and manufacturer needed
- Develop the OpApp
- Deploy as defined in the agreement

**Agreement between
operator and manufacturer**



Legal



An OpApp can take over a significant part of the terminal device (re-branding)

Technical



To ensure, that all technical aspects are covered, and define how the OpApp gets on the terminal.

Commercial



Various business models and relations between operator and manufacturer possible

Thank you ...

