

# DIFFERENT WAYS OF USING HBBTV AS AN OP APP

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Ralph EDEINE | EUTELSAT | FRANSAT Technical Manager & Consumer Equipment

# IS HBBTV A CHIMERA ?



## • Greek Mythology

A fire-breathing she-monster having a lion's head, a goat's body, and a serpent's tail

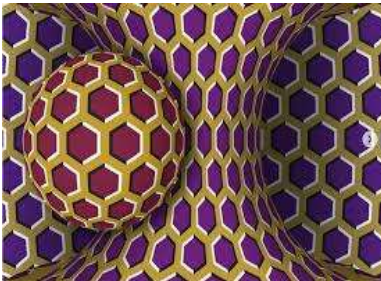
**HbbTV is a powerful standard**



## • Genetics

An individual, organ, or part consisting of tissues of diverse genetic constitution

**HbbTV is a composite reference standard with core and additional independent specifications**



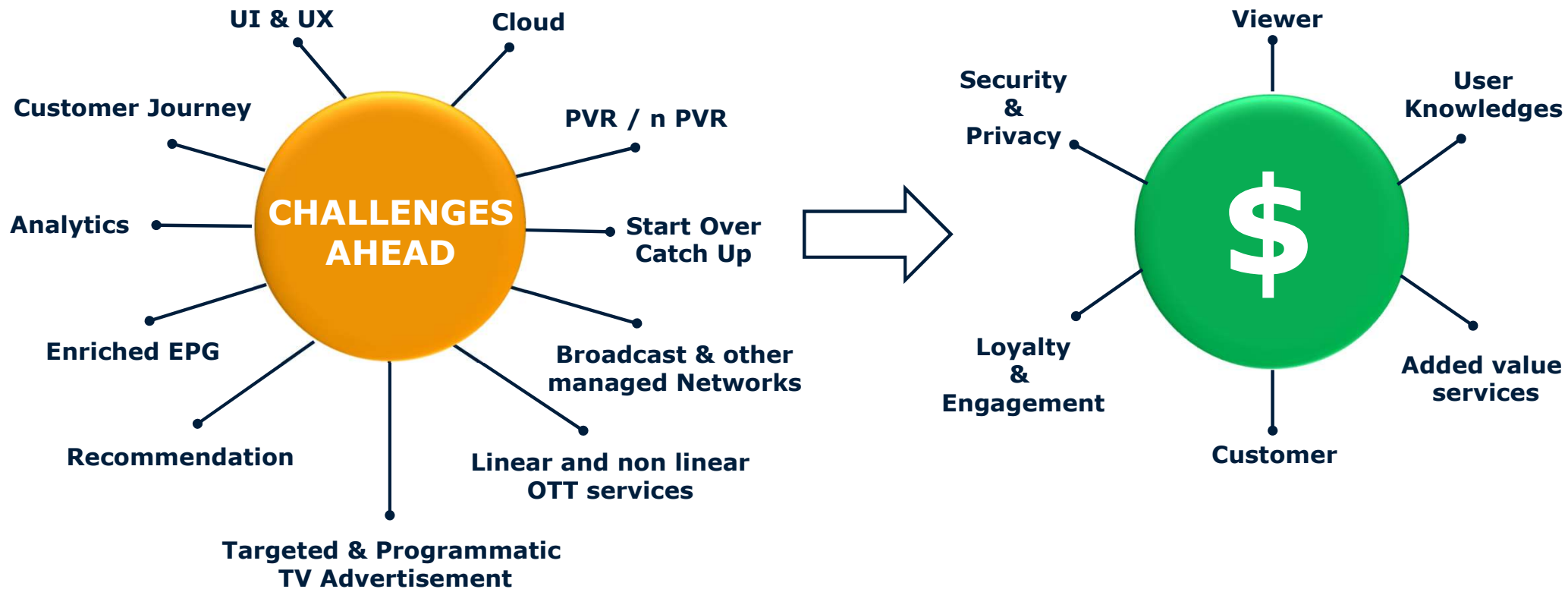
## • Human thinking

An illusion or fabrication of the mind

**HbbTV is a standard open to innovation**

**YES  
WE  
CAN**

# WHY AND WHAT FOR ?



# OPAPP : « RAISE YOUR OWN BEAST »

USE CASES	STANDARD OPAPP	PRIVILEGED OPAPP	OPERATOR SPECIFIC OPAPP
Network or Bouquet operator	✓	✓	✓
Retail STB, connected TVs & CI+ CAM	✓	✓	✗
Operator owned devices STB	✗	✗	✓
Commercial agreement	✗	✓	✓
UI Device	✗	Partly taking control over the device	✓
Input source Keys	✗	✓	✓
Discovery and installation	✗	Pre installed or Broadcast signalled	Embedded
Security and Privacy	Partly	✓	✓
Use of external ressources (CAS , PVR ...)	API / SAS CI+	✓	✓
Analytics	Partly persistent Impact on the session cycle	✓	✓
Add Insertion	Operator in charge of the stream events and Player	✓	✓
Editor HbbTV application	Launch via the operator application	Independent	Independent

# FRANSAT CONNECT : FROM CHIMERA TO STANDARD OP APP



HbbTV IDTV with CI+ CAM



IOS/ANDROID App



FRANSAT Connect STB

**FRANSAT Connect « Standard OPAPP » since 2014 based on HbbTV 1.5 + OIPF + API extensions**

## FRANSAT Connect challenges

- Develop an operator portal application based on a standard HbbTV editor application
- Build around an IP EPG +10 days & -7 days
- Give access to catch up , SVOD and HbbTV editor applications
- Promote Editor contents and Operator offers
- Unify the UI to enhance the UX
- Aggregate live programs, contents and 1/3 parties applications
- Handle a large and heterogenous installed base of devices : IDTV with CI+CAM and Connect STB
- Extra functions within HbbTV and 2<sup>nd</sup> screen applications for STB (Virtual RC , program records and reminders)
- Pair the device to a web customer account ( retrieve smart card number and S/N device)
- First level of data collection (User navigation, Usage measurement ...)



# FRANSAT CONNECT IN ACTION (IDTV)

