Mediaset Play
What MediasetPlay is

• HbbTV 2 broadcasted related application

• available on the whole Mediaset network (DTT & SAT & …)

• Available since 2018

• Being part of the Mediaset Play ecosystem

• offering video content and services to the customer
Product highlights

**Mediaset Play**

**Content**
- Catchup vod clip/fep (tv program, tv series, movies, documentaries, kids, news)
- Linear channel restart
- Live channel

**UX/UI**
- Dynamic UI based on components
- Dynamic UX on navigation customized per broadcast channel
- App & services configuration by devices

**Services**
- Restart and Real time clip
- User registration, continue watch, voting
- Call To Action and Push notification
- GDPR Consent management

**Advertising**
- Video adv (preroll, midroll..)
- AD+: interactive ADV on ADV broadcast and SwitchIn ADV on change channel
- ADsubstitution on broadcast adv
Numbers

Unique devices per month (+1.5 mio per day)

Devices per month open the app

Video viewed (+130% per year)

At October 2020

+3.5 mio  +1.5 mio  +11 mio
Working progress

- Target Advertising
- Companion device features
- DVB-I
THANK YOU!

act on "up arrow" while watching Mediaset channels