

December 3th, 2020

# 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

## Content

- Catchup vod clip/fep (tv program, tv series, movies, documentaries, kids, news)

- Linear channel restart

- Live channel

- Dynamic UI based on components

## UX/UI

- Dynamic UX on navigation customized per broadcast channel

- App & services configuration by devices

- Restart and Real time clip

- User registration, continue watch, voting

- Call To Action and Push notification

- GDPR Consent management

## Advertising

- Video adv (preroll, midroll..)

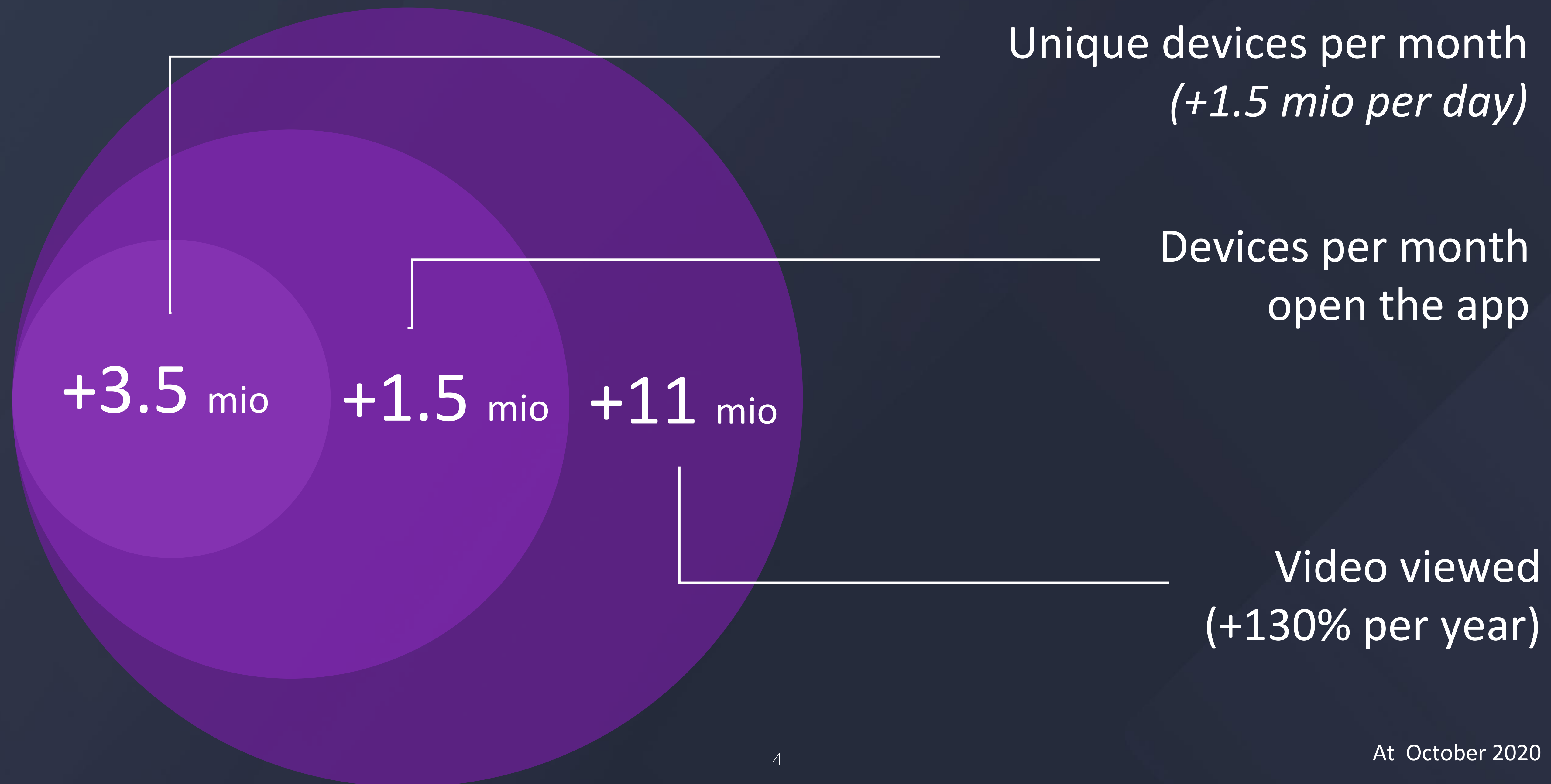
- AD+: interactive ADV on ADV broadcast and SwitchIn ADV on change channel

- ADsubstitution on broadcast adv





# ► Numbers



# Working progress

- Target Advertising
- Companion device features
- DVB-I



# THANK YOU!

act on "up arrow" while watching Mediaset channels