HbbTV x Salto Webinar
May 2021
Webinar Agenda

01 BACKGROUND
Overview of French TV and VOD Market

02 SALTO
History, Product Proposal and Results to date

03 The SALTO HbbTV application
Live demo

04 Using HbbTV at SALTO
Lessons learned and areas for improvements
FT TV market is polarized around **DTT and IPTV**

TV reception modes in 2019 (and comparison with 2018) - % of TV HH

1. ADSL, fibre optique, câble: 61.6% (+1.5 pt)
2. Hertzien: 49.6% (+0.5 pt)
3. Exclu hertzien: 21.9% (+0.9 pt)
4. Satellite: 21.1% (-1.2 pt)

DVB-T is the only TV reception mode for % of French TV HH

Main TV reception mode in 2019

Source: Médiamétrie les + de la TV, Idate, marché mondial de l'audiovisuel 2019
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Salto is an independent company, born from a shared ambition from 3 major audiovisual groups

- **2018 June 18th**: Agreement between TF1, FRANCE TÉLÉVISIONS et M6 on SALTO's creation
- **2019 August 12th et 22nd**: Autorité de la Concurrence agreement and SALTO's creation
- **2020 October 20th**: SALTO's launch in France consumer market
  - 250 FTEs incl. 50 internal employees
Salto innovation

Enrich French household daily TV experience

Salto lifts fixed hours programmation constraints, with full programs, strongly anchored in French TV viewers daily habits
Salto 1st singularity: “all in one”

TV and streaming reunited in one same place

TV
- Major channels network - including catch up
- Program previews
- Full seasons

Streaming
- The best French creations
- Tier 1 catalogue programs
- Exclusivities
- All genres (documentaries, movies, kids, etc.)
Salto 2nd singularity: mainstream offer conceived for the French audience anchored in the cultural landscape

01 The biggest window for French creation
3/4 of titles are available in French and account for 60% of time spent on the platform
95 French fictions in the 2020 TV Top 100¹
3 French fictions in the 2020 SVOD Top 100²
French fictions Catalog: Netflix 6%, Amazon 21%

02 An offer anchored in French people daily routine
Live channels, TV magazines, info, documentaries, reality TV

03 An offer conceived for all French households
Programs for everyone to watch alone or together for an affordable price

04 An editorial approach with an extra “French touch”

05 Comprehensive media partnerships

06 Recommandations embodied by daily French faces

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Note 1: Top 100 of series, entertainment, movies - excludes sport and news
Note 2: Top SVOD without Canal+
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Canal 51 is a simple and fast access to HbbTV app. When the user presses the OK button of the remote control, Salto app launches.

Step 1: press 5 and 1 with the remote control to land on channel 51

Step 2: press the ok button
Registered Users will be **prompted to pair their TV with their account**

**Step 3a:** If the user already has a Salto account, he/she can pair in the Salto mobile app or on [www.salto.fr](http://www.salto.fr)

A code is provided to connect the TV with the existing account
Non-subscribers will be **prompted to create an account**

Step 3b: if the user does not own a Salto account, he/she is sent to Salto landing page and needs to create an account on Salto.fr or on the app

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**Comment s'abonner à Salto ?**

Rendez-vous sur l'App mobile Salto ou sur le site web https://www.salto.fr pour vous abonner

Une fois abonné(e), il suffira de vous connecter à votre compte pour profiter de Salto sur votre TV

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Entering the SALTO universe through the SALTO HbbTV App
SALTO also launched a transversal interactive portal on Channel 50
Channel 50 includes an electronic guide of DTT programs (future, interactive)
Why **DTT & HbbTV** for **SALTO**?

**01 REACH**  
In many homes, DTT is THE source of TV: natural point to start TV viewing in all forms.

**02 EASE OF USE**  
A simple and universal method to access to the SALTO app, for all TV sets.

**03 ENRICH DTT**  
DTT Homes have a deficit of service vs IPTV homes: SALTO fills this gap.

**04 SINGLE DEV**  
One HbbTV app to serve all TV & technology platforms.

**05 DIRECT**  
Direct interaction of SALTO with its users.

**NETWORK**  
DTT network to deliver on demand content; leverage carbon and cost benefit.
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The SALTO HbbTV : infrastructure

Current platform

1. Broadcast : French DTT multiplexe
2. Launcher : Channel 50 & 51
3. App : Salto Hbbtv app
The SALTO HbbTV Journey: some observations

Current issues
1. Certification & QA: visibility on device population and dynamics
2. Integration with DRM
3. Languages / Audio-tracks

Future Features
4. Spécial redirection for non-compatible screens
5. Launching the app from an external device (eg;wifi)

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