HbbTV Apps in an OTT Centric World

An Exploration
Aggregating Content in HbbTV Universe – HD+

Hybrid experience including Live content from satellite and Start-Over + Catch-Up delivered via OTT

HOME PORTAL

CHANNEL LIST

ZAPPING / EVENT BANNER

CONTENT CATALOG

TV GUIDE
Benefits of HbbTV in OTT – no STB, Lots of Apps

Imagine buying a new TV, connecting to your network, and being able to immediately watch all your pay-TV channels – all without an extra set-top box and with only one remote control.

Remove the need for a STB

Cheapest path to win new subscribers without CAPEX

Operator application controlling the TV UI and the user experience
How to Stand Out in a Sea of Apps?

Remove the need for a STB

Operator service discovery & activation during first installation

Operator application controlling the TV UI and the user experience

Remove the need for a STB

Cheapest path to win new subscribers without CAPEX

Visibility of Operator service and quickest on screen activation

Operator application stands out of the crowded AppStore ecosystem

Service discovery & activation enabled through TVkey* greatly improves consumer visibility and service awareness

* Note: TVkey has been defined jointly by Nagra and Samsung – specs are open for anyone in industry
Customer Acquisition Boosted by Service Discovery

1. SERVICE DISCOVERY
   HD+ Service is discovered during the TV installation and shown to the user

2. SERVICE ACTIVATION
   Users accepts to start the 6 months free period and triggers the installation of HD+ Service and App

3. SERVICE INSTALLATION
   HD+ App is persistently installed on the TV and the access to the content is granted
OTT Inspired Customer Onboarding

Select your offer:
- Cable at 20 € per month
- IPTV at 15 € per month
- OTT at 10 € per month

Visit http://www.operatorwebsite.com/activate and enter this code:

043-769

Scan the QR code to register your TV and activate the service

Insert your credentials to add your TV to your account or visit http://www.operatorwebsite.com/register to subscribe

Username
Password

Enabling an impulsive purchase of Operator service with a quick customer activation
Benefits from OTT Ecosystems: Time to Market

Connected TVs are just one device in the OTT ecosystem

Customer centric approach with adoption of UX frameworks that span all devices

How to ensure a rich user experience with no compromises that is equally consistent on smartphones, tablets, desktop, Android TV, Apple TV and game consoles? Deployments coming soon…
In summary…

- **OTT and apps** have been a part of HbbTV for a while
  - Including OTT streaming, channel list discovery etc.
- **Success for operators** depends on **customer awareness and service discovery**
  - TVkey approach with open ecosystem approach
- **User experience** is critical for ongoing engagement
  - Easy on-boarding aligned with best practices in OTT
  - **Local install** of HbbTV app to minimize time to interact (TTI) and time to switch between apps (e.g. deep linking)
  - Cross-platform **consistency** between HbbTV and other platforms
- **Nagra’s vision**: bring open TVkey ecosystem and enable consistent UX despite differences in native players, CAS/DRM and device OS
k"özönöm  dēkuji
mahalo  고맙습니다
thank you
merci  谢谢  danke
Ευχαριστώ  شكرا
どうもありがとうございます  gracias