

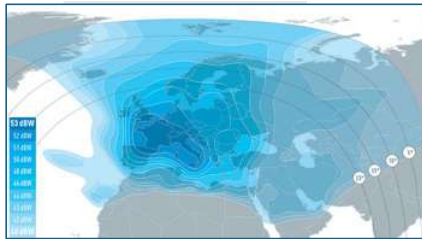
# REVOLUTIONISING SATELLITE FREE-TO-AIR UX & CREATING NEW ADDED VALUE SERVICES!



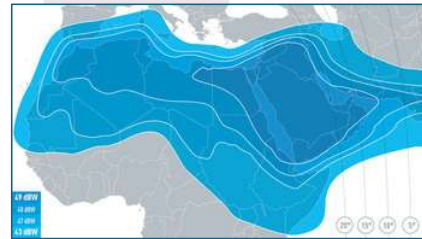
**Ralph EDEINE** EUTELSAT Video Business Unit  
HbbTV Webinar 15th of October 2025

# IMPROVING THE FTA UX FOR MILLIONS OF HOMES !

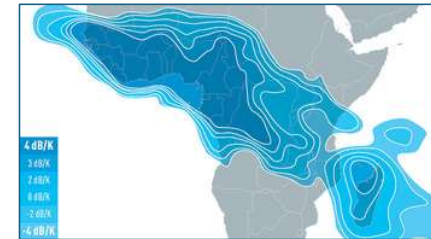
*Eutelsat leading Free-to-Air TV delivery in EMEA*



EUTELSAT HOTBIRD 13E



EUTELSAT NILESAT 7/8W



EUTELSAT 16E

1000+ FTA TV channels

100+ M DTH homes



Enhancing the viewing experience of FTA TV channels & programmes

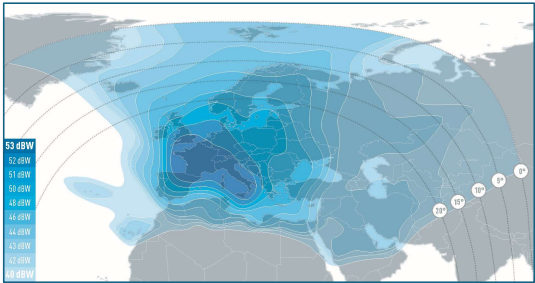


Opening up new monetisation opportunities

# NATIONAL & EXPATRIATE AUDIENCES

Vast choice of pre-defined FTA service lists

## EUROPE & BEYOND

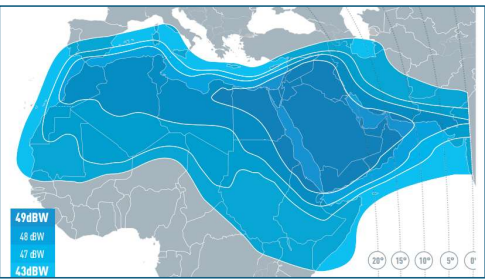


EUTELSAT HOTBIRD 13°E

### SAT.TV FTA PACKAGES



## MIDDLE EAST & NORTH AFRICA

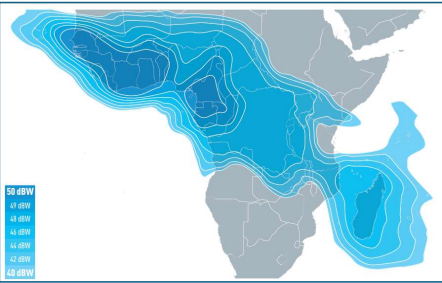


EUTELSAT NILESAT 7/8°WEST

### SAT.TV FTA PACKAGES



## SUB-SAHARAN AFRICA



EUTELSAT 16°EAST

### SAT.TV FTA PACKAGES



# SERVICE DISCOVERY & OPTIMISED EPG FOR FTA SATELLITE TV

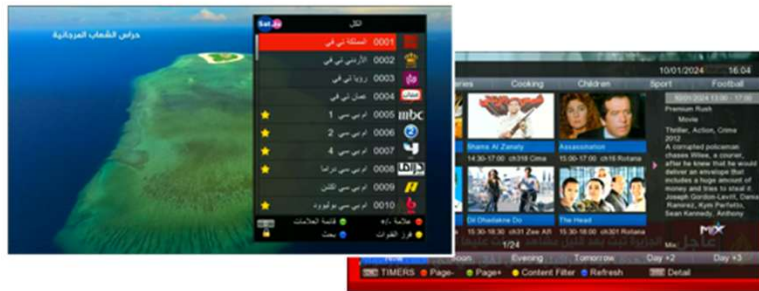
Overcome the challenge of deploying compatible end user devices

## Device type

## Technical framework



Mass market STB



Datacasting mechanism



Integrated by chipset manufacturers



Smart TV with sat tuner



Open standards

# SAT.TV CONNECT APP FOR SMART TV

*Adding service layers to enrich FTA broadcasting*

## 1. Service lists

- For all TV sets with sat tuner and DVB-I client
- Taking advantage of new DVB-I standard momentum with TV makers

DVB-I

## 2. EPG

- For all TV sets with sat tuner and HbbTV browser (from 1.5 version)
- Global EPG portal
- Branded channel EPG

HbbTV

## 3. Analytics

- Upon request of the channel
- Underlying tracking script, embedded into the Sat.tv Connect app
- Enabling real time TV usage data

HbbTV

## 4. Advertising

- Fast Channels referencing
- L / O banners deployment
- Ad insertion

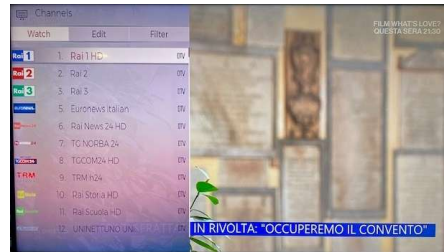
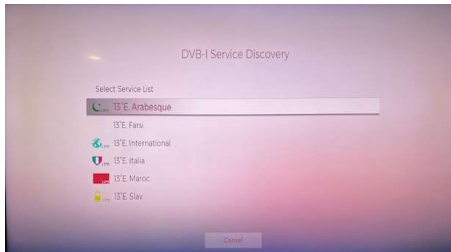
HbbTV



# SAT.TV CONNECT POWERED BY DVB-I

*30 pre-defined FTA service lists, instantly installed*

- Seamlessly integrated with the native TV interface
- Entry point in the TV installation menu (“operator offers”), triggering the use of the DVB-I client
- Simplified service list installation via "Instant Tuning" function
- Enhanced UI/UX with channel logos, thumbnails, detailed programme info, zapping banner and programme schedule
- First implementation by **VESTEL**. more brands to come



- Two service list installation modes:
  - To date : the native TV DVB-I client is connected via internet with the Sat.tv server (“CSR”)
  - Coming soon : via broadcast signaling for non-connected devices



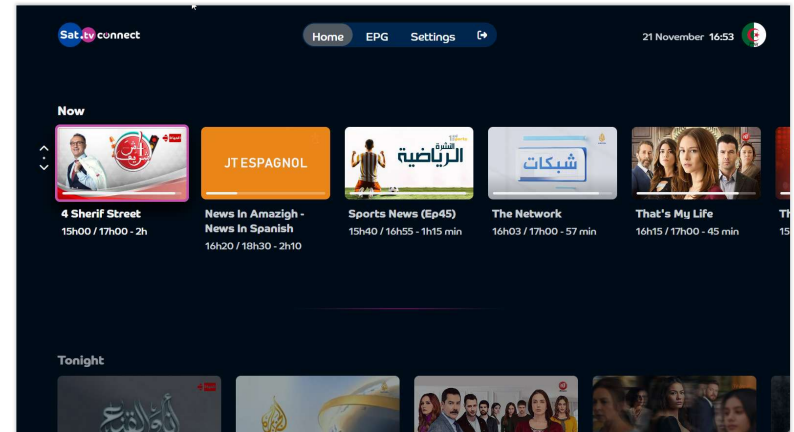
# SAT.TV CONNECT APP FOR SMART TV

*Designed for connected TV sets with satellite tuner*

- HbbTV EPG app with 2 interfaces powered by



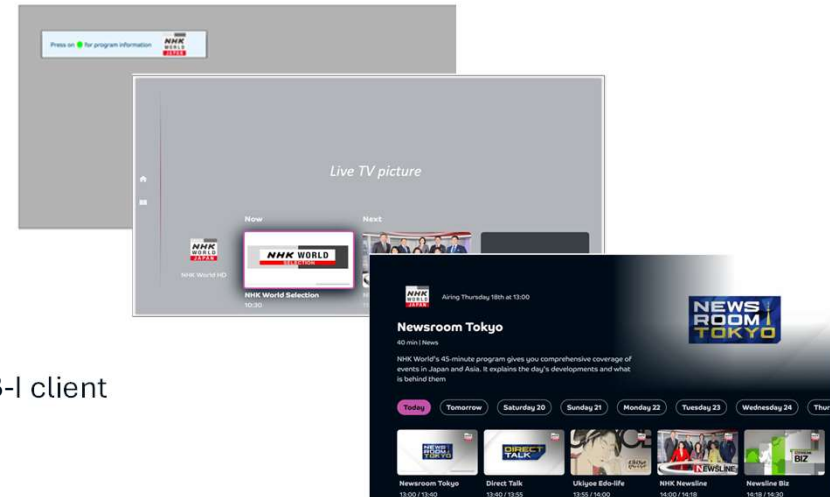
Sat.tv [global EPG portal](#) on Sat.tv information channel



Branded channel guide via AIT table inserted into the TV channel



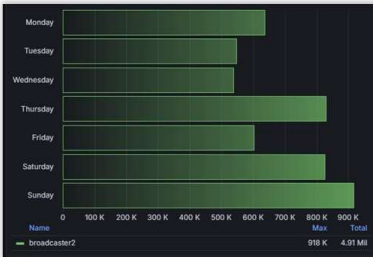
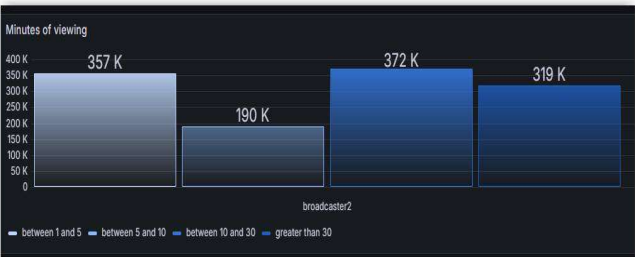
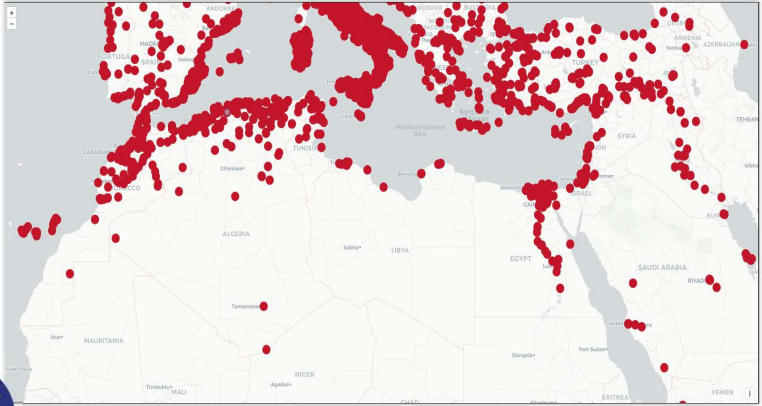
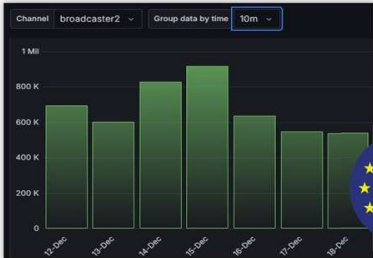
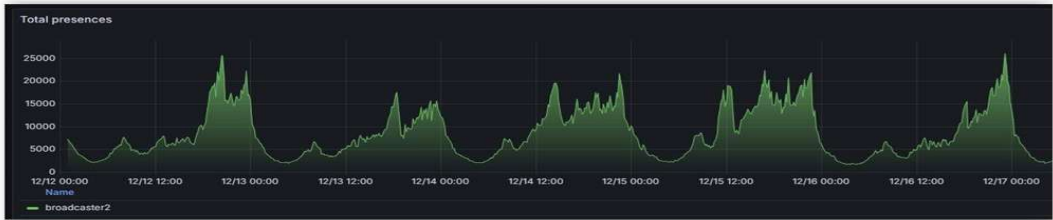
- Deployed at [Eutelsat-Nilesat 7/8W](#) & [HOTBIRD 13E](#) (coming soon to 16E for SSA)
- 6 languages: Arabic, English, Farsi, French, Italian, Slav
- Compatible with majority of HbbTV TV sets (from HbbTV v1.5) and new TVs with DVB-I client



# NEW TV USAGE MEASUREMENT SERVICE

Statistical analysis of the TV channel usage over time

- Analytic agent embedded into the Sat.tv EPG Branded channel app



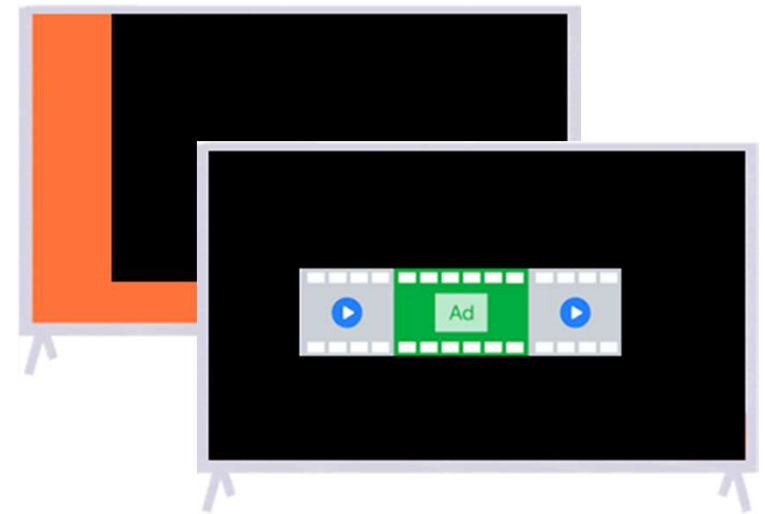


# NEW MONETISATION OPPORTUNITIES

*Advertising ecosystem to generate additional revenue*



Referencing Fast channels  
within Sat.tv line up & EPG



L Banner / O banner / Pop up  
Ad insertion

*Under evaluation*