

REIMAGINING SATELLITE TV!

THE POWER OF HYBRID WITH DVB-I & HBBTV

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REIMAGINING SATELLITE TV!

Facing the evolution of video service consumption

Satellite strengths



- Wide Coverage
- Thousands of TV/Radios channels
- Large audience

New usages



- OTT interface as reference
- Best experience to consume linear services and contents

Our challenge



- Standardise solutions
- Improve service discoverability
- Enhance the user experience

THE POWER OF HYBRID STANDARD SOLUTION

Combining DVB-I & HbbTV



Redefining Service Discovery
Mixing Broadcast and OTT services

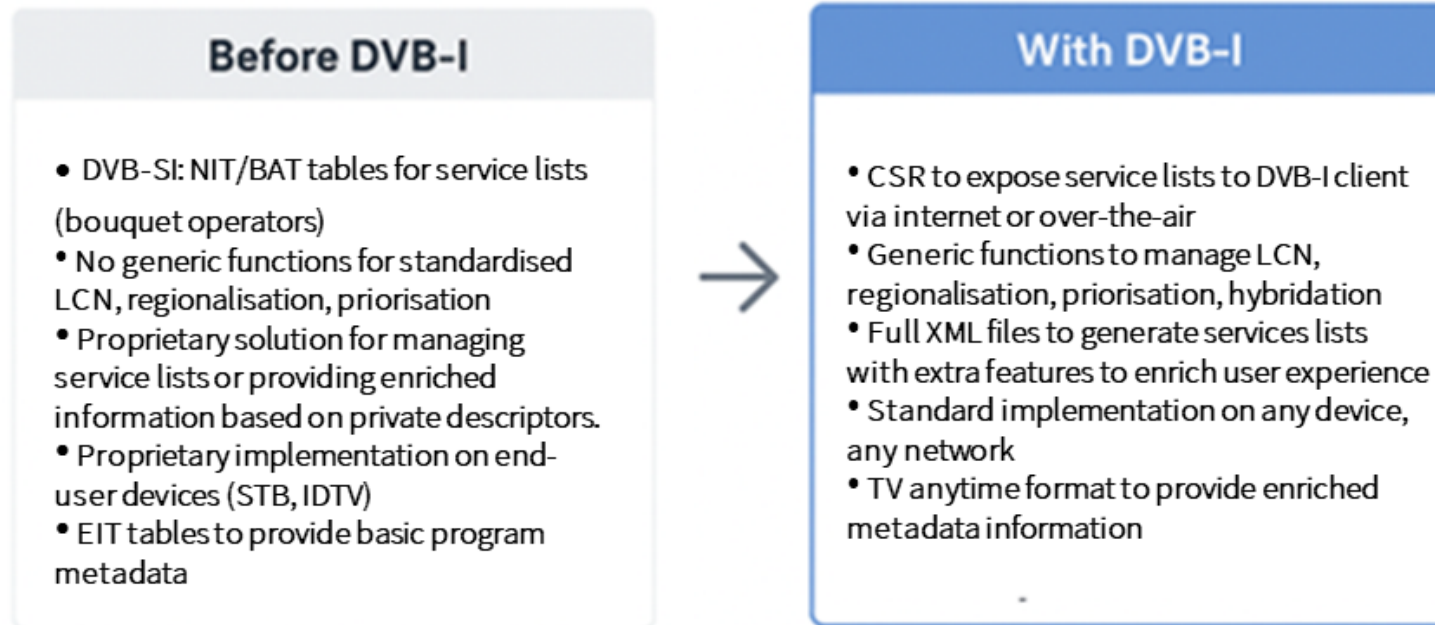


Enriching the Viewing Experience
Opening new monetization opportunities

DVB-I FOR SATELLITE BROADCASTING NETWORKS

For what purpose?

- Standardise the service discovery
- Simplify the installation (connected & disconnected)
 - Enrich the user experience
- Prepare hybrid and open ecosystem (FTA, Free To View, Pay TV)



SATELLITE OPERATORS AS ACTIVE CONTRIBUTORS TO DVB-I

DVB-I standard meeting the needs of satellite television use cases



Active contributors to the DVB-I standard
→ “common service layer for various networks”



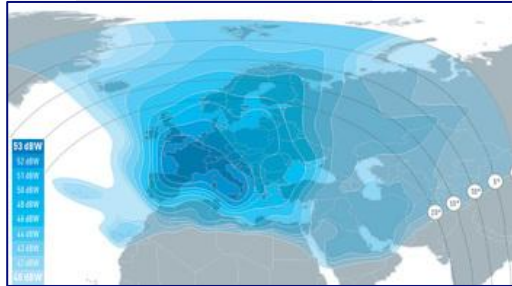
Satellite use cases part of the DVB-I standard
→ Direct tuning parameters in DVB-I service list
no more tuner scan
→ Broadcast DVB-I service list entry point
CSR in the sky



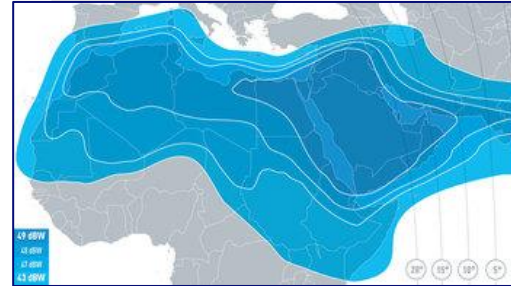
DVB-HB & DVB-NIP reuse DVB-I core
(DVB-I Client, service list discovery, TV anytime...)

SAT.TV CONNECT: A PRACTICAL APPLICATION

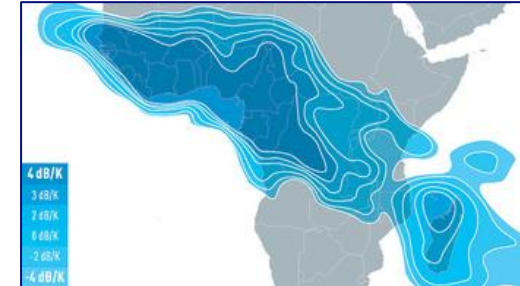
Building a D2C service with the combination of DVB-I & HbbTV



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

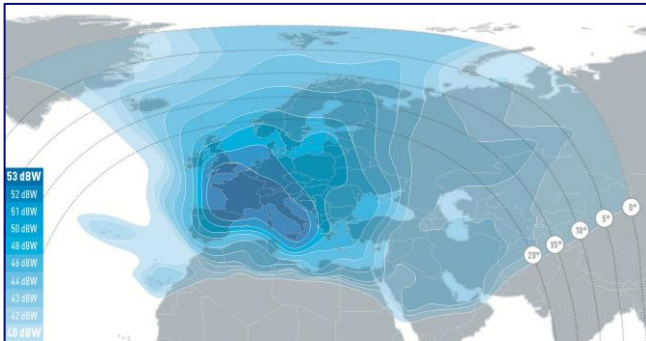


Opening up new monetisation opportunities

SAT.TV FOR NATIONAL & EXPATRIATE AUDIENCES

Vast choice of pre-defined FTA service lists & EPG

EUROPE & BEYOND

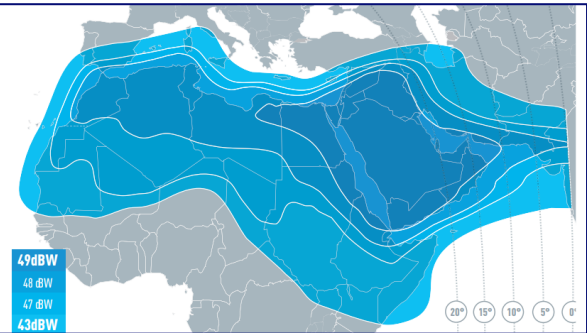


EUTELSAT HOTBIRD 13°E

SAT.TV FTA PACKAGES



MIDDLE EAST & NORTH AFRICA

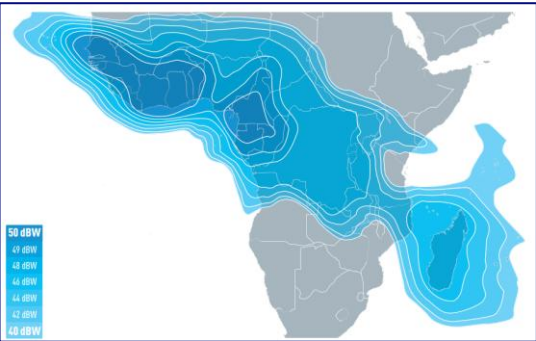


EUTELSAT NILESAT 7/8°WEST

SAT.TV FTA PACKAGES



SUB-SAHARAN AFRICA



EUTELSAT 16°EAST

SAT.TV FTA PACKAGES



SERVICE DISCOVERY & OPTIMISED EPG FOR FTA SATELLITE TV

Overcoming the challenge of deploying compatible end-user devices

Device type

Technical framework



Mass market STB



Datcasting 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

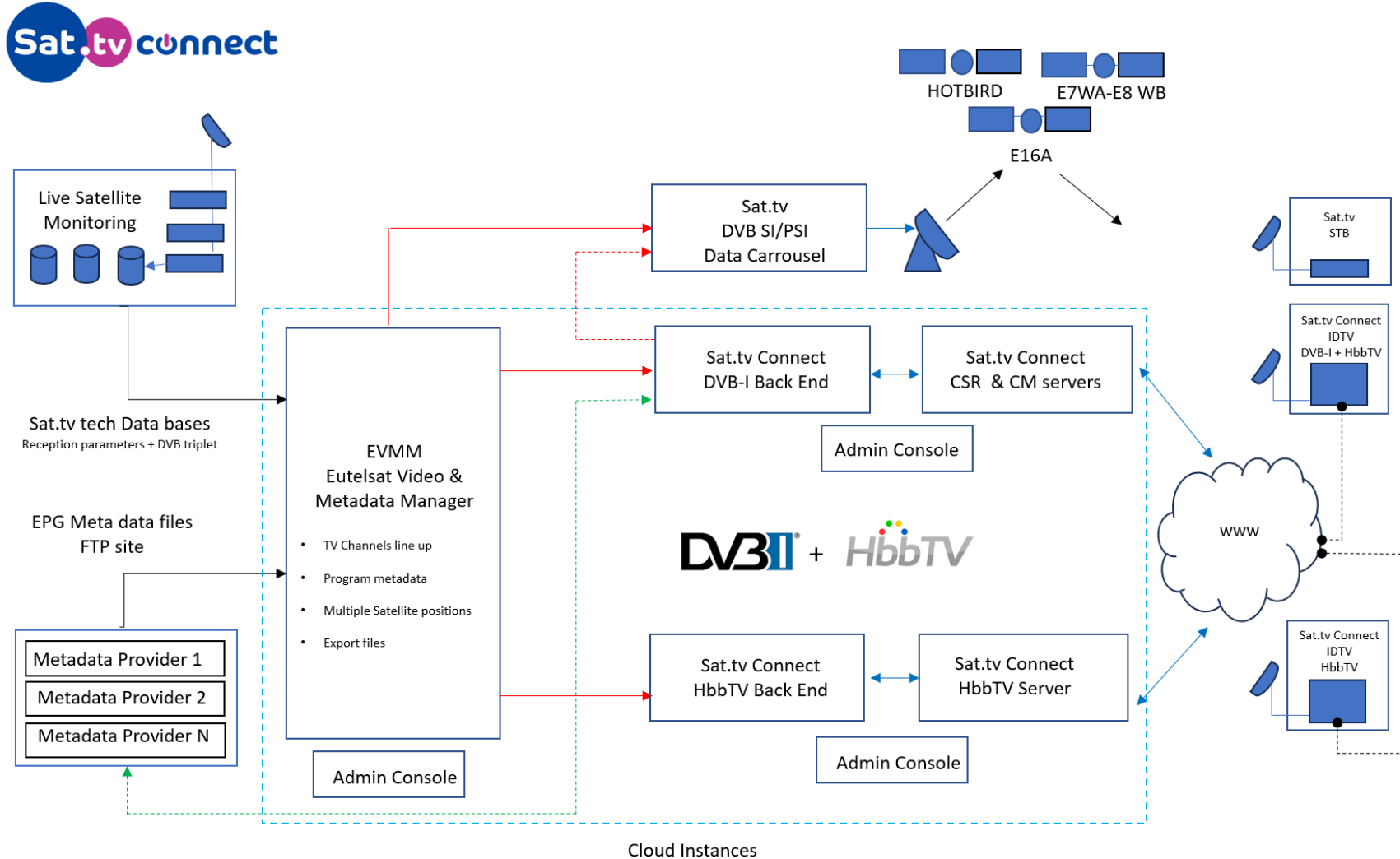
- Fast Channels referencing
- L / O banners deployment
- Ad insertion

HbbTV



HYBRID ARCHITECTURE

Mixing Broadcast and Broadband infrastructures

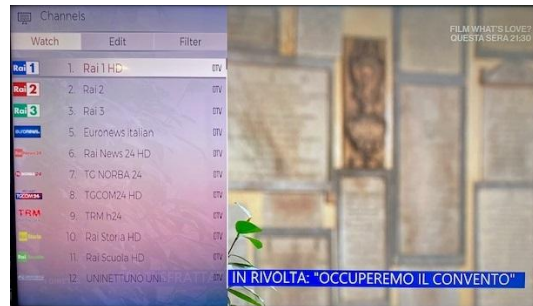
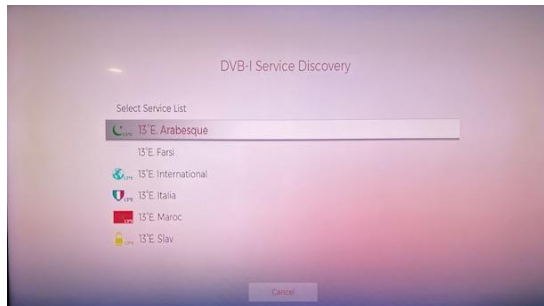


SAT.TV CONNECT POWERED BY DVB-I

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



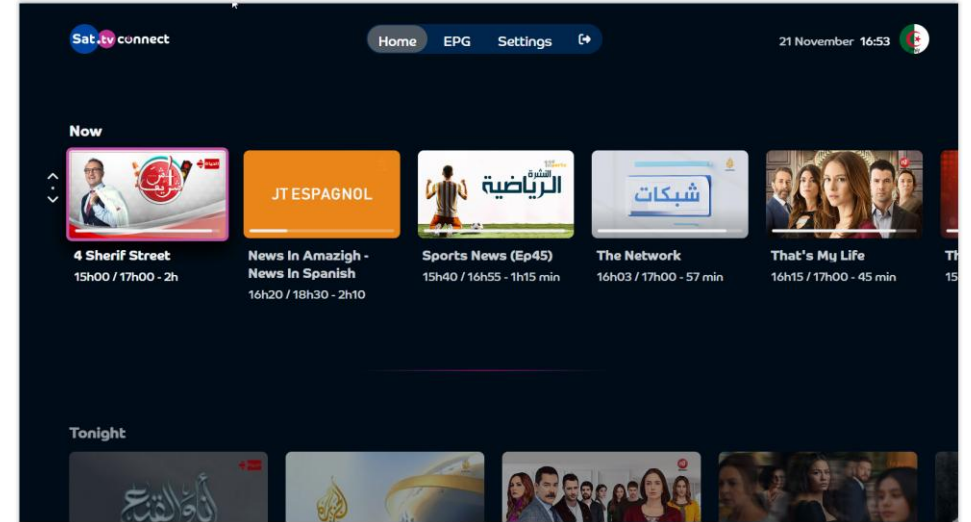
- Two service list installation modes:
 - To date: the native TV DVB-I client is connected via internet with the Sat.tv server (“CSR”)
 - Coming soon: via broadcast signaling for non-connected devices

SAT.TV CONNECT APP FOR SMART TV

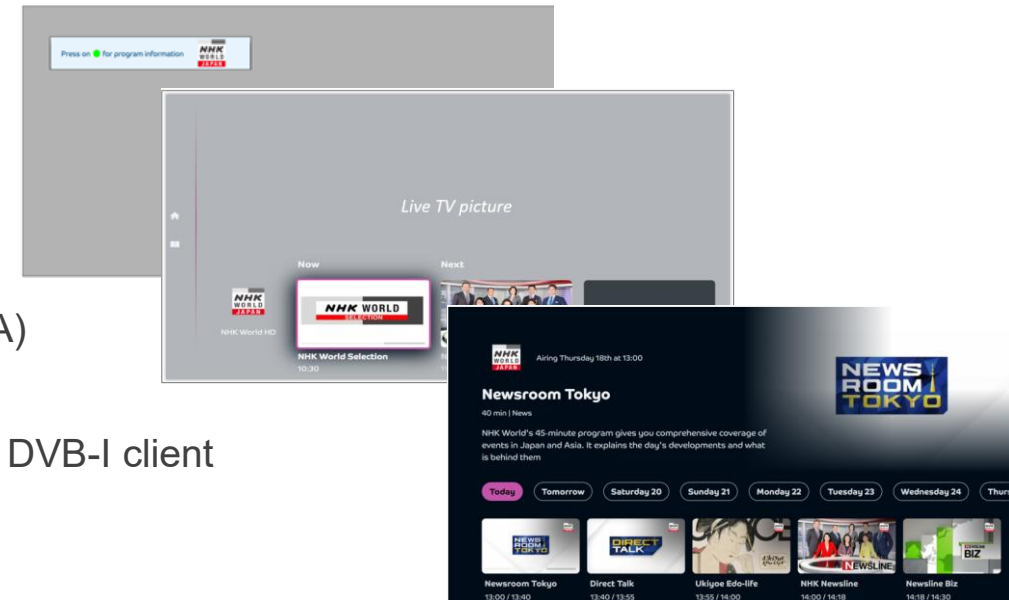
Designed for connected TV sets with satellite tuner

- EPG app with 2 interfaces powered by **HbbTV**

Sat.tv global EPG portal on Sat.tv information channel



Branded channel guide via AIT table inserted into the TV channel

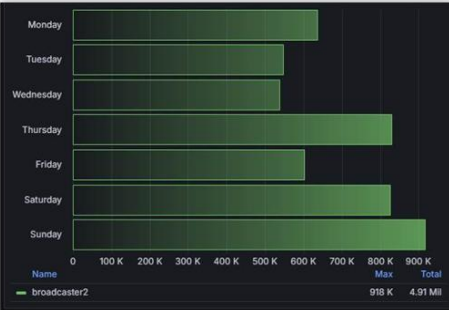
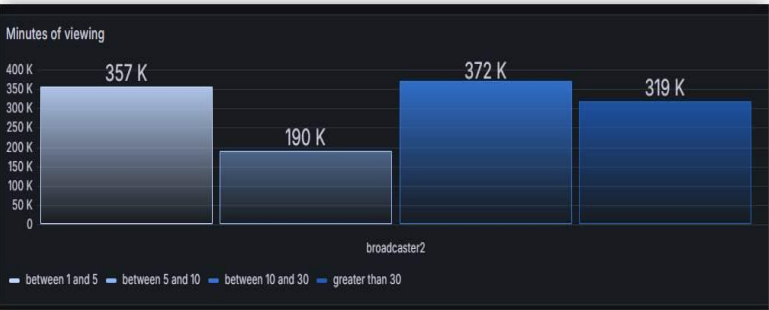
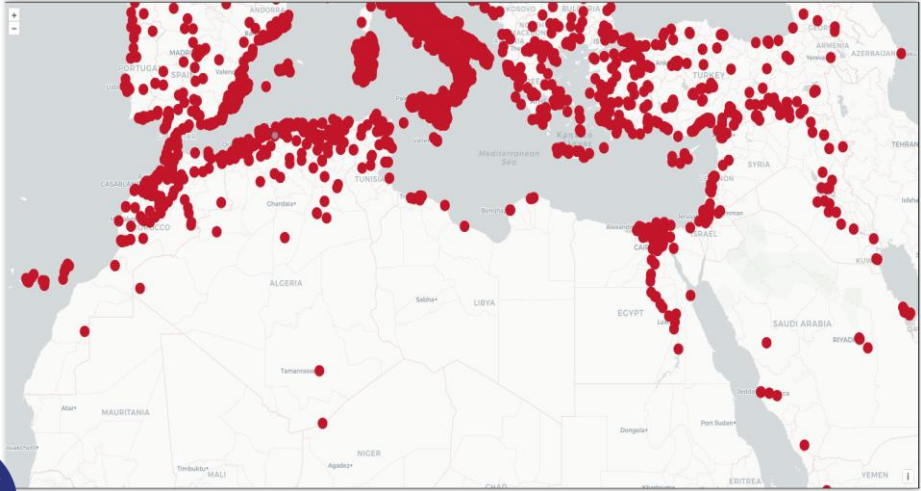
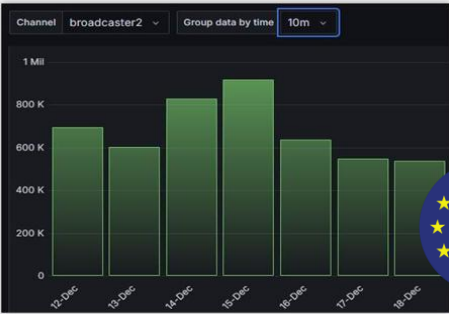


- Deployed at Eutelsat-Nilesat 7/8W & HOTBIRD 13E (coming soon to 16E for SSA)
- 6 languages: Arabic, English, Farsi, French, Italian, Slav
- Compatible with majority of HbbTV TV sets (from HbbTV v1.5) and new TVs with DVB-I client

NEW TV USAGE MEASUREMENT SERVICE

Statistical analysis of TV channel usage over time

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



NEW CONTENT & 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

HYBRIDISATION: THE REBIRTH OF BROADCAST

To conclude

- With **DVB-I** and **HbbTV**, Eutelsat bridges the universes of broadcast and OTT
- **Broadcast** reliability meets **broadband** intelligence
- Preparing the migration phase to **full IP distribution over satellite** with Native IP as DTH2.0 solution