Lessons learnt and challenges ahead

Xavi Redon

January 19th, 2021

Disclaimers

This Webinar is not an official LOVEStv position.

This is Xavi Redon and Cellnex's view.

Cellnex is technical provider of the platform for LOVEStv broadcasters.

What will you learn in this webinar?

Why?

What is?

How is it going?

How does it works?

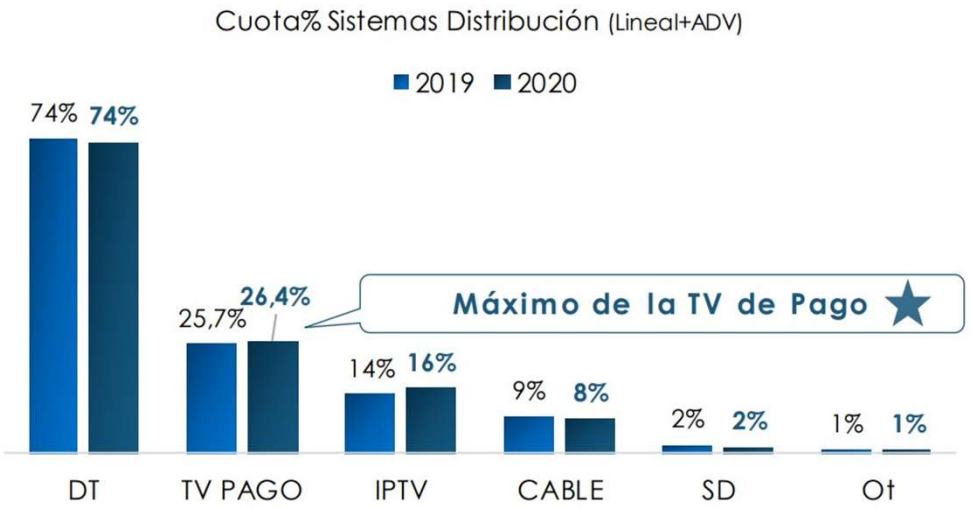
Evolution

I am a horrible artist

Whatever you want to ask in the Q&A section

Why?

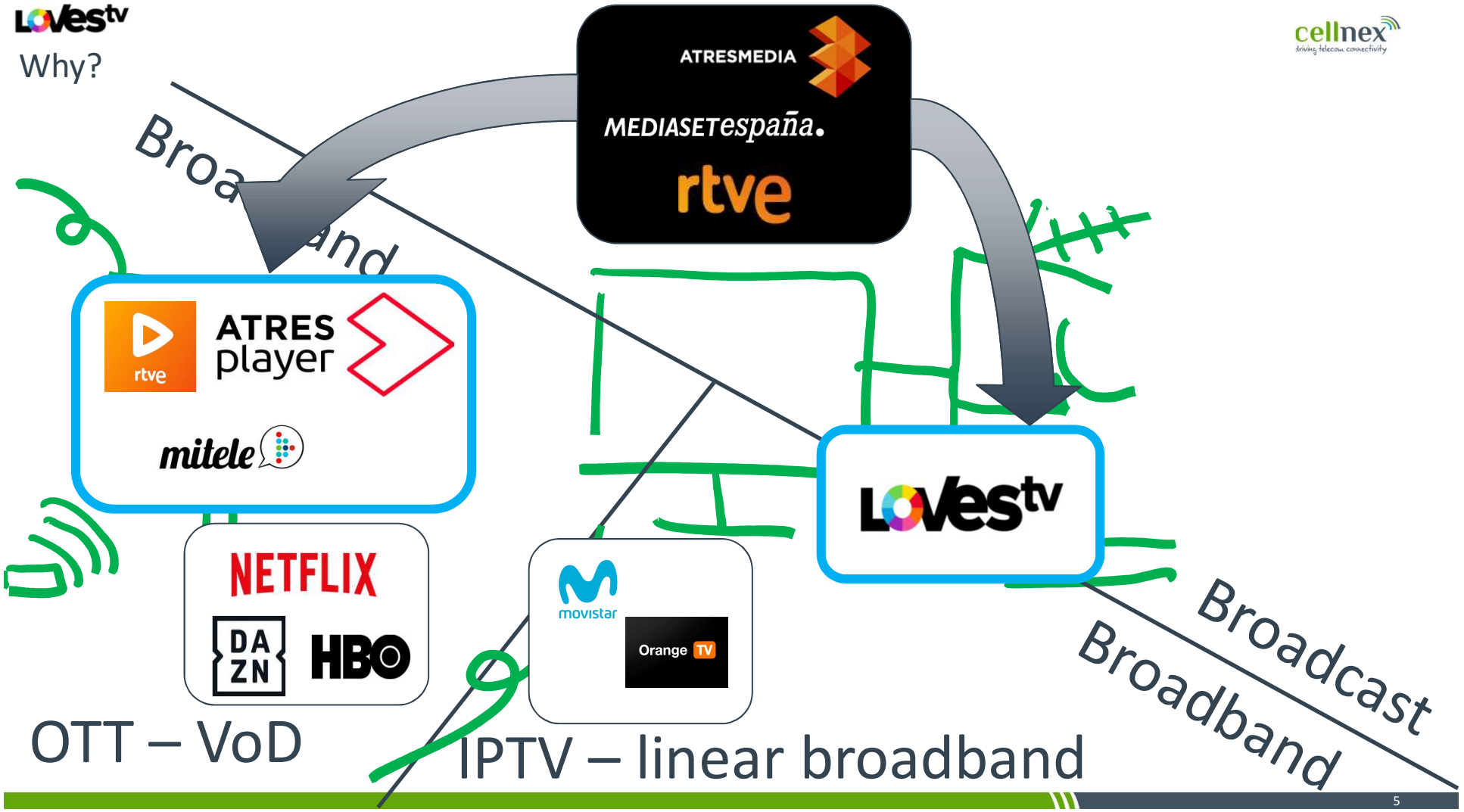
TV Share by distribution system in Spain 2019-2020



IPTV: Incluye MovistarTV, Vodafone, Orange TV, Jazztelia... | **Cable:** Vodafone, Ono, Euskaltel, MundoR, Telecable... | **Satélite Digital (SD)**: Canal+ | **Ot**: Movistar, VF, Orange, Edonon, HBO, Netflix, Amazon Prime, Sky...

Source: "Análisis de la industria televisiva-audiovisual 2020" by Barlovento Comunicación using data from Kantar and Comscore
https://www.barloventocomunicacion.es/wp-content/uploads/2020/01/analisis-de-la-industria-televisiva-audiovisual-2020-Barlovento-1.pdf

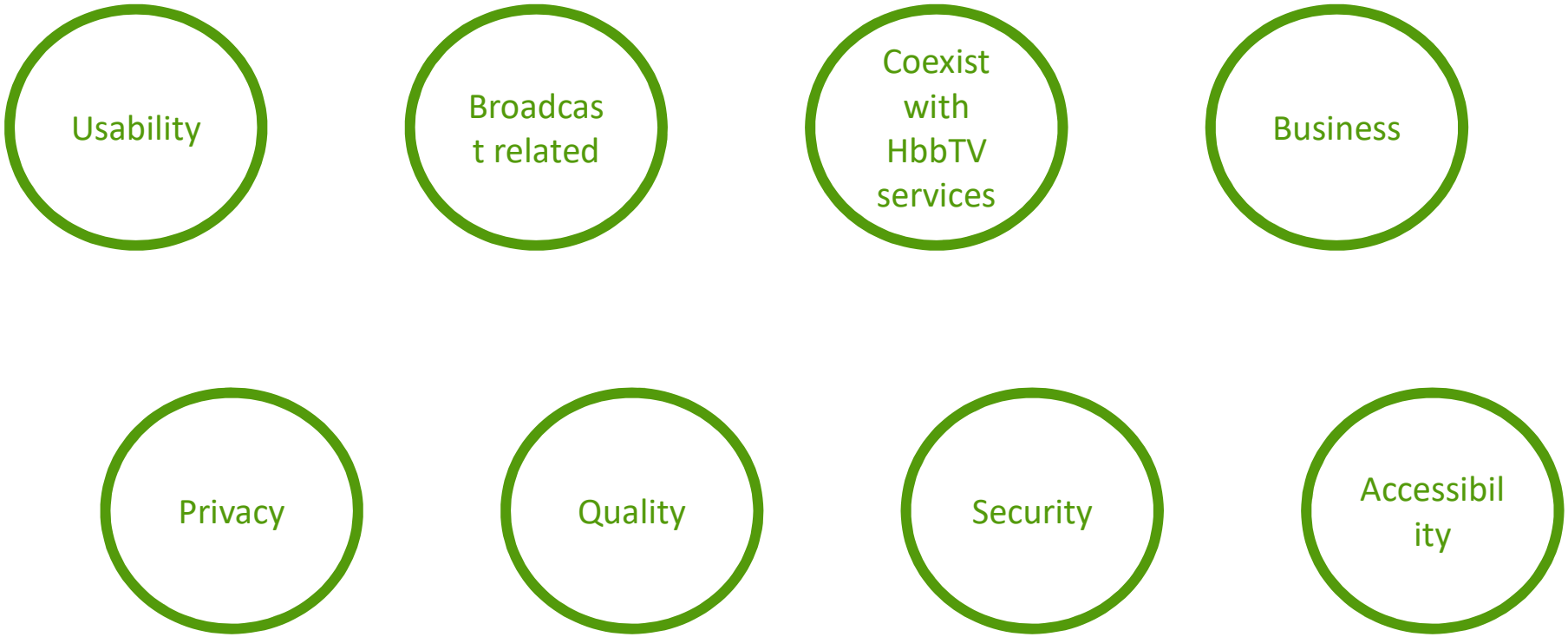
Why?


ATRESMEDIA
MEDIASETespaña.
rtve
Broadband
rtve
ATRES player
mitele
NETFLIX
DAZN
HBO
movistar
Orange TV
Broadcast
Broadband
OTT – VoD
IPTV – linear broadband

LOVEStv is the new television.
The hybrid experience from:
ATRESMEDIA
rtve
MEDIASETespaña.
Ver desde inicio
Últimos 7 Días
Recomendaciones

What is?

Common experience using a common service.

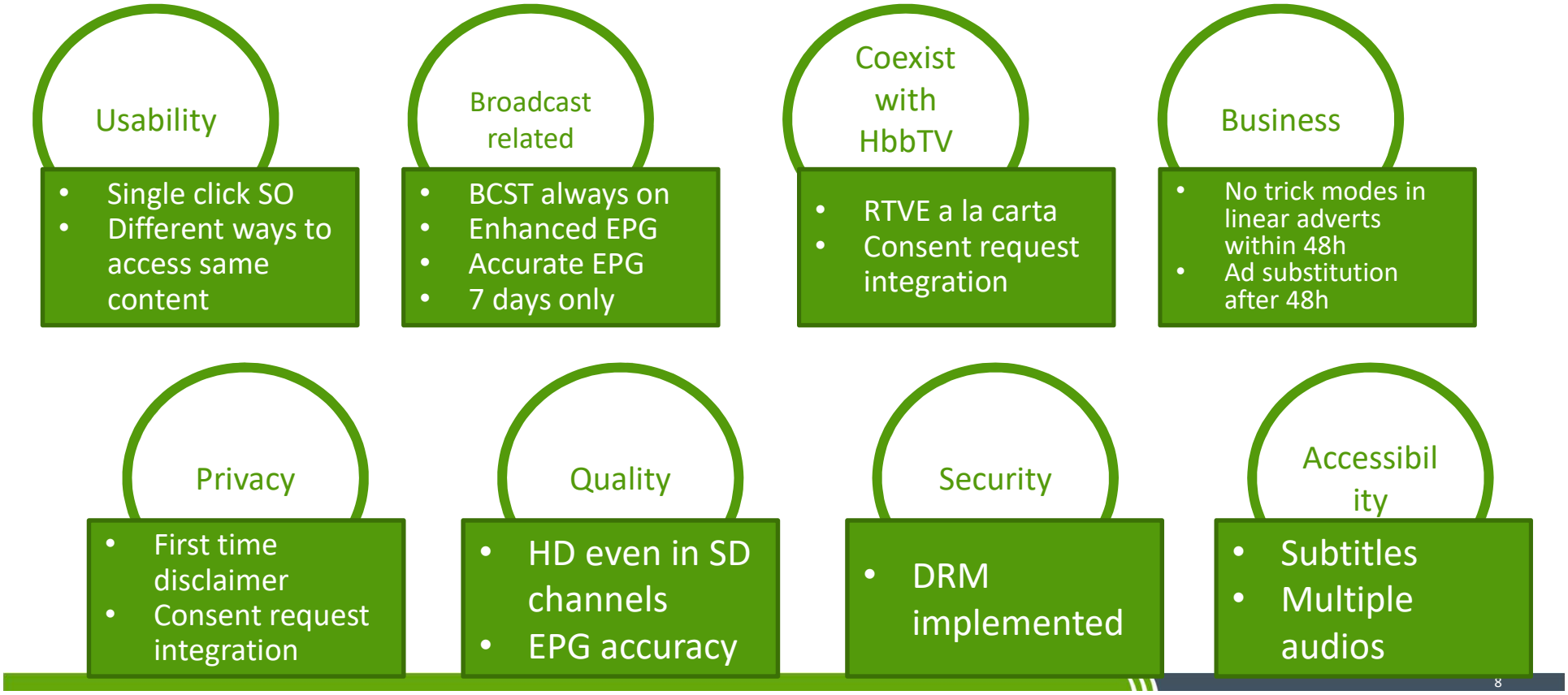


LOVEStv

What is?

Common experience using a common service.

cellnex
driving telecom connectivity



How is it going?

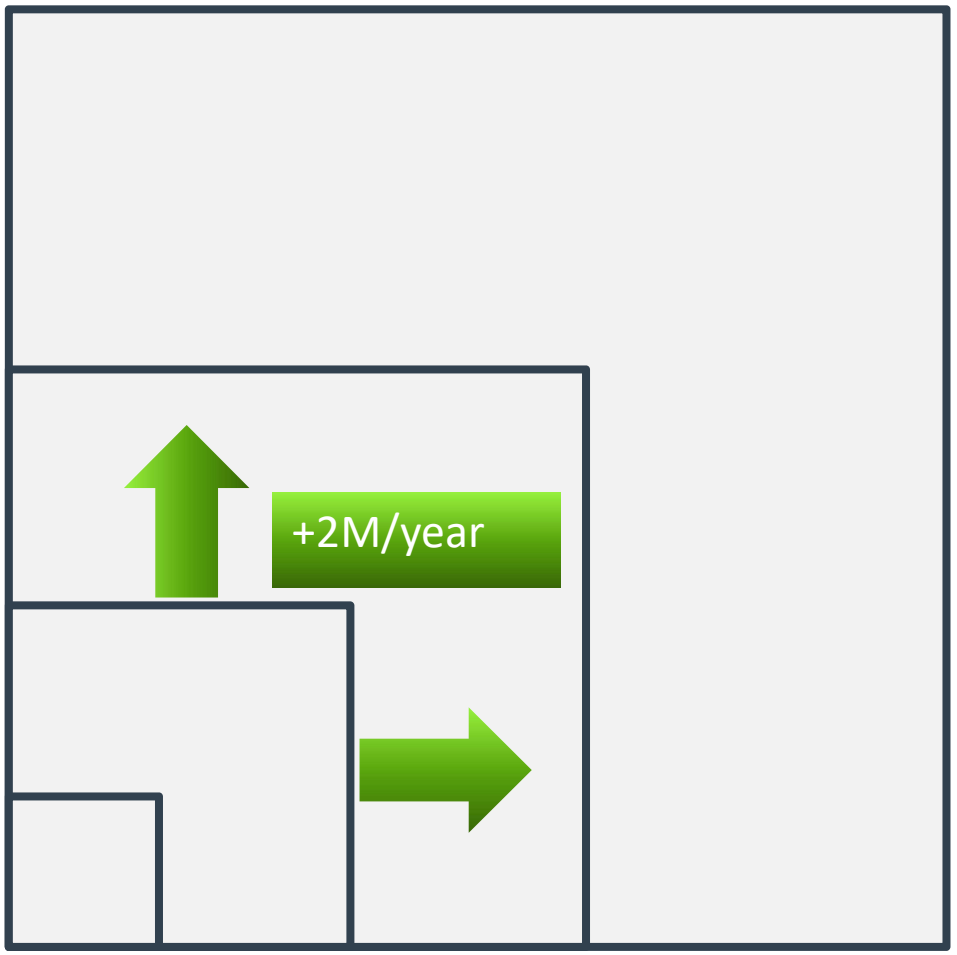
Scope

39M TV in Spain

15M SmartTV (38%)

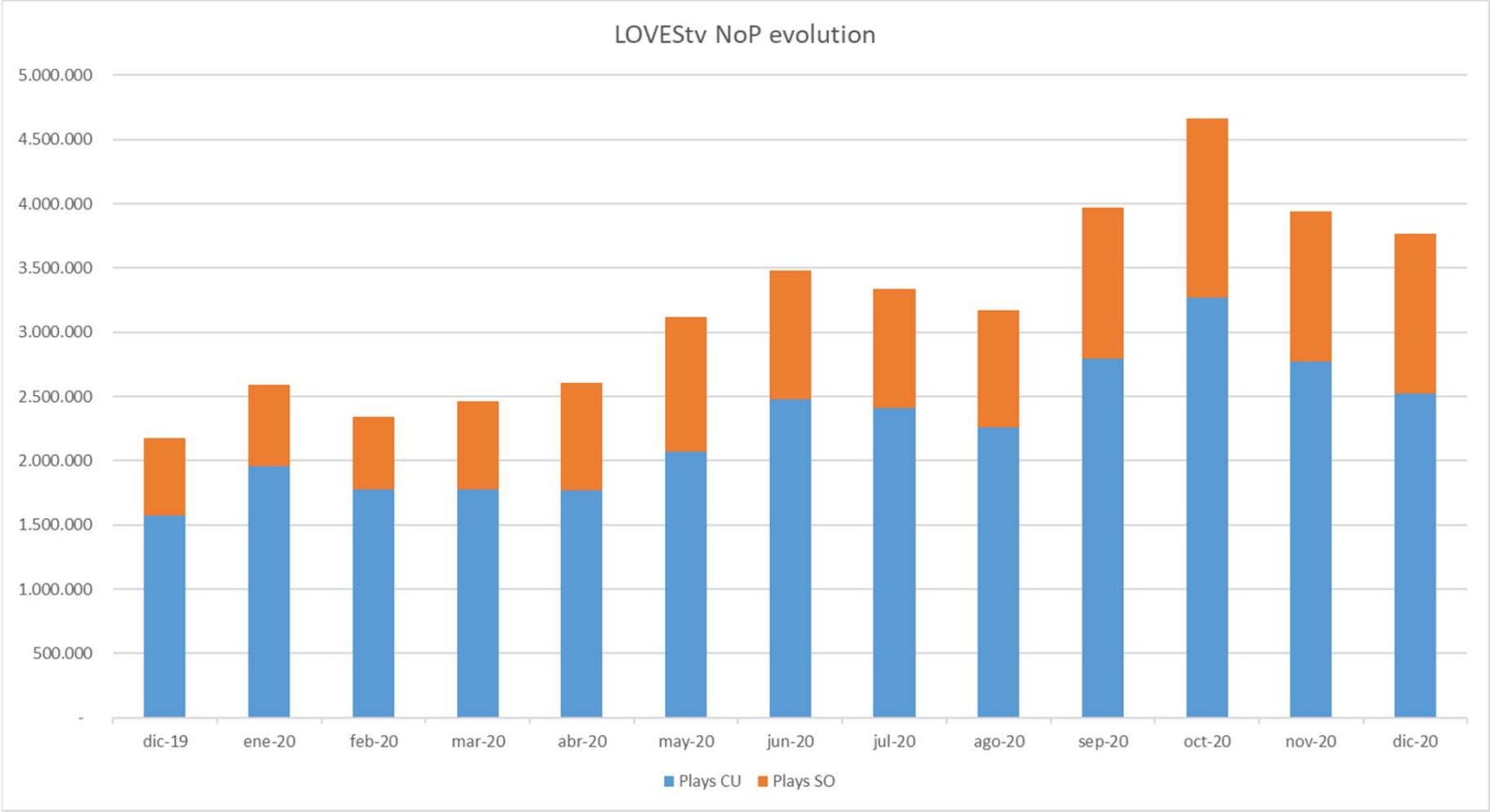
9M LOVEStv (23%)

1M active TVs per month (3%)

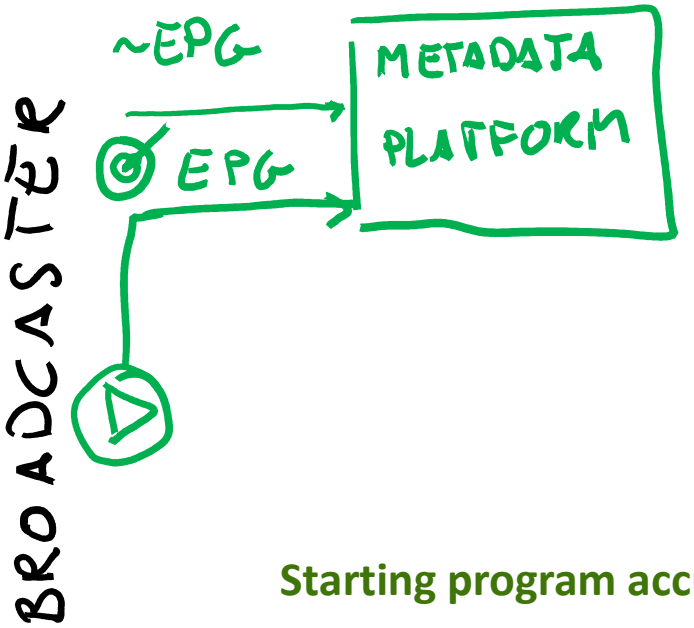


How is it going?

73% growth Y2Y



How does it work?



3 days in advance inaccurate EPG is received

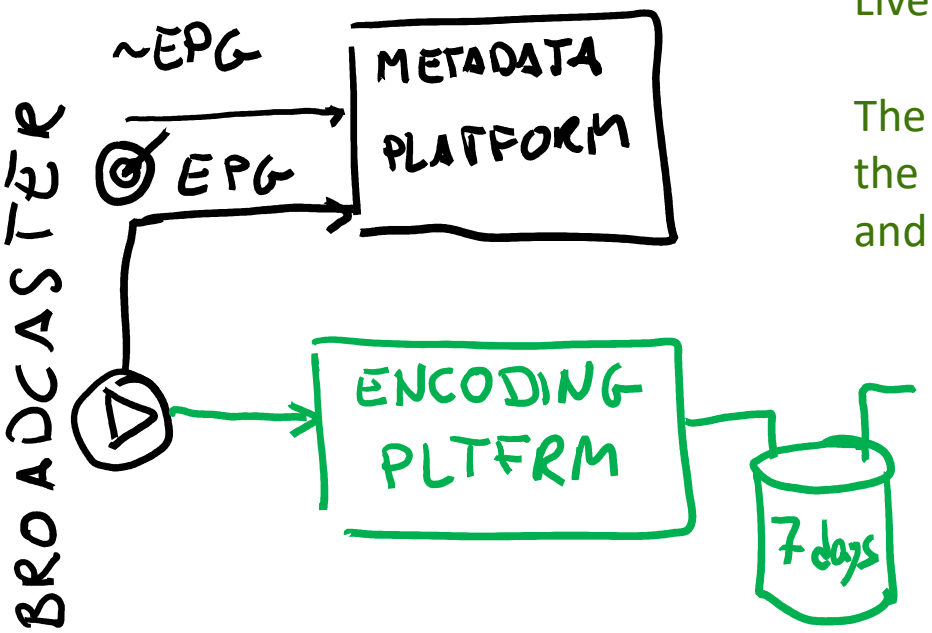
EPG information is enhanced

The broadcasters playout sends the accurate start and end time of every program

Starting program accuracy is one of the differential LOVEStv added value

How does it work?

System architecture



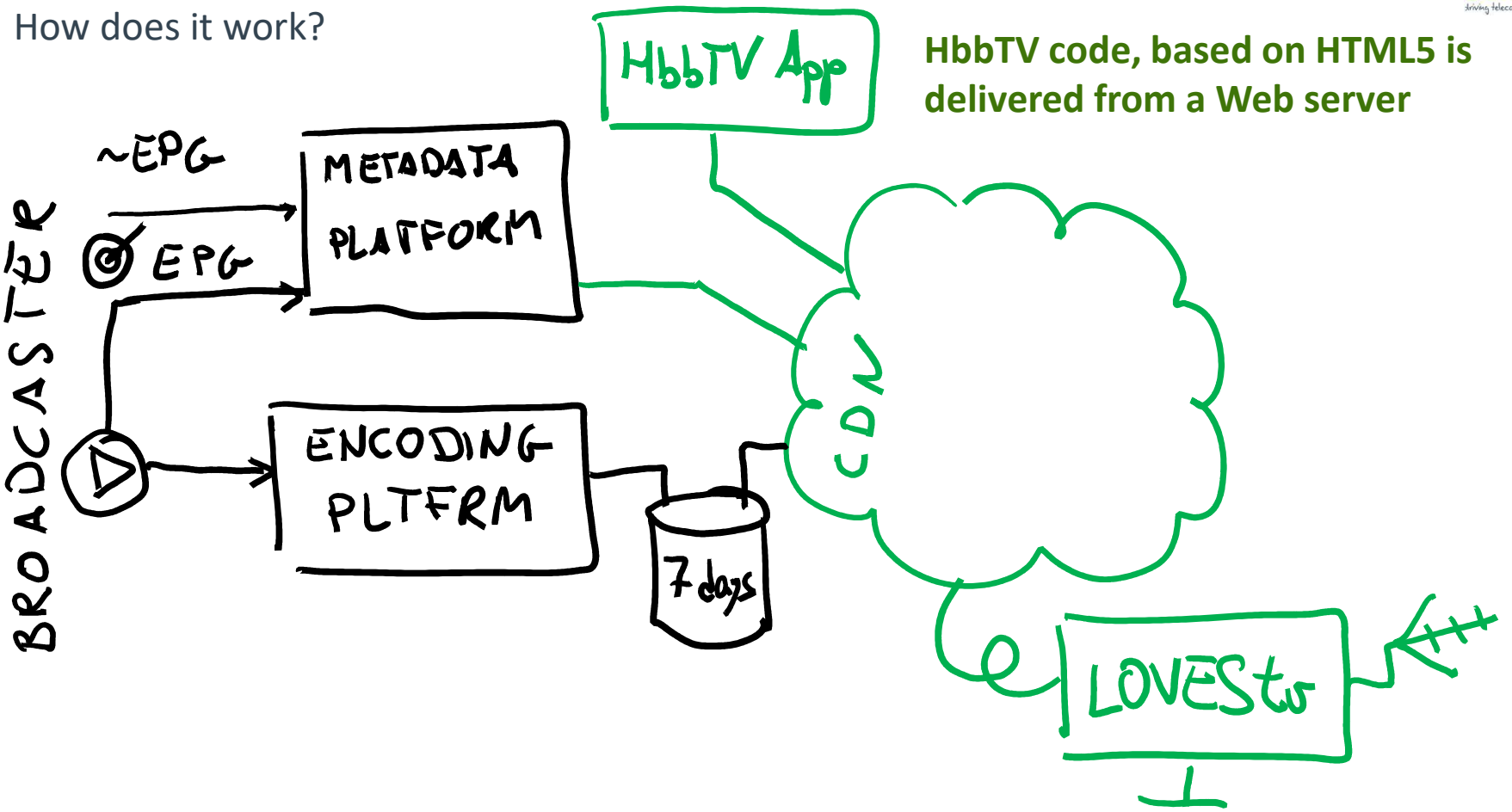
Live content is stored in a 7 days rolling buffer

The rolling buffer and EPG information allows the platform to play videos with accurate start and end time.

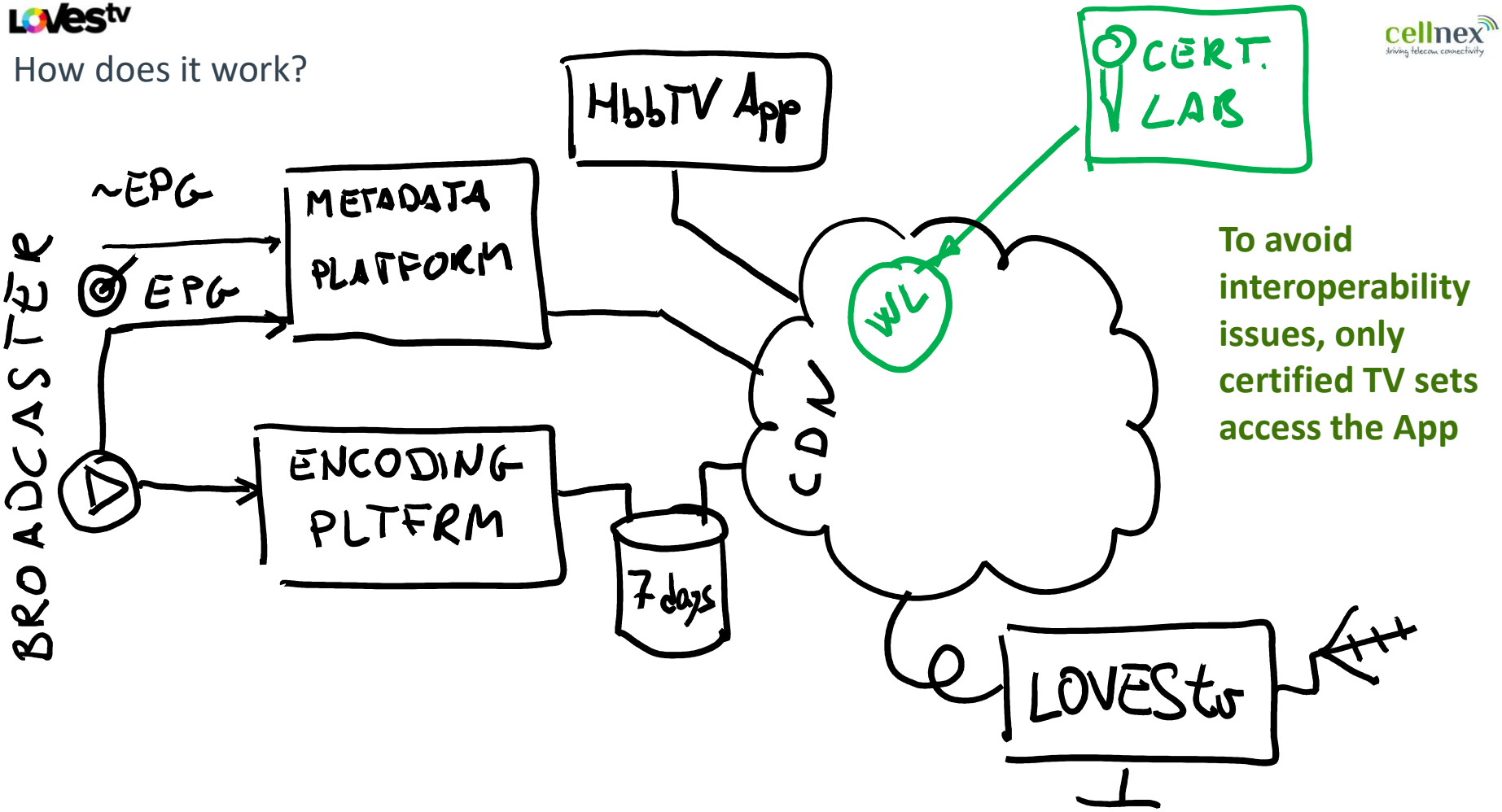
Start Over requires manifest manipulation to cheat the TV set simulating a VoD starting in the past but ending in the future

How does it work?

HbbTV code, based on HTML5 is delivered from a Web server



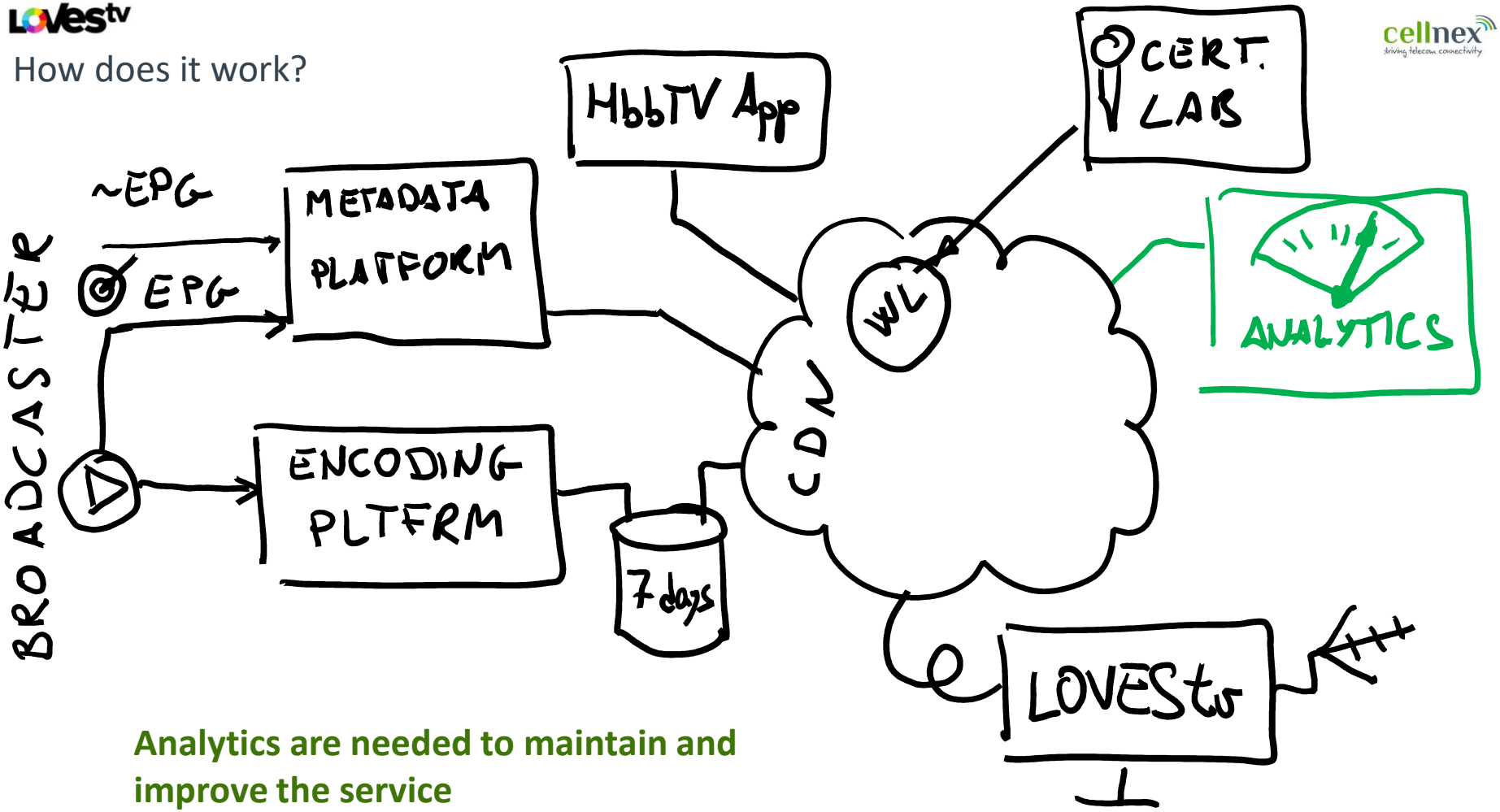
How does it work?



To avoid interoperability issues, only certified TV sets access the App

Interoperability:
• IoP Workshops
• Whitelisting
• Iop LAB: >100 SmartTVs
• Versions management
• reach vs evolution

How does it work?



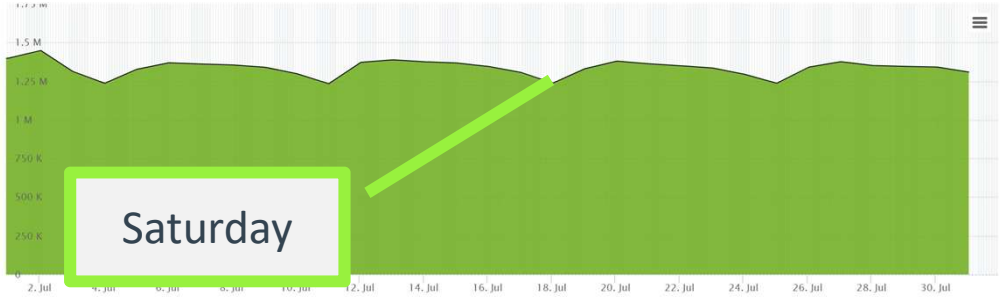
Analytics are needed to maintain and improve the service

Analytics: some examples

The Masterchef effect!

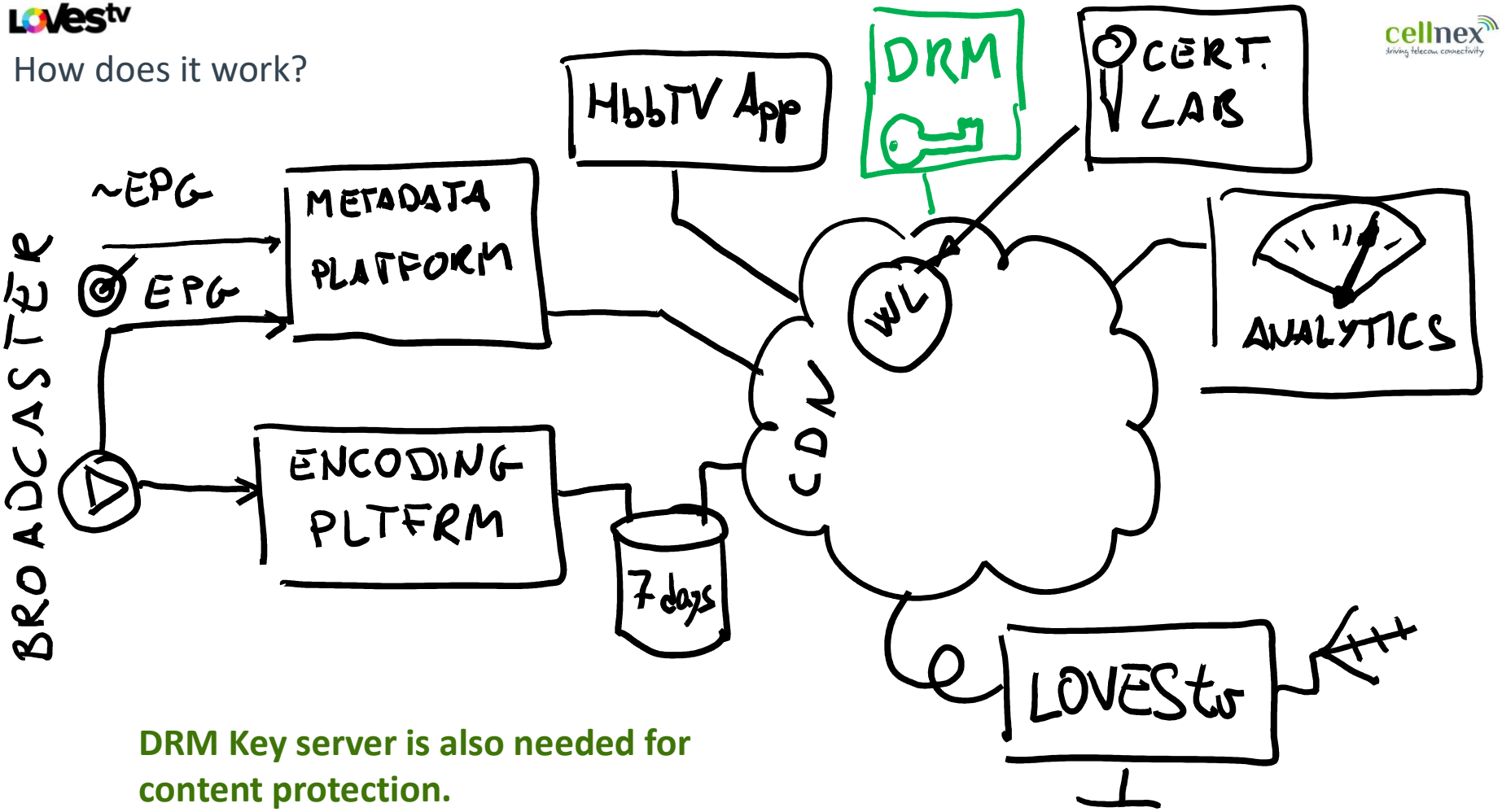
New TVs in White List

The weekend drop off

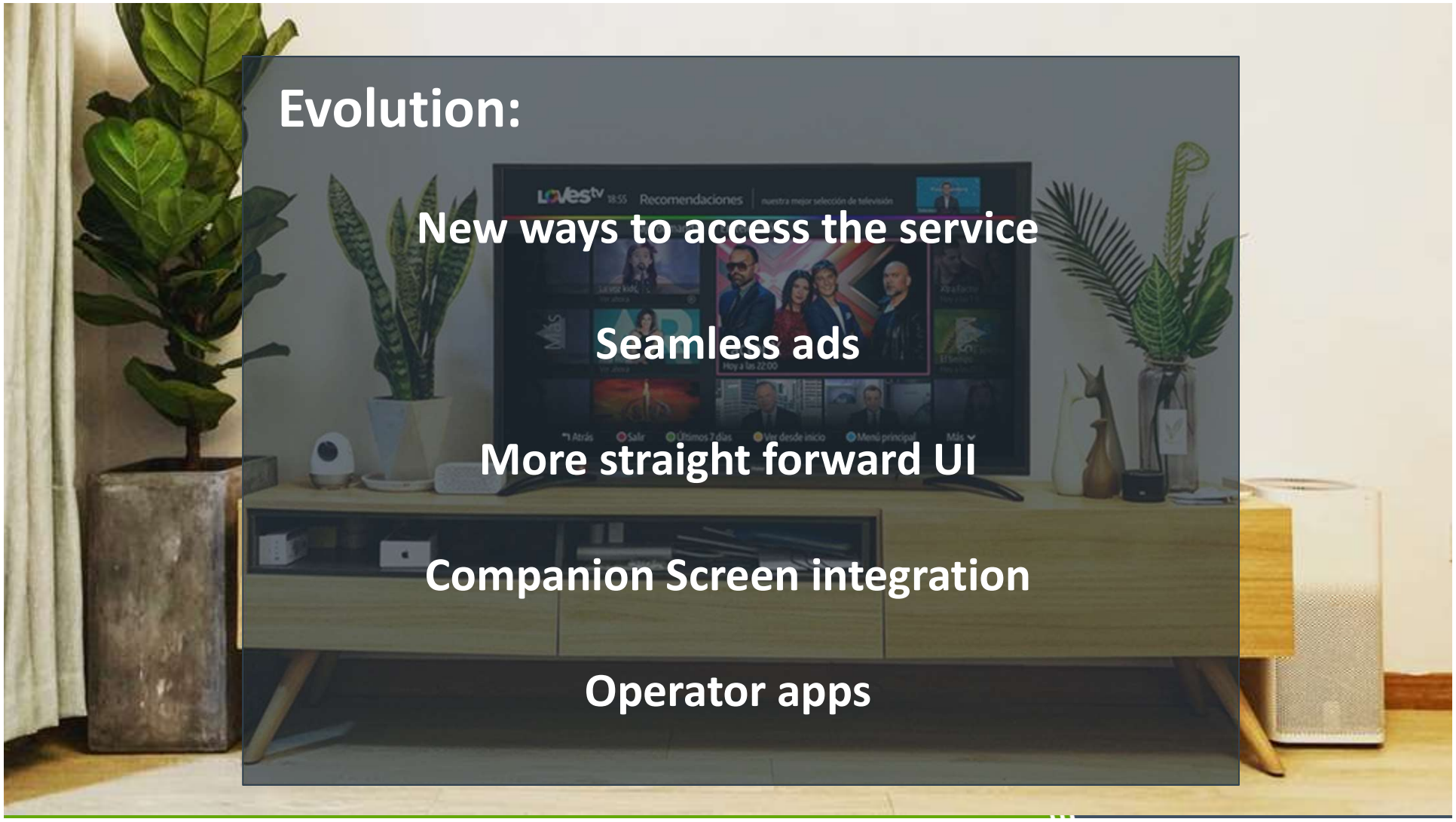


Kids love Catch up more tan SO

How does it work?



DRM Key server is also needed for content protection.


Evolution:
New ways to access the service
Seamless ads
More straight forward UI
Companion Screen integration
Operator apps

Lovestv
ATRESMEDIA
MEDIASETespaña.
rtve
Thank you and enjoy your hybrid experience
xavier.redon@cellnextelecom.com