

# SMART TV



# YOUR DIRECT-TO- TV EXPERIENCE

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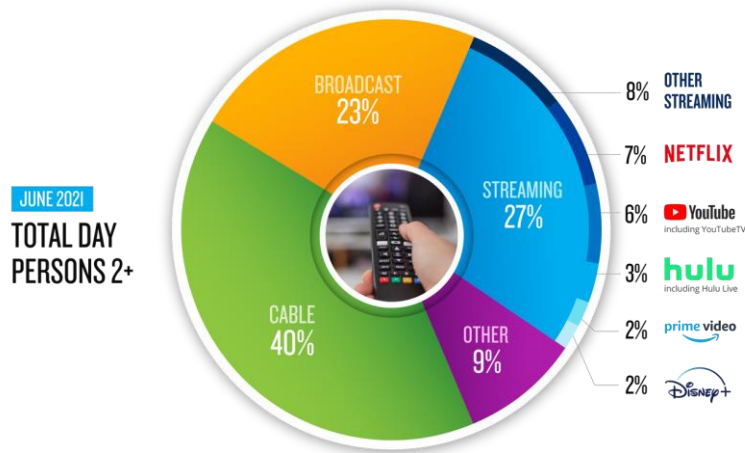


**“It will take another 10 or even 20 years before linear TV disappears completely.”**

*Source: Reed Hastings, Netflix CEO, Der Spiegel Sept 17<sup>th</sup>, 2021*

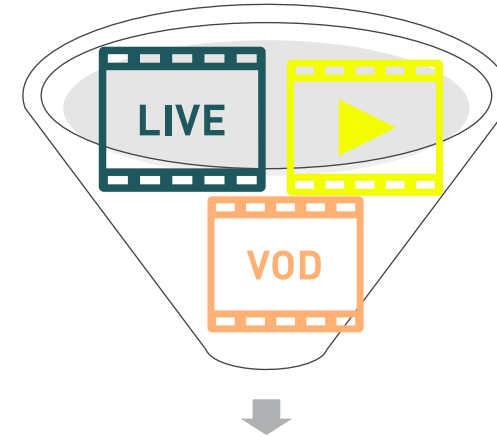
# TV INDUSTRY SNAPSHOT

*Shift to Live streaming content by consumers is on the way but...*



**Linear TV** (Broadcast & Cable for **63%**) **still dominate on the big screen** in the US.

Source: Analysis of June 2021 Nielsen National TV Panel Data plus Streaming video ratings



**75%** of TV viewers EMEA navigate **between linear and OTT content** when they watch TV

(\*) of Samsung TV viewers in the EMEA – Source: SmartLab+ - Smart TVs – Pan-EU - 2021

OTT revolution started but  
**Broadcast remains part of the game**

# TV INDUSTRY SNAPSHOT

*Aggregate multiple services to compete is key but challenging*



**75%\***

believe **aggregation** from  
**OTT apps and broadcast**  
available is the winning model

(\*) of TV & multi-play operators – Source: Digital  
TV Europe – Industry Survey - March 2021



**Compelling UX**

but only by delivering a  
**universal search in a seamless way**  
to consumers

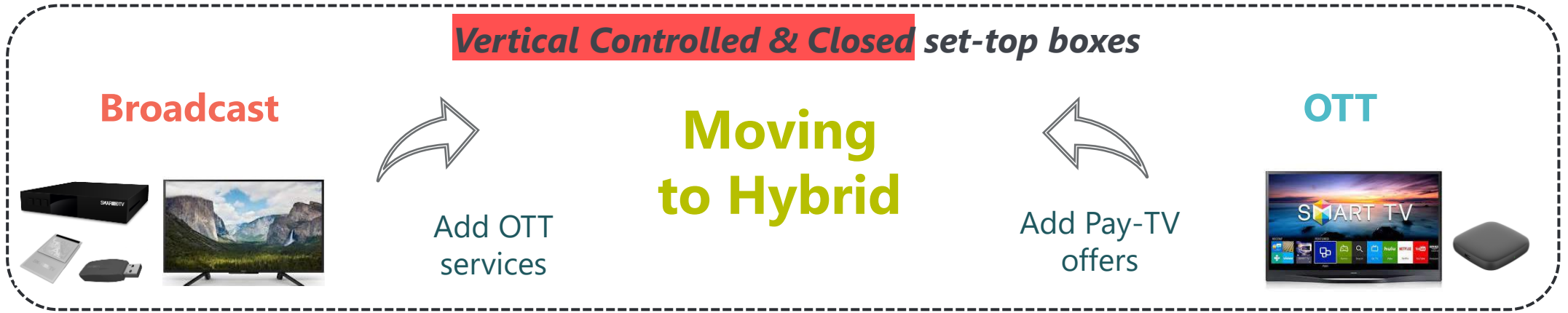


**Giving consumers extra choice** is  
becoming a significant advantage

# BUT HOW TO GIVE THEM THE CHOICE

... as they have access to TV content from multiple devices

Keep engaged people used to subscribe operators' devices



Move towards **a Horizontal BYOD** centric approach

Reaching consumers that would not otherwise be accessible



**TURN A RETAIL DEVICE,  
SUCH AS A SMART TV  
INTO AN OPERATOR  
MANAGED DEVICE :  
ISN'T POSSIBLE ?**

Bringing the benefits of a  
STB to the BYOD world.



— YES IT IS POSSIBLE!



!The perfect bundle for the best hybrid experience!

# BENEFITS FOR THE FINAL USER

All your favourite content in the same place

—

Consume your content when and how you prefer

—

Use only a single remote control

—

You do not need additional cables or set-top boxes

—

You will be eco-friendly and have lower electricity bill



# BENEFITS FOR THE OPERATOR

Push your brand and service to new customers

—

Drastically reduce your subscribers acquisition costs

—

Bring your user experience consistently across TVs

—

Deliver highest value content with state of the art security

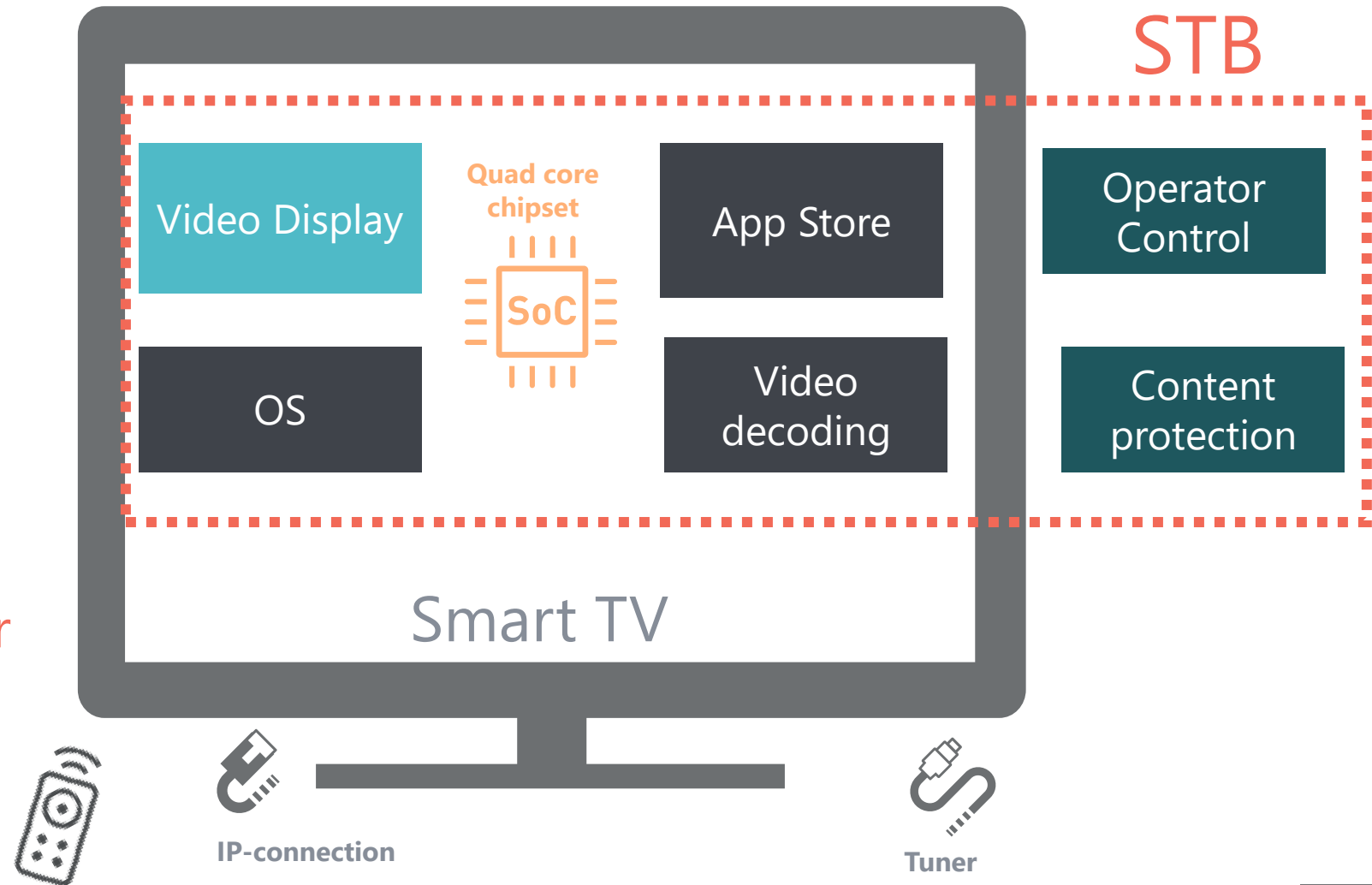
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Co-market your service with TV vendors

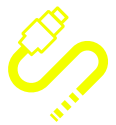
# SMART TV INCLUDES MOST OF STB FEATURES

- As **powerful** or even more than a STB
- **Up to date** on A/V technologies and CODEC compliancy
- Includes STB standard features

→ But a STB brings operator content & delivery control.



# CI PLUS: THE MISSING PART FOR SMART TV



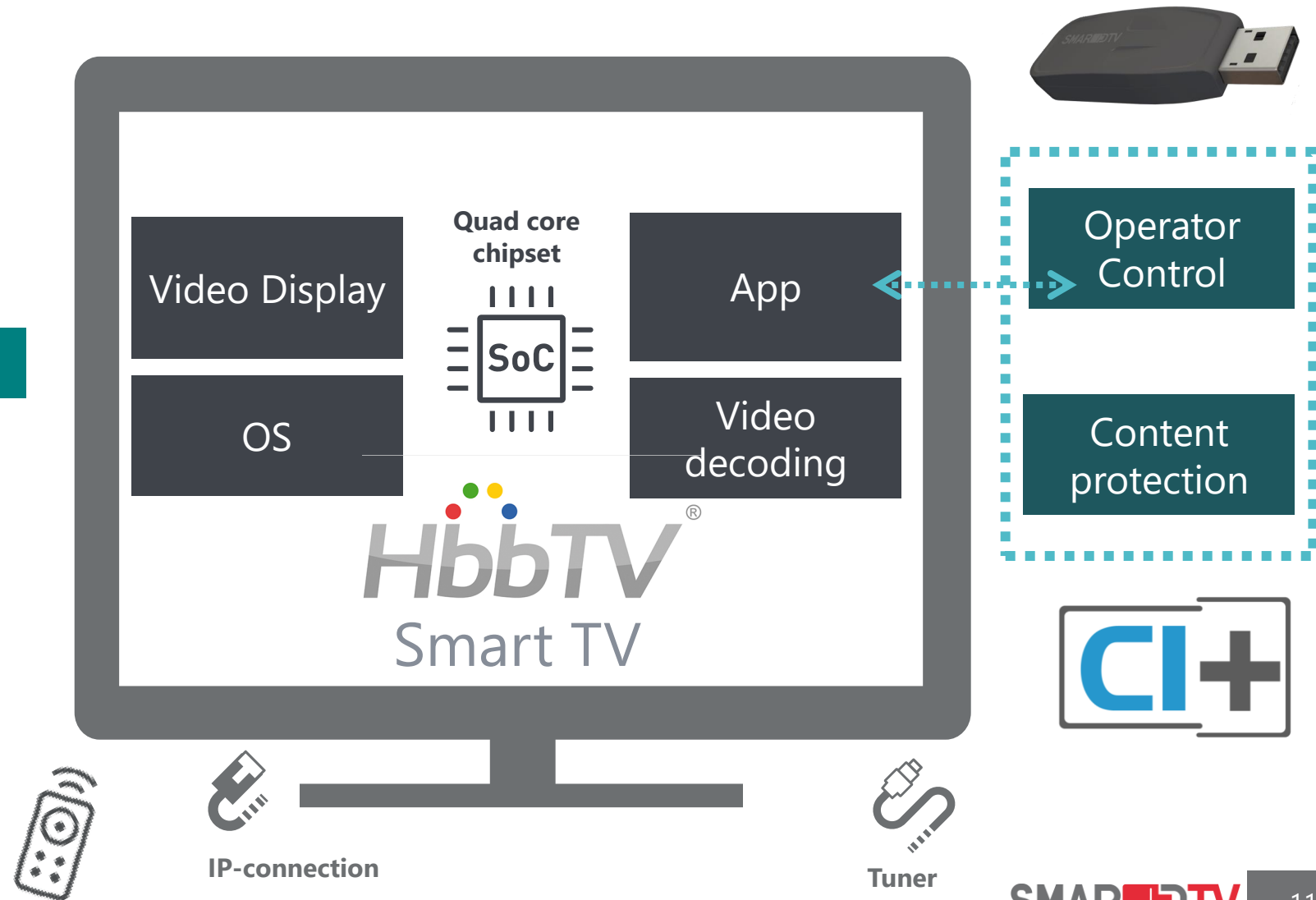
**Managing Broadcast** for a full Hybrid TV experience



**Taking control over the TV UI** for a unified UX



**Enhancing security level** of your content & App





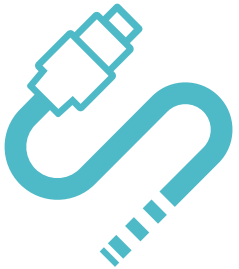
## — THE RIGHT BALANCE BETWEEN COST & QOS/QOE

YOU DON'T HAVE TO DO THIS CHOICE.



# A FULL HYBRID EXPERIENCE

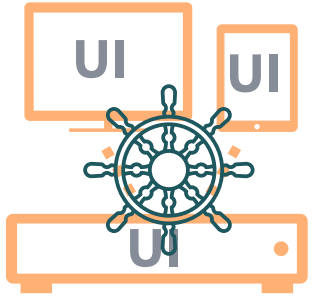
*TV Stick: Broadcast Live QoE guarantee*



- ✓ **Enrich** Live Broadcast transmission with additional Streaming content
- ✓ Provide **a seamless transition** from Linear TV to full On-demand in a single and unified interface (Catch-up, Start-Over, new streaming channel...)
- ✓ **Avoid to invest** in expensive CDN infrastructure to guarantee Quality Of Service

# GIVING YOU THE CONTROL

*Over the TV UI for a full operator branded UX*



- ✓ Bring a **Universal & Unified UI** (HTML-5) across various devices (STB, mobile, Smart TV...)
- ✓ Advertise and install the App from the CI Plus CAM to **ease Customers' Journey** (discovery, automatic log-on, etc...)
- ✓ **Retain subs** into your own-branded UX relying on a persistent App

# ENHANCING GLOBAL SECURITY LEVEL

*On both Content & Consumer Data*



- ✓ CAS & Studios high security requirements compliancy
- ✓ Watermarking, fingerprinting technology integration
- ✓ HDMI output control
- ✓ Trusted App



# TV-STICK + SMART TV = A WINNING COMBO

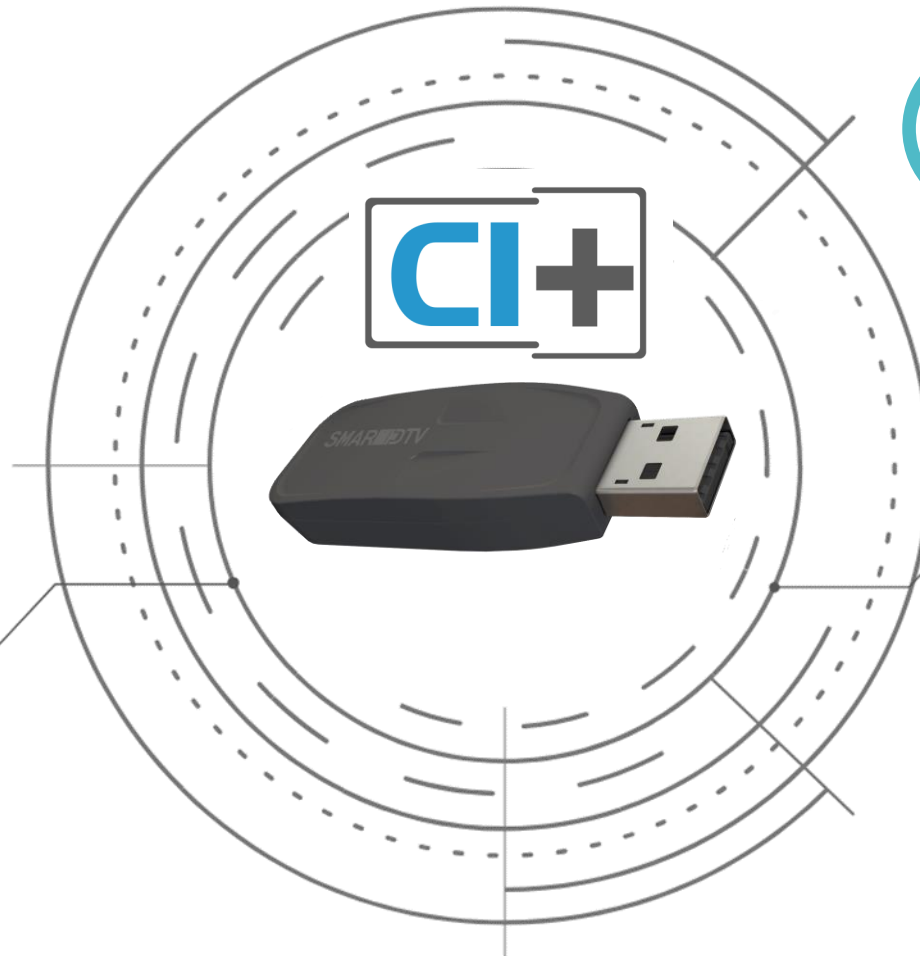
*simpler, faster and greener than STB*



- Low Carbon Footprint & Recycling
- Minimized logistics (less packaging)



- Energy saving (low power, directly powered by the TV)
- No extra material



- Easy conversion to hybrid: HTML-5



- Less system integration
- Lower Capex (HW+SW)

**HbbTV**<sup>®</sup>



## TAKEAWAY

*TV-Stick + HbbTV OpApp = THE WINNING COMBO*

- Broadcast Linear TV is not dead and still prevalent on TV screen
- Smart TVs and HbbTV bring the missing link with powerful application and interactivity
- Pay-TV Operators get the same Hybrid STB experience but:
  - Faster: less integration
  - Cheaper: less complexity, low Capex
  - Cooler: let the customer use its preferred device (BYOD)



A background image of a sunset over a vast blue ocean. The sun is a bright, glowing orb on the horizon, casting a shimmering path of light across the water's surface. The sky is a clear, pale blue. In the distance, a few small sailboats are visible on the horizon line.

**It's never a done deal  
until it's a done deal!**

**STB/CAM is  
dead**

**Linear TV is  
gone**



# SMARDTV

**THANKS FOR YOUR  
ATTENTION!**

# TECHNICAL BACK-UP



# WHAT DOES THE TV-STICK BRING TO HBBTV ECOSYSTEM?



**Discovery**



**Customization**



**No  
Connection**



**User  
identification**



**High Value  
Content**

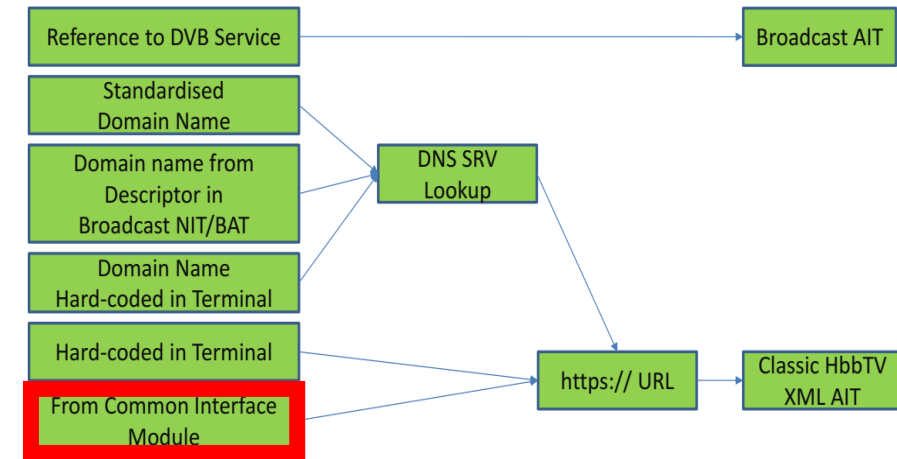
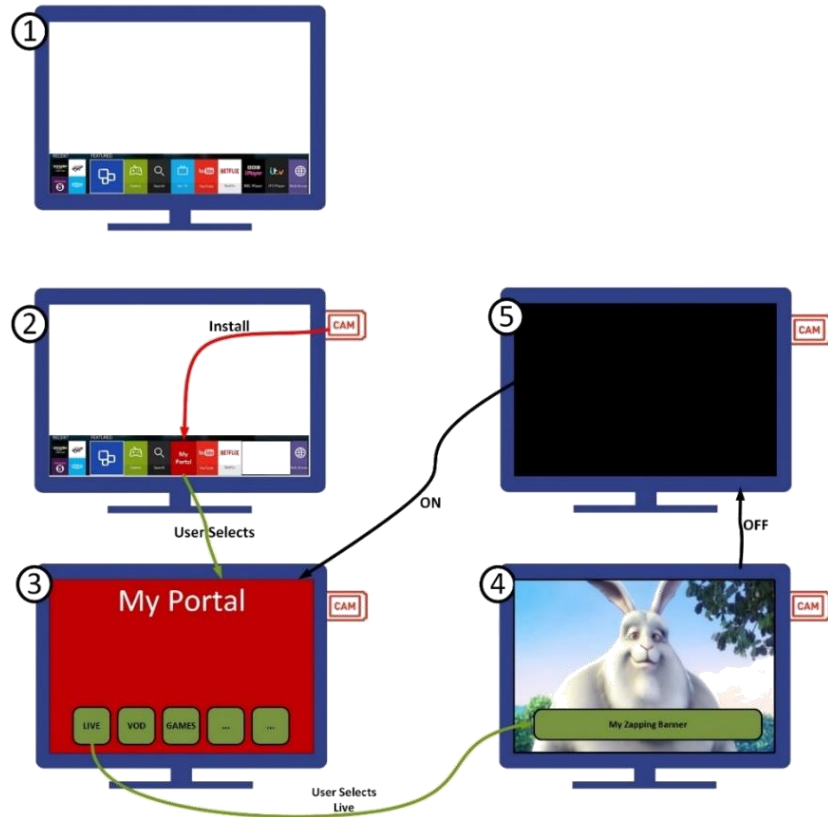


**H/W RoT**

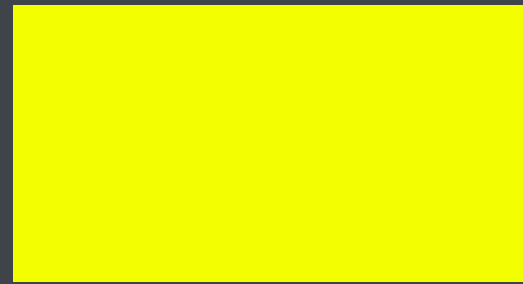
#1 NATURAL  
DISCOVERY



# #1 - CAM IMPROVES OPAPP DISCOVERY AND INSTALLATION

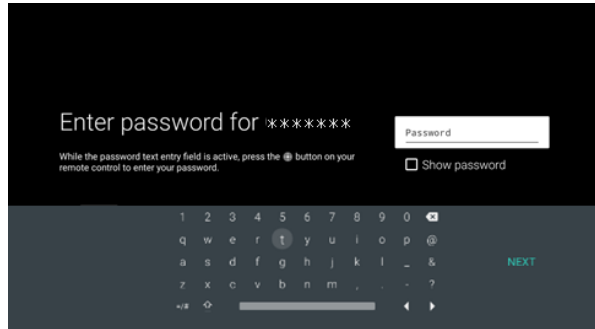


# #2 AUTOMATIC USER IDENTIFICATION

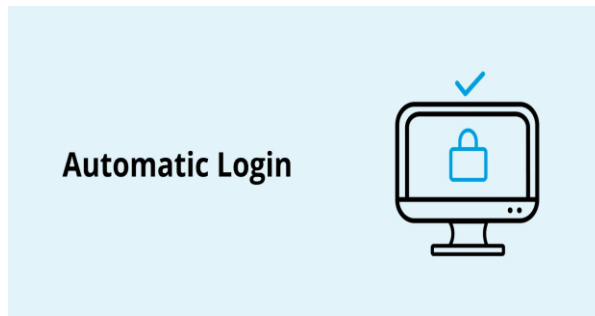




## #2 - CAM IMPROVES USER IDENTIFICATION AND MORE



**No more complex Sign-on  
(virtual Keyboard)**

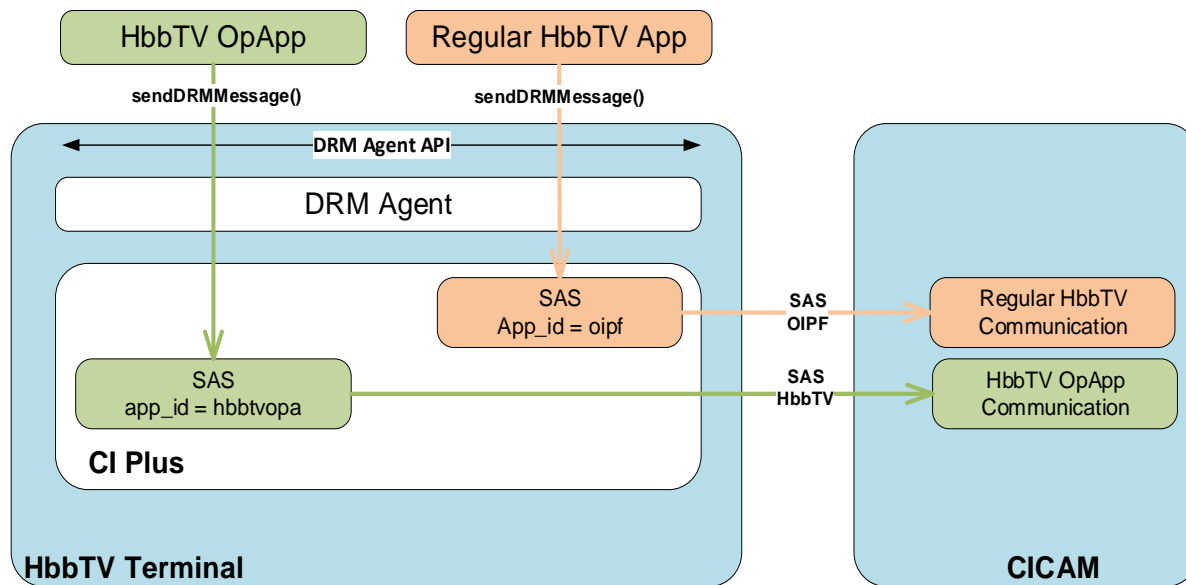


**Automatic authentication  
from the CAM**



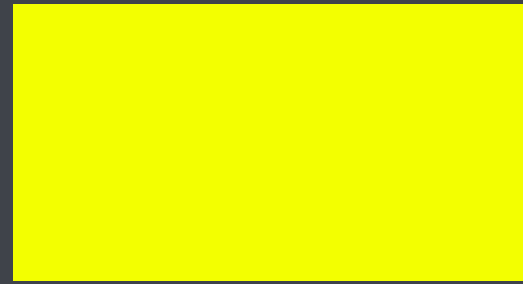
**Customized Services**

## #2 - CAM IMPROVES USER IDENTIFICATION AND MORE



- **Private protocol** between CAM and App
- **Link encryption** for trusted App
- Retrieve User parameters **directly from CAS** (rights, usage...)

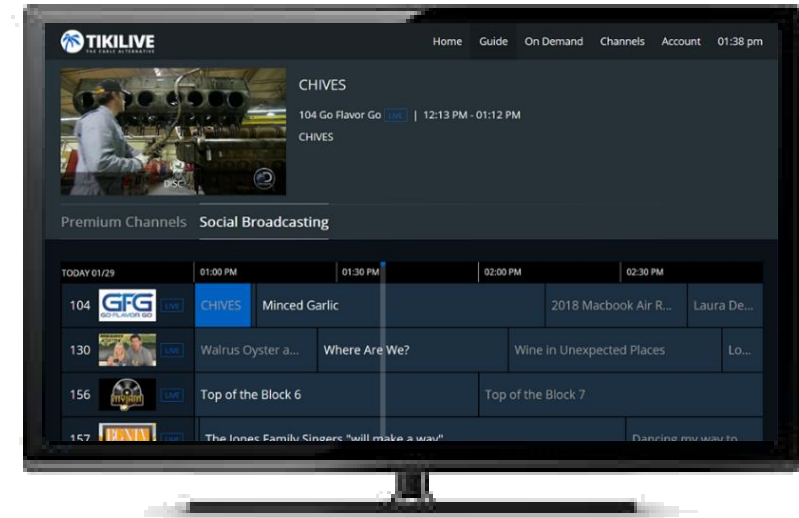
#3 NO IP  
CONNECTION  
REQUIRED



## #3 – CAM IMPROVES UI EVEN WITHOUT IP CONNECTION



CAM embeds a default  
OpApp



TV fetches HTML pages:

- OpApp installed from CAM
- Basic Operator Experience like **EPG** and **Info banner**