Irdeto OpApp
Accelerating HbbTV Adoption

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HbbTV Symposium
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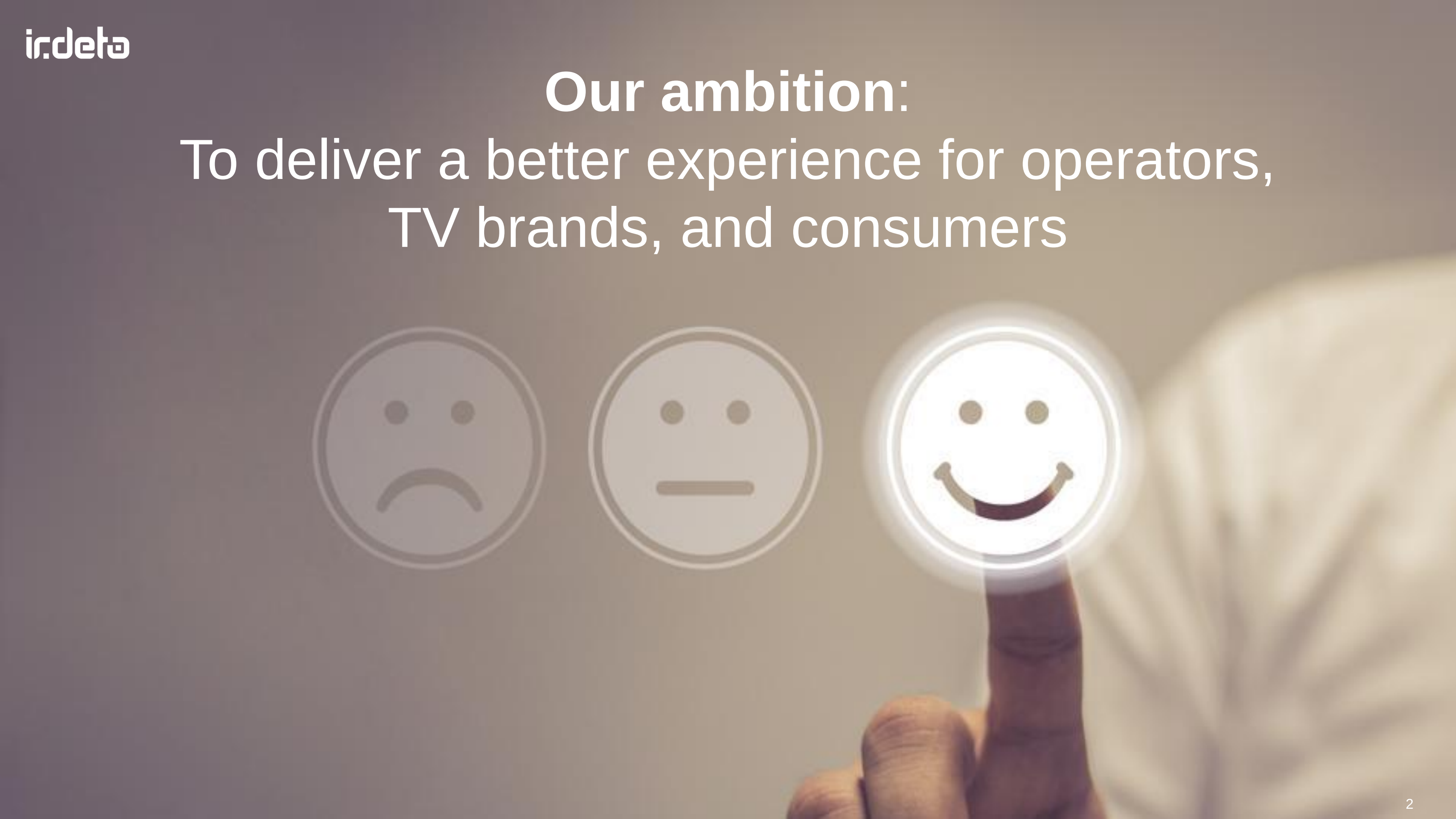
Our ambition:

To deliver a better experience for operators, TV brands, and consumers



Built on the benefits of HbbTV OpApp…

- Operator look & feel rich user experience
- Harmonization of user experience across platforms
- Interoperable across brands
- Supported by HbbTV’s testing regime

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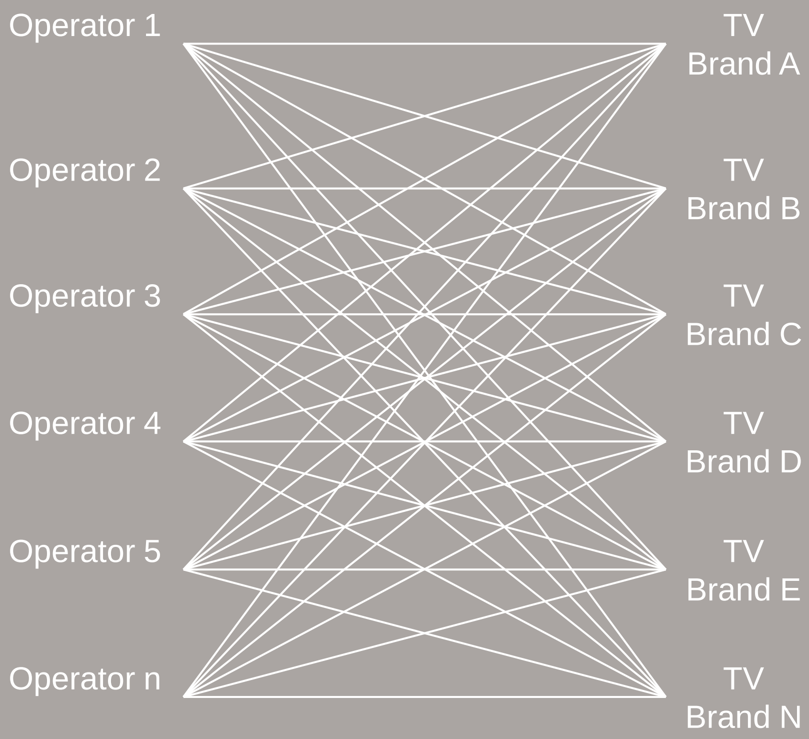
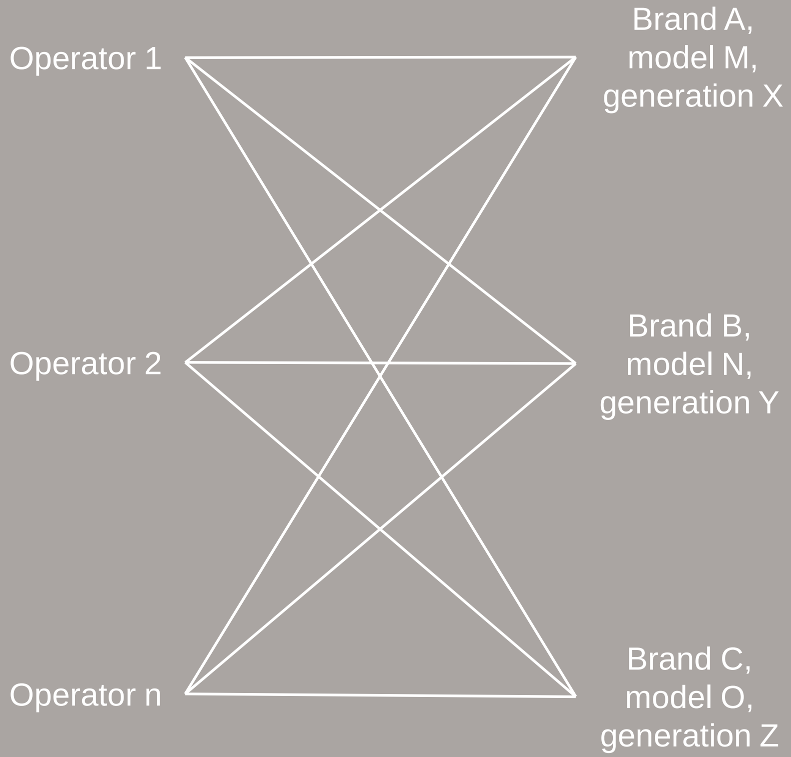
But remove the complexity…

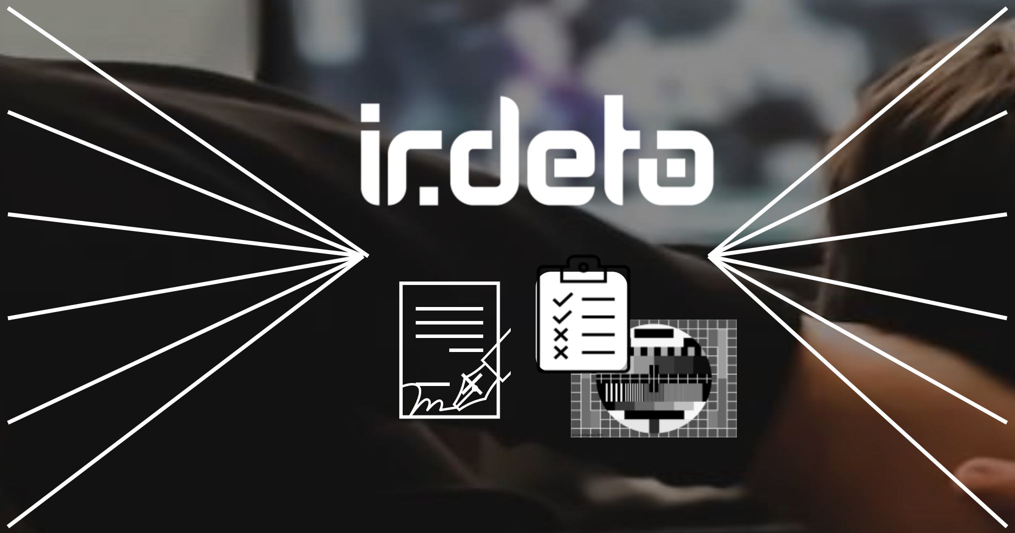
Contractual


Operator 1
Operator 2
Operator 3
Operator 4
Operator 5
Operator n
TV Brand A
TV Brand B
TV Brand C
TV Brand D
TV Brand E
TV Brand N

Testing


Operator 1
Operator 2
Operator n
Brand A, model M, generation X
Brand B, model N, generation Y
Brand C, model O, generation Z

By simplifying the contractual and testing framework



Pay-TV Operator

- Operator 1
- Operator 2
- Operator 3
- Operator 4
- Operator 5
- Operator n

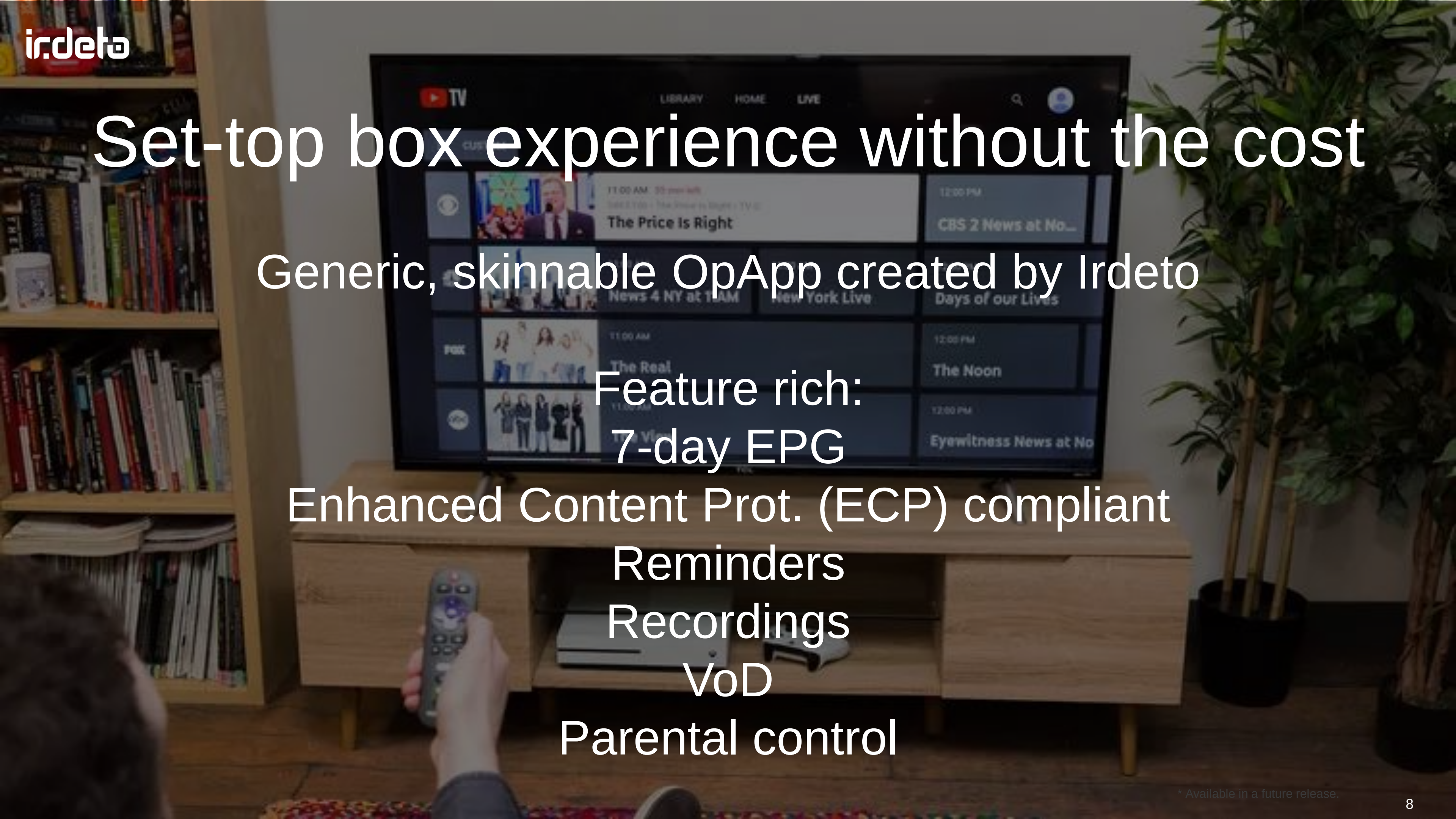
TV Manufacturer

- Brand A
- Brand B
- Brand C
- Brand D
- Brand E
- Brand N

Layer in the benefits of the CI+ CAM

- A managed device – PayTV grade security & lifecycle management
- Supports CAS & DRM – fit for hybrid
- Storage on board – can host Apps locally
- Auto install HbbTV OpApp from local storage - simple
- No internet connection req. – OpApp deployment in 1-way environments

Irdeto Operator Application



Set-top box experience without the cost

Generic, skinnable OpApp created by Irdeto

Feature rich:
7-day EPG
Enhanced Content Prot. (ECP) compliant
Reminders
Recordings
VoD
Parental control

* Available in a future release.

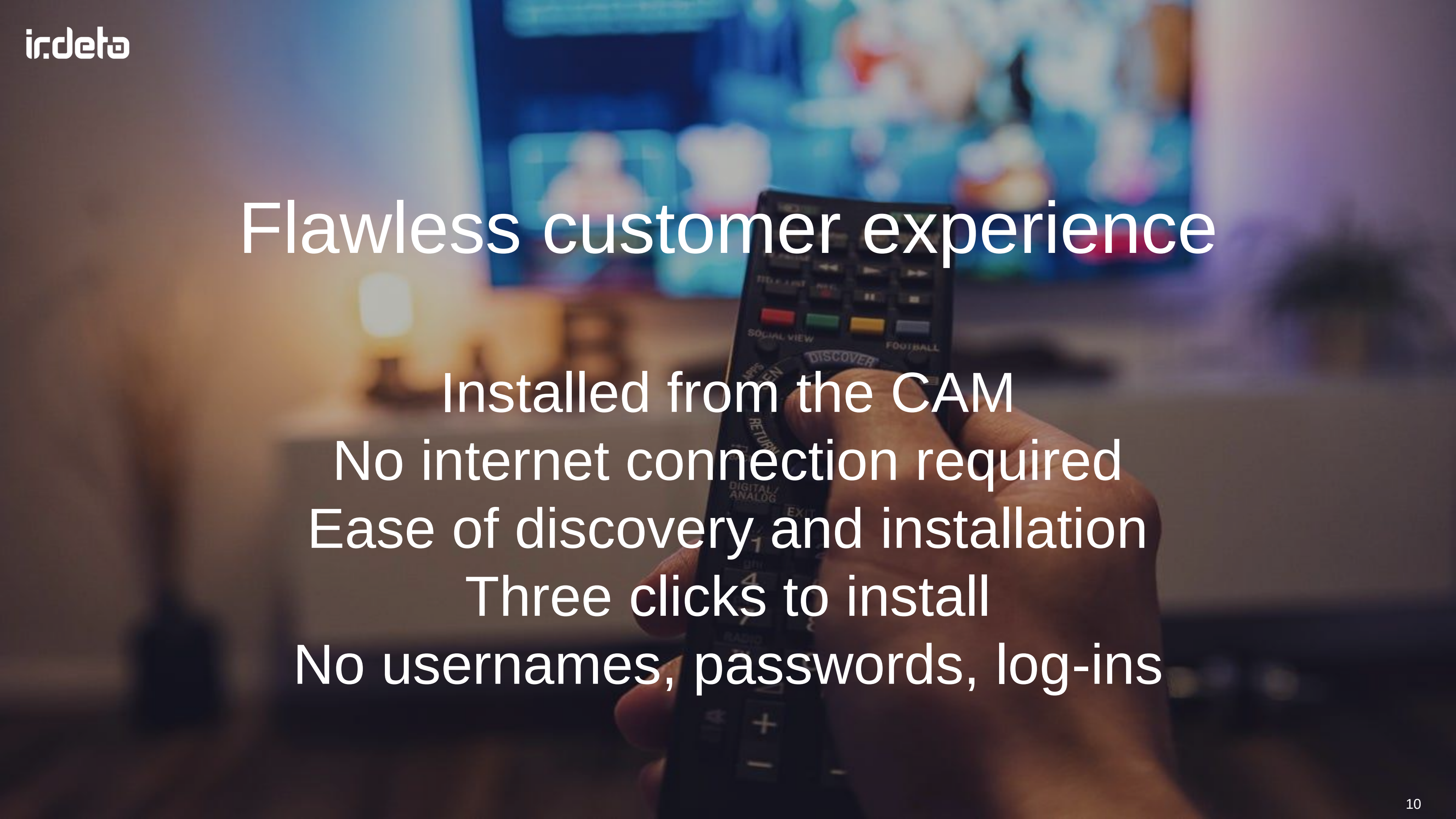
Hassle-free certification process

Irdeto assumes “operator” role

Op App tested & approved by TV manufacturers

Commercials in place with TV manufacturers

Operator free to customize Irdeto OpApp.



Flawless customer experience

Installed from the CAM
No internet connection required
Ease of discovery and installation
Three clicks to install
No usernames, passwords, log-ins

Utilizing and combining new features of CI+ and HbbTV

- A compact, modern, and customizable HbbTV OpApp
- Built with VUE framework
- OpApp as source
- Works in non-connected (and connected) mode and on different platforms
- Extensive use of the SAS protocol

Combine the best of broadcast and broadband with the convenience and cost of a CAM to deliver the best TV experience.

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OpApp
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Irdeto Operator Application

Small. Powerful. Efficient.

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