CONNECTING
PEOPLE
TO THE
CONTENT
THEY
LOVE

# HbbTV Apps in an OTT Centric World

*An Exploration*
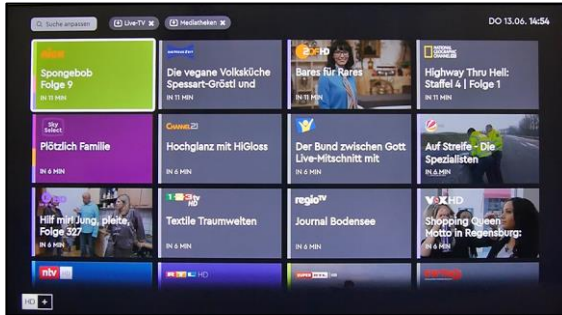
# Aggregating Content in HbbTV Universe – HD+
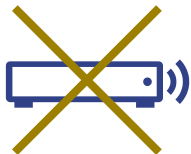

HOME PORTAL


CHANNEL LIST


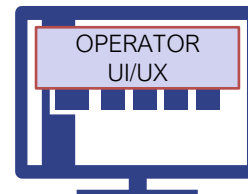ZAPPING / EVENT BANNER


CONTENT CATALOG


TV GUIDE

Hybrid experience including
Live content from satellite
and Start-Over + Catch-Up
delivered via OTT
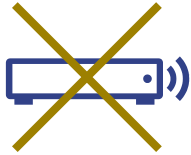
# Benefits of HbbTV in OTT – no STB, Lots of Apps

OPERATOR
UI/UX

Remove the need
for a STB

Operator application
controlling the TV UI and
the user experience

Cheapest path
to win new subscribers
without CAPEX

Imagine buying a new TV, connecting to your network, and being able to immediately watch
all your pay-TV channels – all without an extra set-top box and with only one remote control
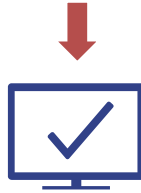
**NAGRA**
**K U D E L S K I**

# How to Stand Out in a Sea of Apps?

OPERATOR UI/UX

OPERATOR UI/UX

**Remove the need for a STB**

**Operator service discovery & activation during first installation**

**Operator application controlling the TV UI and the user experience**

Cheapest path to win new subscribers without CAPEX

Visibility of Operator service and quickest on screen activation
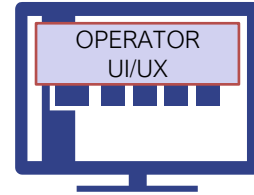
Operator application stands out of the crowded AppStore ecosystem

Service discovery & activation enabled through TVkey* greatly improves consumer visibility and service awareness

*\* Note: TVkey has been defined jointly by Nagra and Samsung – specs are open for anyone in industry*

4

**NAGRA**
**KUDELSKI**

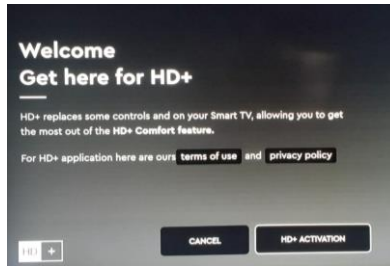# Customer Acquisition Boosted by Service Discovery



**1**
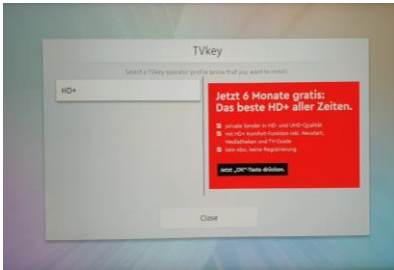
**SERVICE DISCOVERY**

HD+ Service
is discovered during
the TV installation
and shown to the user

**2**

**SERVICE ACTIVATION**

Users accepts to start the
6 months free period
and triggers the installation
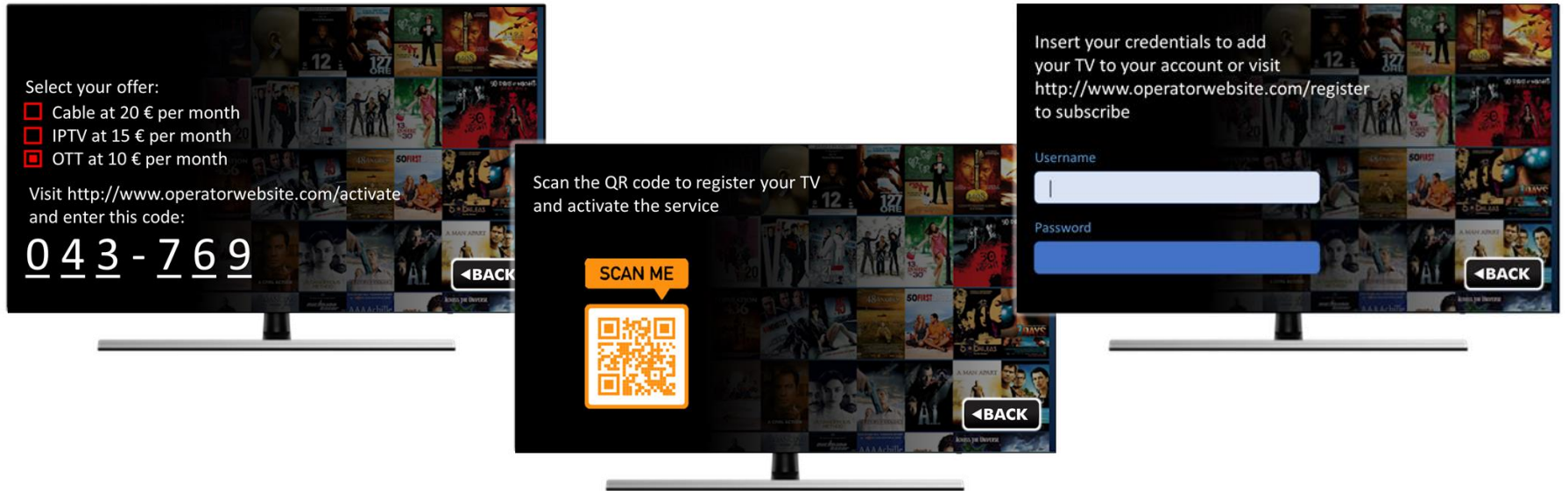of HD+ Service and App

**3**

**SERVICE INSTALLATION**

HD+ App is persistently
installed on the TV and the
access to the content
is granted

# OTT Inspired Customer Onboarding



Enabling an impulsive purchase of Operator service
with a quick customer activation

# Benefits from OTT Ecosystems:  Time to Market



Connected TVs are just one device in the OTT ecosystem

Customer centric approach with adoption of UX frameworks that span all devices

How to ensure a rich user experience with no compromises that is equally consistent on smartphones, tablets, desktop, Android TV, Apple TV and game consoles?  Deployments coming soon…

# In summary…

- **OTT and apps** have been a part of HbbTV for a while
  - Including OTT streaming, channel list discovery etc.
- Success for operators depends on **customer awareness** and **service discovery**
  - TVkey approach with open ecosystem approach
- **User experience** is critical for ongoing engagement
  - Easy **on-boarding** aligned with best practices in OTT
  - **Local install** of HbbTV app to minimize time to interact (TTI) and time to switch between apps (e.g. deep linking)
  - Cross-platform **consistency** between HbbTV and other platforms

- **Nagra's vision**:  bring open TVkey ecosystem and enable consistent UX despite differences in native players, CAS/DRM and device OS

**NAGRA**
**KUDELSKI**

köszönöm !תודה děkuji
mahalo 고맙습니다
thank you
merci 谢谢 danke
Ευχαριστώ شكرا
どうもありがとう gracias

NAGRA
KUDELSKI