

# SALTO

## HbbTV x Salto Webinar

May 2021

# Webinar Agenda

01

## BACKGROUND

*Overview of French TV and VOD Market*

02

## SALTO

*History, Product Proposal and Results to date*

03

## The SALTO HbbTV application

*Live demo*

04

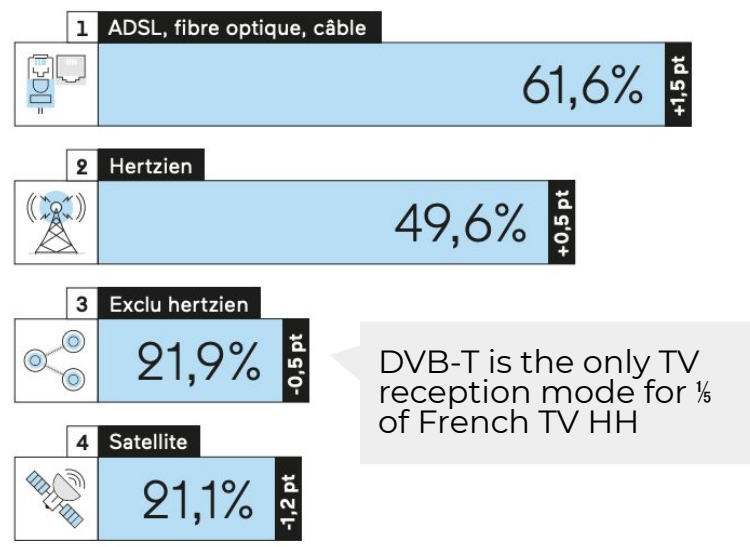
## Using HbbTV at SALTO

*Lessons learned and areas for improvements*



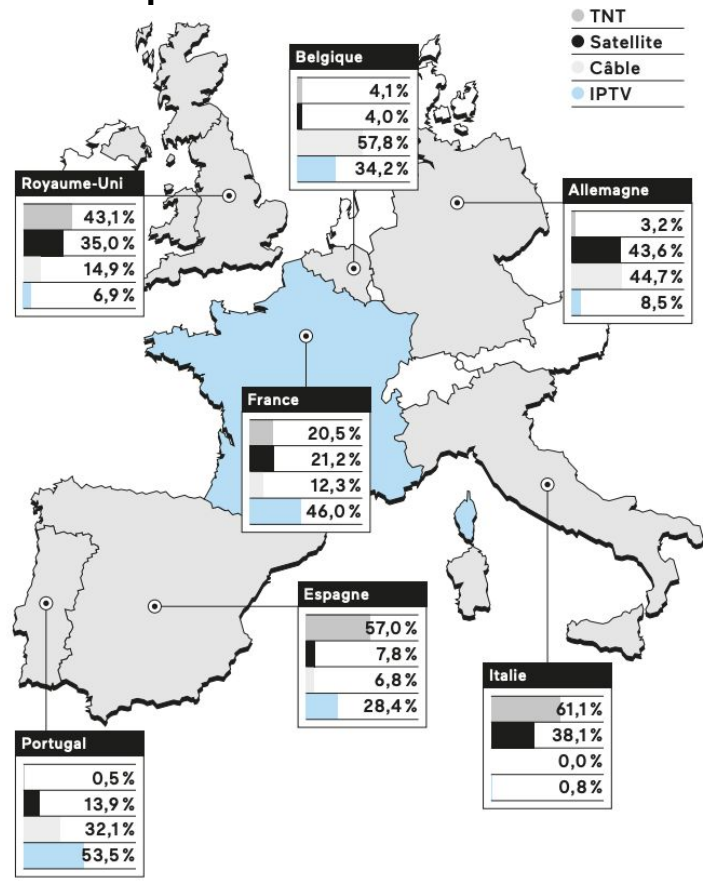
# FT TV market is polarized around **DTT** and **IPTV**

**TV reception modes in 2019** (and comparison with 2018) - % of TV HH



DVB-T is the only TV reception mode for 1/3 of French TV HH

## Main TV reception mode in 2019



Source: Médiamétrie les + de la TV, Idate, marché mondial de l'audiovisuel 2019

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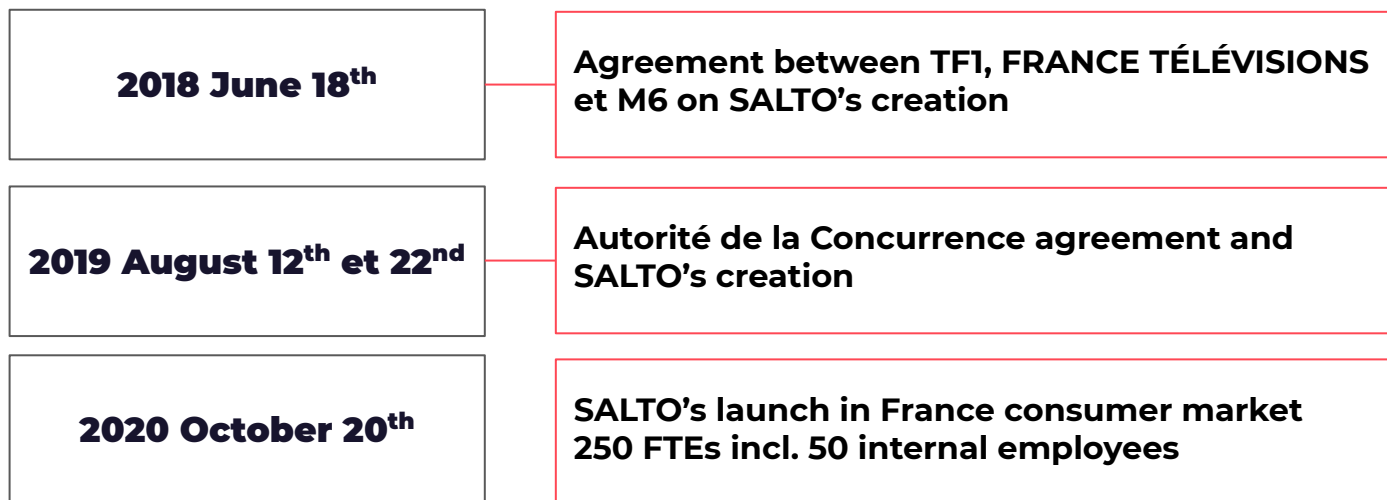
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# Salto is an **independent company**, born from a shared ambition from **3 major audiovisual groups**

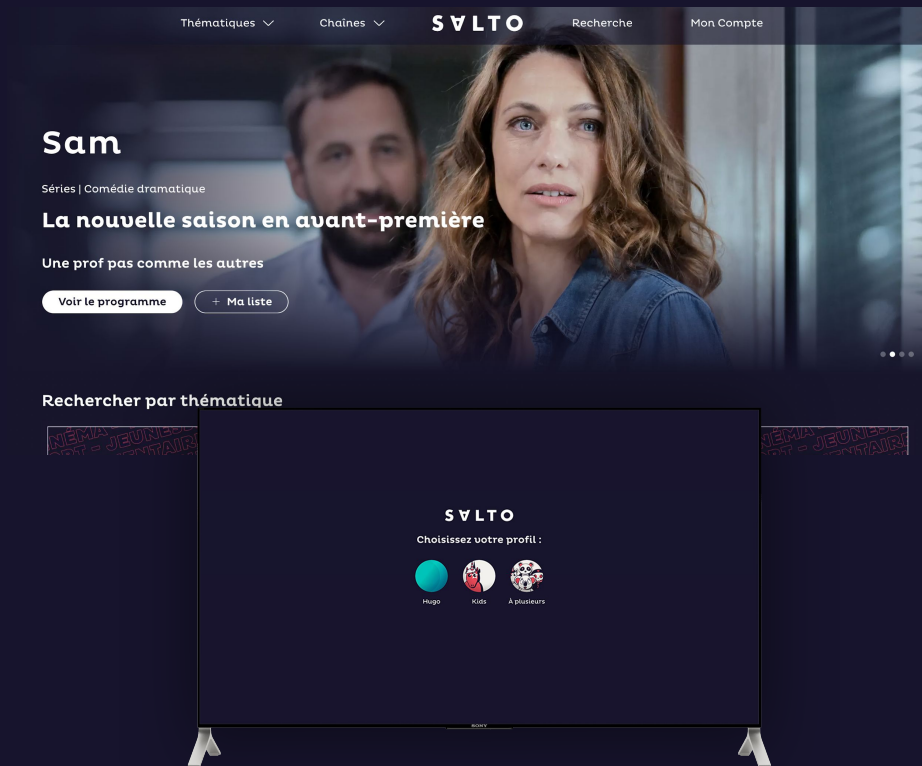


# Salto innovation

## Enrich French household daily TV experience

*Salto lifts fixed hours programmation constraints, with  
full programs, strongly anchored in French TV viewers  
daily habits*

SALTO



# Salto 1<sup>st</sup> singularity : “all in one”

## TV and streaming reunited in one same place

TV

- Major channels network -including catch up
- Program previews
- Full seasons

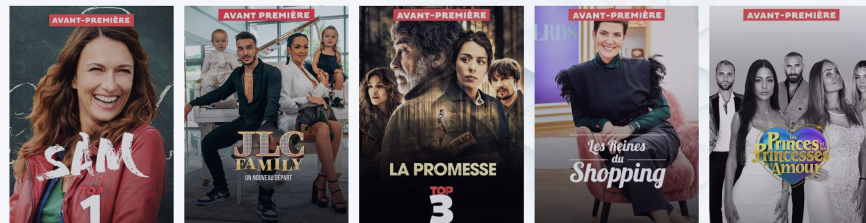
### Les incontournables



### Pépites françaises



### Avant-premières



### En direct à la TV



### Streaming

- The best French creations
- Tier 1 catalogue programs
- Exclusivities
- All genres (documentaries, movies, kids, etc.)

# Salto 2<sup>nd</sup> singularity : mainstream offer conceived for the French audience anchored in the cultural landscape

## 01 The biggest window for French creation

3/4 of titles are available in French and account for 60% of time spent on the platform

**95 French fictions in the 2020 TV Top 100 <sup>1</sup>**

**3 French fictions in the 2020 SVOD Top 100 <sup>2</sup>**

**French fictions Catalog : Netflix 6%, Amazon 21%**

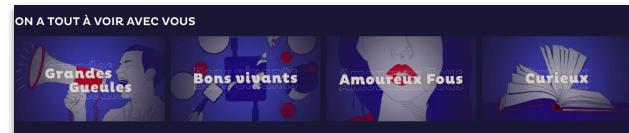
## 02 An offer anchored in French people daily routine

Live channels, TV magazines, info, documentaries, reality TV

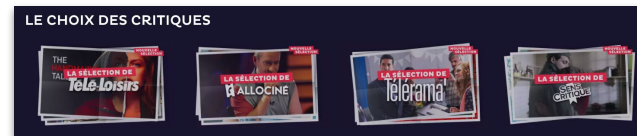
## 03 An offer conceived for all French households

programs for everyone to watch alone or together for an affordable price

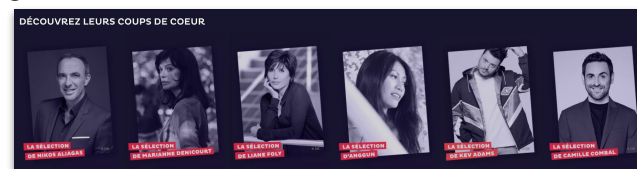
## 04 An editorial approach with an extra “French touch”



## 05 Comprehensive media partnerships



## 06 Recommandations embodied by daily French faces



Strictement confidentiel



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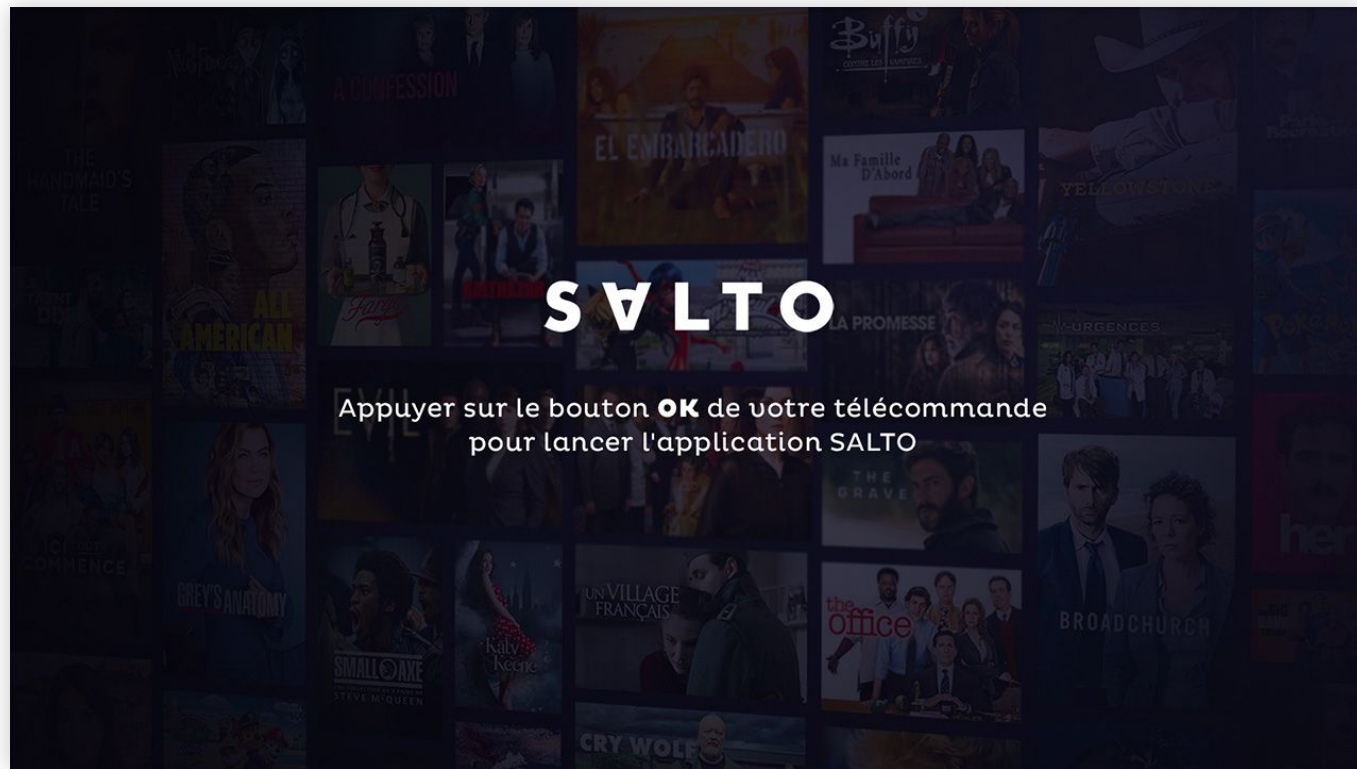
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# Accessing SALTO via DTT channel 51

Channel 51



Appuyer sur le bouton **OK** de votre télécommande pour lancer l'application SALTO

Canal 51 is a simple and fast access to HbbTV app. When the user presses the OK button of the remote control, Salto app launches

Step 1: press 5 and 1 with the remote control to land on channel 51

Step 2: press the ok button

# Registered Users will be prompted to pair their TV with their account

Channel 51

**SALTO**

Connectez votre TV

Entrez le code ci-dessous dans votre espace "Mon compte" rubrique  
"Gérer les appareils" sur le site web [www.salto.fr](http://www.salto.fr) ou l'application mobile  
Salto

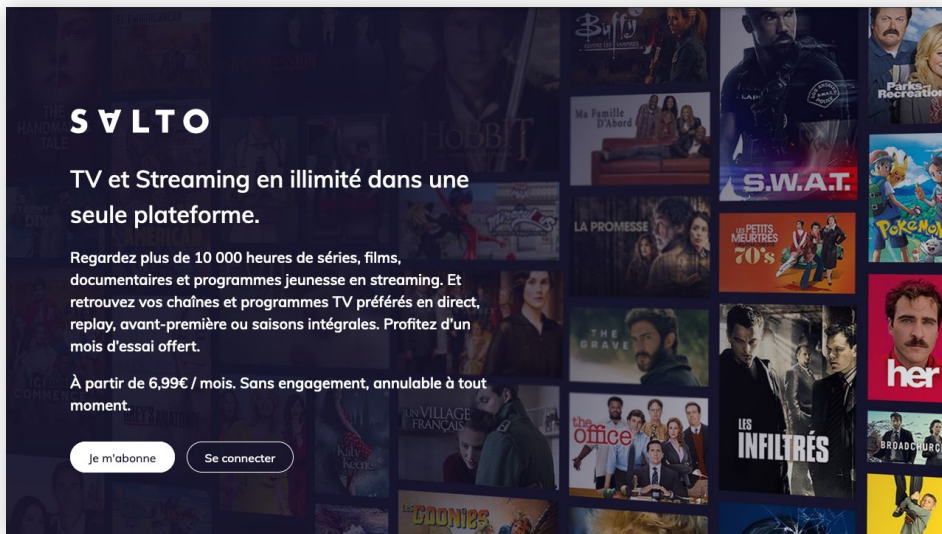
**V P L X P**

Step 3a: if the user already has a Salto account, he/she can pair in the Salto mobile app or on [www.salto.fr](http://www.salto.fr)

A code is provided to connect the TV with the existing account

# Non-subscribers will be prompted to create an account

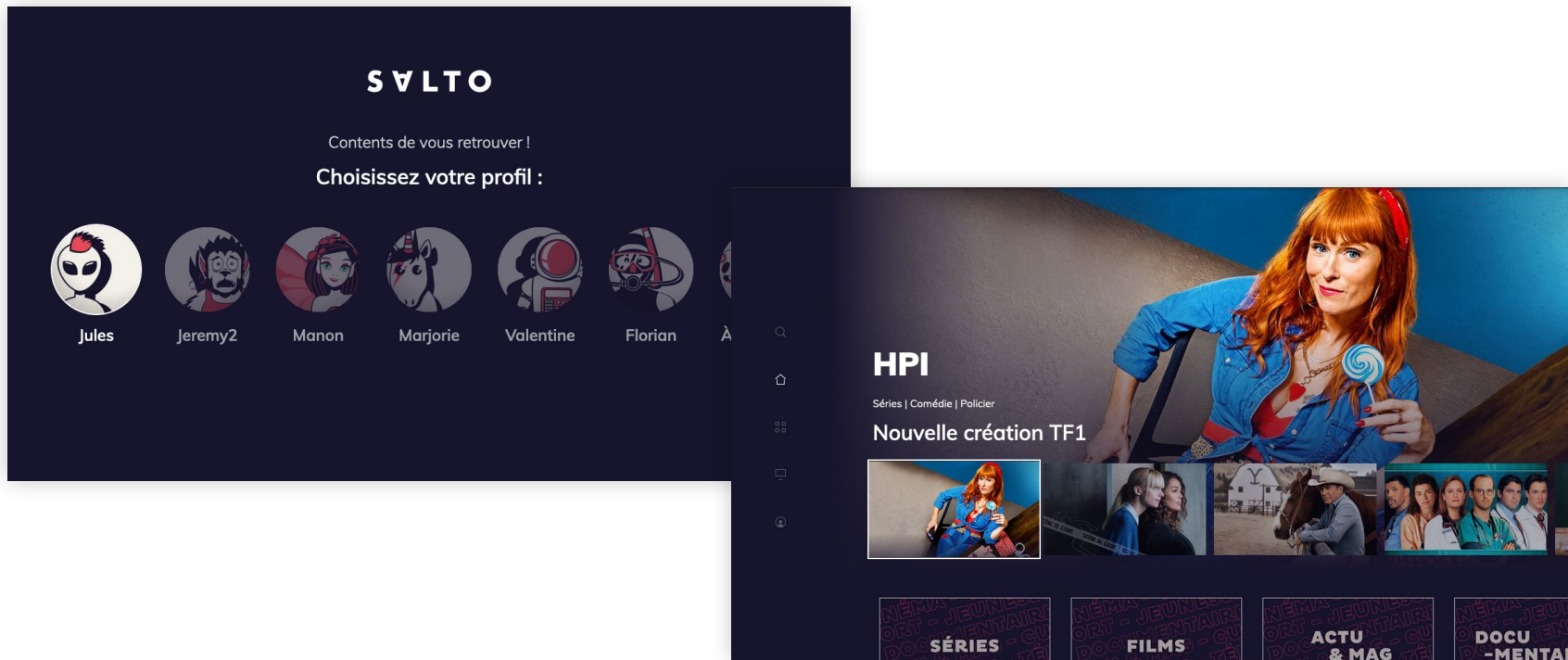
Channel 51



Step 3b: if the user does not own a Salto account, he/she is sent to Salto landing page and needs to create an account on Salto.fr or on the app

# Entering the SALTO universe through the SALTO HbbTV App

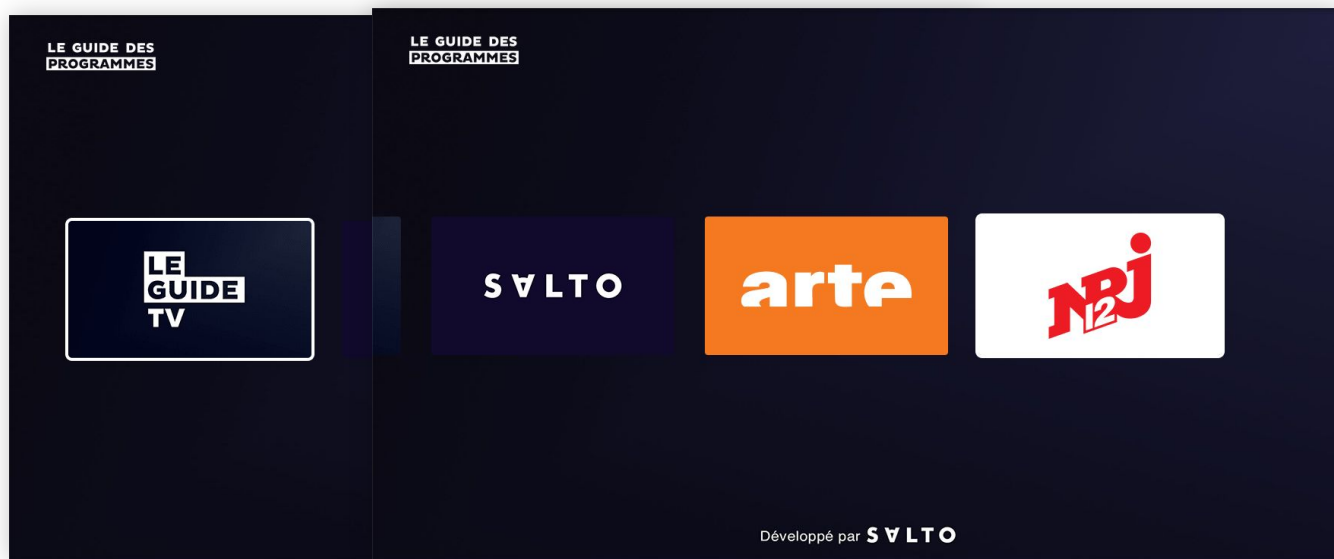
Channel 51



Strictement confidentiel

# SALTO also launched a transversal **interactive portal on Channel 50**

Channel 50





# Channel 50 includes an electronic guide of DTT programs (future, interactive)

Channel 50

**LE GUIDE TV**

**En ce moment**  
À suivre  
Votre soirée

**Guide des programmes TNT**

 <p>Maintenant Petits plats en équilib...</p>	 <p>Maintenant Tout le monde veut p...</p>	 <p>DEPUIS 5 min. 12/13 : Edition de pr...</p>	 <p>DEPUIS 2 min. L'info du vrai, le docu...</p>
 <p>DEPUIS 10 min. La quotidienne</p>	 <p>DEPUIS 25 min. Ça peut vous arriver ...</p>	 <p>DEPUIS 15 min. Au coeur de l'Australi...</p>	 <p>DEPUIS 21 min. TPMP : première par...</p>
 <p>DEPUIS 20 min. W9 Hits</p>	 <p>DEPUIS 45 min. Ghost Whisperer</p>	 <p>DEPUIS 35 min. Mamans &amp; célèbres</p>	 <p>...plus de 1h Crimes</p>

ACCUEIL

# Why **DTT** & **HbbTV** for **SALTO** ?

**01**

## **REACH**

in many homes, DTT is THE source of TV : natural point to start TV viewing in all forms

**02**

## **EASE OF USE**

a simple and universal method to access to the SALTO app, for all TV sets

**03**

## **ENRICH DTT**

DTT Homes have a deficit of service vs IPTV homes : SALTO fills this gap

**04**

## **SINGLE DEV**

One HbbTV app to serve all TV & technology platforms

**05**

## **DIRECT**

direct interaction of SALTO with its users

...

## **NETWORK**

DTT network to deliver on demand content ; leverage carbon and cost benefit



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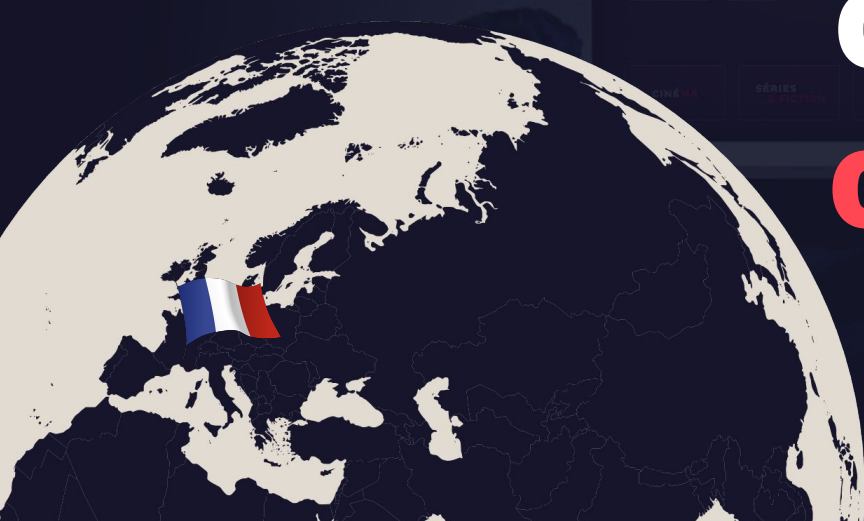
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# **The SALTO HbbTV : infrastructure**

## **Current platform**

- 1. Broadcast : French DTT multiplexe**
- 2. Launcher : Channel 50 & 51**
- 3. App : Salto Hbbtv app**

# The SALTO HbbTV Journey : **some observations**

## **Current issues**

1. Certification & QA : visibility on device population and dynamics
2. Integration with DRM
3. Languages / Audio-tracks

## **Future Features**

4. Spécial redirection for non-compatible screens
5. Launching the app from an external device (eg;wifi)

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