HbbTV OpApp Webinar, March 2021
The manufacturer perspective

Presentend by martin.faehnrich@eu.panasonic.com

HbbTV
Operator Application

Why?

Should an operator do OpApp

OpApp benefits

- Branding
- Visibility
- Resident application (in FLASH mem.)
- Launch on start-up
- Instant service launches
- Easy upgrades
- Flexibility (no hardware)
- No hardware business required
- Feels like part of the TV software
- Access to more keys on RCU
- Can substitute some TV UIs (e.g. EPG)

Panasonic

One of the favorite features

Branded EPG
- Operator style
- Operator behavior
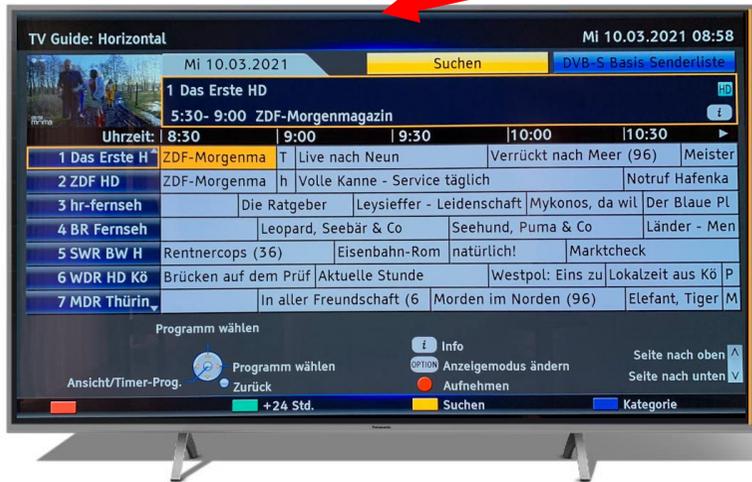
Original Panasonic Guide (EPG)
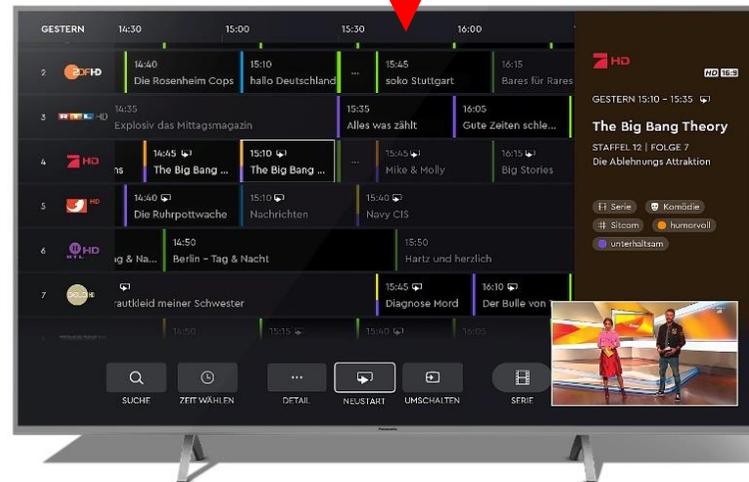
Guide (EPG) from HD+ OpApp
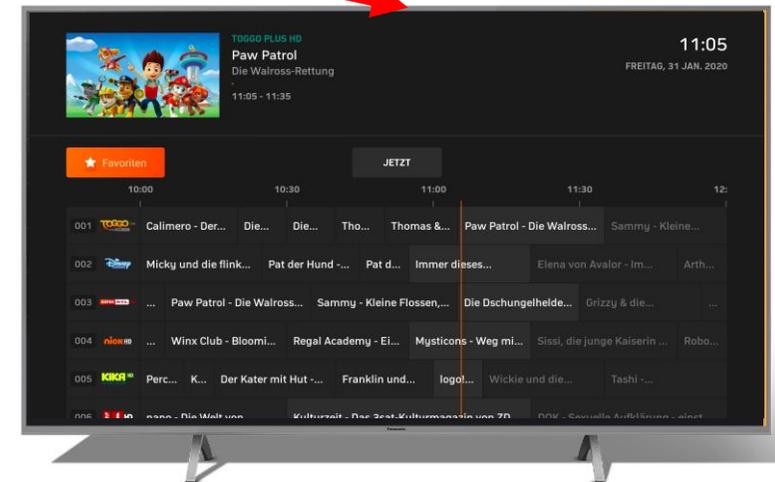
Guide (EPG) from Zattoo OpApp

Panasonic

- Easily enables new business fields (IPTV) for SmartTVs
- Hybrid solution, serves broadcast and broadband
- Pay-TV / Subscription services without additional hardware
- OpApp enabled TVs are more attractive (marketing argument)

Manufacturers are user focused
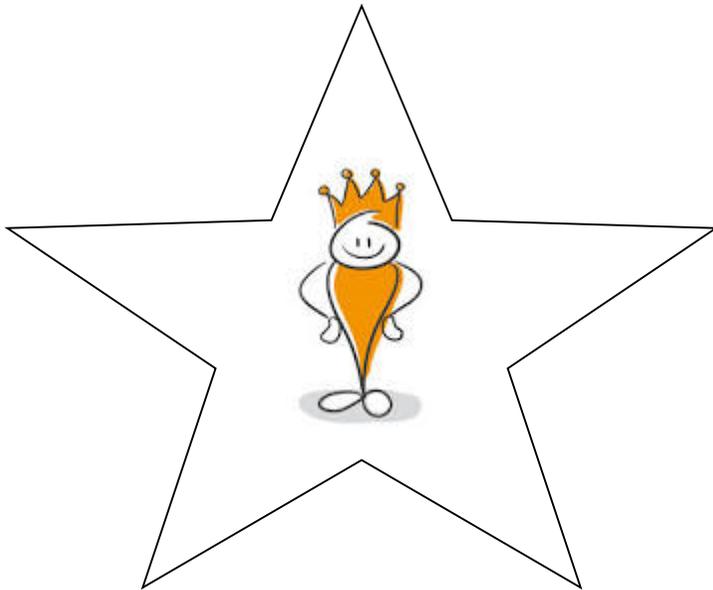
Attractive for the end-user:
- Single remote control (!)
- Clean looking living room
- Easy installation (No confusion by wiring extra hardware)
- Perfectly integrated access to IPTV services
- Hybrid: Seamless integration of DVB channels, linear and non-linear IP content (Mediathek, Catch-up, …)
- Easy feature-up possible (just install OpApp)

Panasonic

Some words from practice...

... also based on received questions

Panasonic

How about "ordinary" HbbTV, if an OpApp is installed – Does this work?

HD + Operator Application

Yes of couse!

HbbTV HbbTV from Broadcast

- HbbTV OpApp is running in parallel in the background
- "Ordinary" HbbTV is not affected, and will function as normal!

Panasonic

OpApp can be purely IPTV

- Fully broadcast independent
- Not even a tuner needed

- Perfect solution for IPTV:
  - Get easily on the "big screen"
  - Low effort, no extra hardware
  - Standardized

Zattoo is a perfect example for a pure IPTV OpApp solution

No CableTV, DVB-T2 antenna, or satellite dish required!

New usage scenarios: Enjoy IPTV in the garden if your WIFI is strong enough

Panasonic

- Operator Applications behave like virtual Set-Top-Boxes
- The standard allows switching as if they were "real" STBs connected to a TV

Physical STBs

Virtual STBs (OpApp's)

IPTV-STB

Cable-STB

SAT-STB
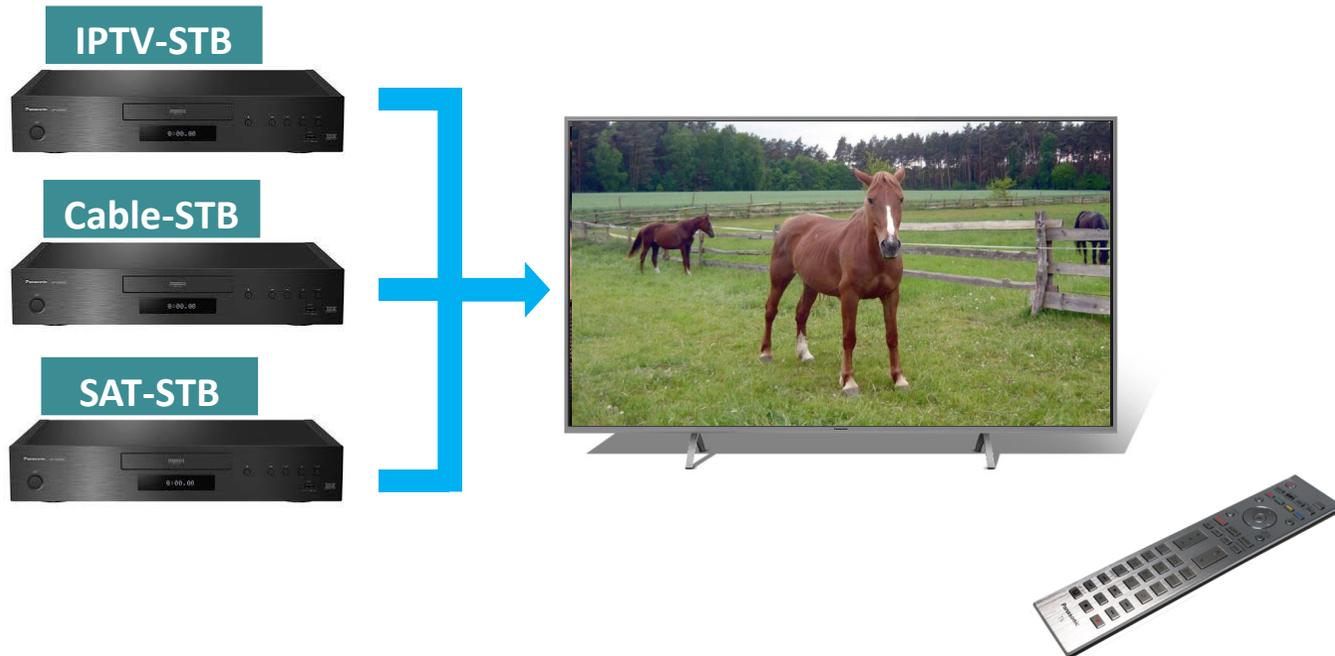
OpApp1

OpApp2
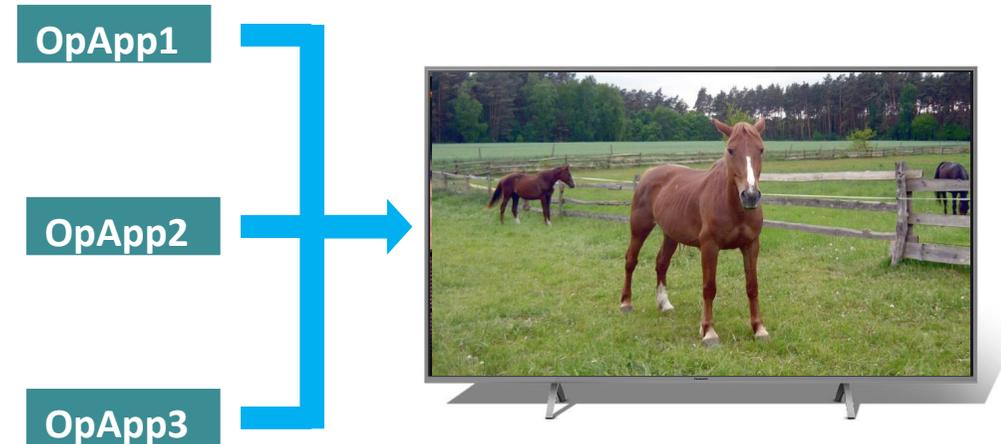
OpApp3

Panasonic

OpApps – Virtual Set-Top-Boxes

The Panasonic way of
switching Operator Applications

Physical Inputs

Operator Applications (examples)
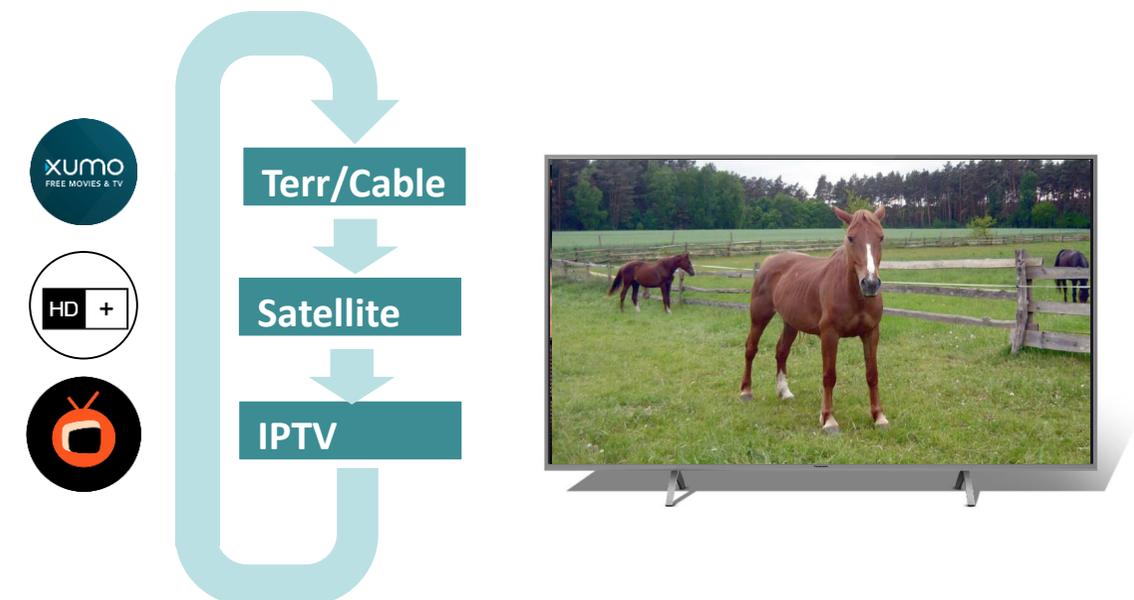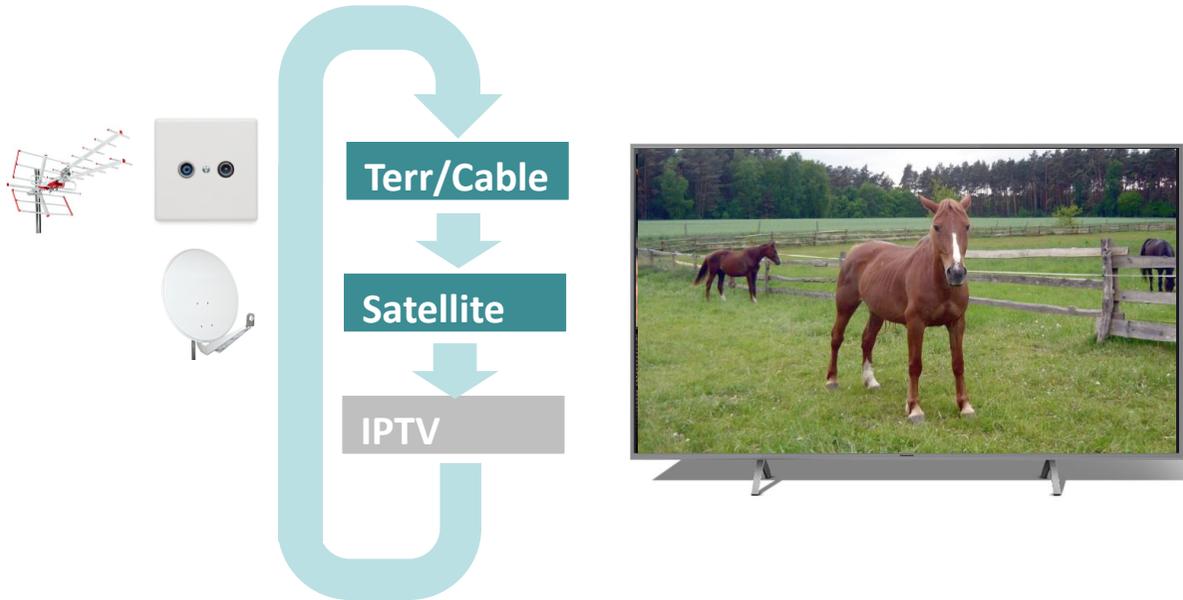
Terr/Cable

Satellite

IPTV

Terr/Cable

Satellite

IPTV

| Martin Faehnrich | Panasonic Business Europe Support GmbH

Panasonic

End user

Panasonic

1

Initial Setup
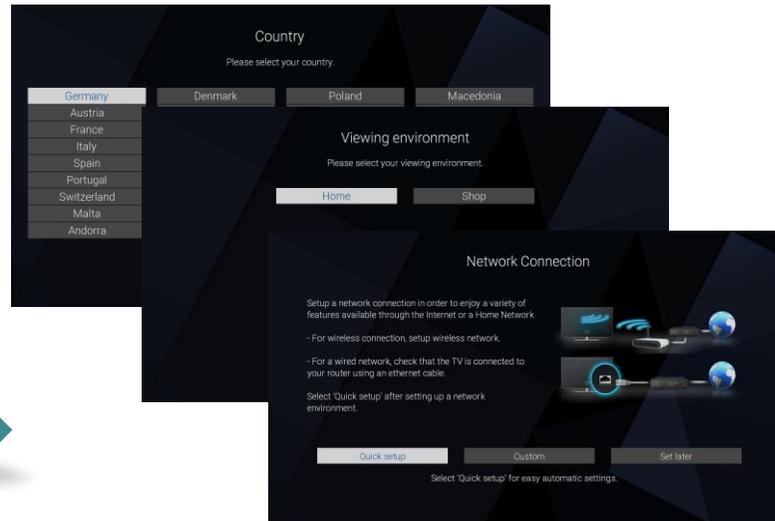
| OpApps can be already selected at the set-up | Select your OpApp and install it. | OpApp sucessfully installed. Some hints might be shown | You are done! Enjoy the new services! |

Panasonic

2

Somehow later...

You may also install an OpApp at any time later...

Select your OpApp and install it.

OpApp sucessfully installed. Some hints might be shown

You are done! Enjoy the new services!

Panasonic

World first OpApp market-deployment in spring 2019 (HD+ / Panasonic)

Examples of popular OpApps

OpApp is meanwhile gaining increasing popularity
Has been proven as reliable, robust, and flexible

Pure IPTV OpApp solution by Zattoo

Panasonic

Resident application
Start at device power-on
Always active, like device software
Advanced control over a device
Access to more buttons on the RCU
Substitute parts of device's UI (re-branding)

Operators and manufacturers are moving closer together:

Operator **Manufacturer**

Partnership!

Panasonic

Panasonic PLDC

Partnership - Example Panasonic

Technical partnership:

- Close technical cooperation
  - Optimal OpApp development
  - Discuss eventual special requirements
- Technical support later / afterwards
- By PBSEU-PLDC, in Langen / Germany

Commercial partnership:

- Joint marketing
- cross promotion
- Enhanced marketing reach
- New cooperation models

Main partnership advantages:

- It really works as intended
- Strong together

Panasonic

HbbTV
Operator Application
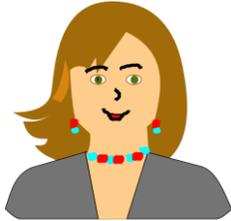
Consumer

- Single remote control
- Easy installation
- No extra hardware
- Clean looking living room
- No confusion with wiring
- Seamless integration in existing device (SmartTV)
- Easy feature-up possible

Operator

- Service visibility
- Easy market enabler
- Easy test of new services
- No extra hardware require
- No HW maintenance costs
- Faster service deployment
- More flexibility (all SW)
- Universal solution thanks to ETSI standard
- Brand experience to customer, consistent customer support

TV Manufacturer

- OpApp enabled TVs are more attractive (marketing argument)
- OpApp is a service enabler
- Enables TV set for new business segments (IPTV)
- New marketing and collaboration opportunities

Panasonic

Thank you for your attention!

martin.faehnrich@eu.panasonic.com

Panasonic