

**HBBTV,**  
FINALLY LIVING  
UP TO PROMISES?

FRODE HERNES

VEWD SOFTWARE



# Vewd Software:

## We enable the industry's transition to Hybrid TV and OTT, connecting consumers anywhere to the content they love.



### Formerly Opera TV

With over 15 years in enabling OTT, Vewd was formerly part of Opera Software until December 2016



### 60+ Global Customers

60+ OEMs and Operators as customers and over a thousand complex software projects delivered to these demanding customers globally



### 215 Employees

A global focused company, Vewd has over 215 full time employees across 14 countries



### 250 Million devices shipped

Vewd products have shipped on over 250 million devices till date, with 50 million devices shipping every year.

# Vewd Customers and Partners

Vewd Products have shipped on over 200 Million devices to date

## TV OPERATORS AND STB OEMS



## RETAIL MANUFACTURERS



## SILICON VENDORS



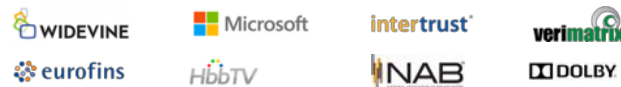
## OTT APP AGENCY PARTNERSHIPS



## OTT TECHNICAL PARTNERSHIPS



## TECHNICAL COLLABORATIONS



# Why is HbbTV important now?

## **Huge changes in the industry:**

- Shift from linear to OTT
- Global streaming providers expanding and threatening linear TV
- Major content owners plan direct-to-consumer solutions
- All this put extreme pressure on Broadcasters and Operators
  
- But, viewers are still buying TVs, and still watching Linear

*It's about time we leverage HbbTV for what it's worth!*

# HbbTV market drivers

Service delivered	Benefit	For whom?
Standard platform building the eco-system	Scale implementations	OEMs, OTT CSPs, Broadcasters
Discoverability for Broadcasters, enriching programming with interactivity	Fight off new players	Broadcasters
Adding for Media Streaming and OTT	New business model	CSPs, Broadcasters
Audience measurements	New business model	Broadcasters
Standard Operator device take-over	Save cap-ex	<b>Operators</b>
Addressable TV with Ad-replacement	New business model	Broadcasters
Serve Linear Channels over IP (and use spectrum for UHD)	Improved services, better service	<b>Operators</b>

# Privileged HbbTV OpApp

1

App can take over  
the Device User  
Experience

- Easy deployment on standard retail devices
- Simplified logistics, no physical distribution or pre-loading of complex firmware
- TV and STB Manufacturers can scale their investments cross multiple Operators

2

Based on HbbTV 2.x

- Powerful Application environment for beautiful user experiences
- Standard HTML Applications can be re-purposed
- Standardized platform with testing regime for fast time to market

3

Discovery in broadcast

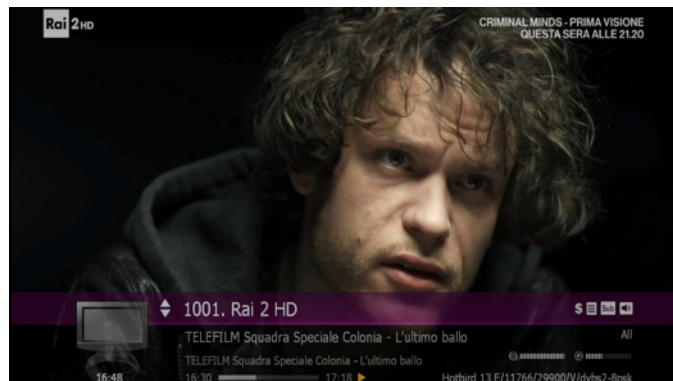
- Full Operator User Experience on standard devices
- Get rid of Operator Cap-ex
- Give users a choice of experience

# OpApps Features

- Discovery on the Operator channel or pre-installed
- Secure invocation, lifecycle management
- Taking over the User Experience
- Interworking with broadcast apps
- Leverage HbbTV 2.x for Operator based services, including Targeted Advertising etc.
- Backed by HbbTV's rigid and powerful test and certification regime (2019)



Tivù sat on OpenTech STB



OpApp from Tivù sat on same device



# Creates a win-win situation

1

Operators

- Less hassle, - avoid multiple devices, remote controls and cables
- Similar or same (HTML5) User experience also on handsets
- Cooperate with broadcasters, - leverage common platform

2

Viewers

- Avoid STB Cap-ex and logistics, shorten time to market
- Full Operator experience on standard retail TV
- Or, faster time to market with white labeled STB

3

Broadcasters and  
Content Owners

- Un-tangle situations where Operators block or filter Broadcast apps
- Unified, standard way for broadcasters to co-exist with Operators
- Better User experience through a well-known, tested application platform

4

TV Manufacturers

- Scale investments cross multiple Operators
- Negotiate commercial agreements with Operators



# Verified Operators Program



## Vewd

- Vewd aligns product and Roadmap with Partner requirements
- Vewd adapt to Partner requirements and specifications into Product Development.
- Vewd Include Partner Test Cases and Streams into the standard Vewd Product Development cycle
- This will reduce time-to-market due to early prevention of problems and fewer test cycles to pass certification

## Partner Operator

- Partners adapt their applications to Vewd Specifications and Products
- Partner submit Specifications, early-access Applications, Test Cases and Test Streams to Vewd



# THANK YOU!

[WWW.VEWD.COM](http://WWW.VEWD.COM)

