

Stathis Michail

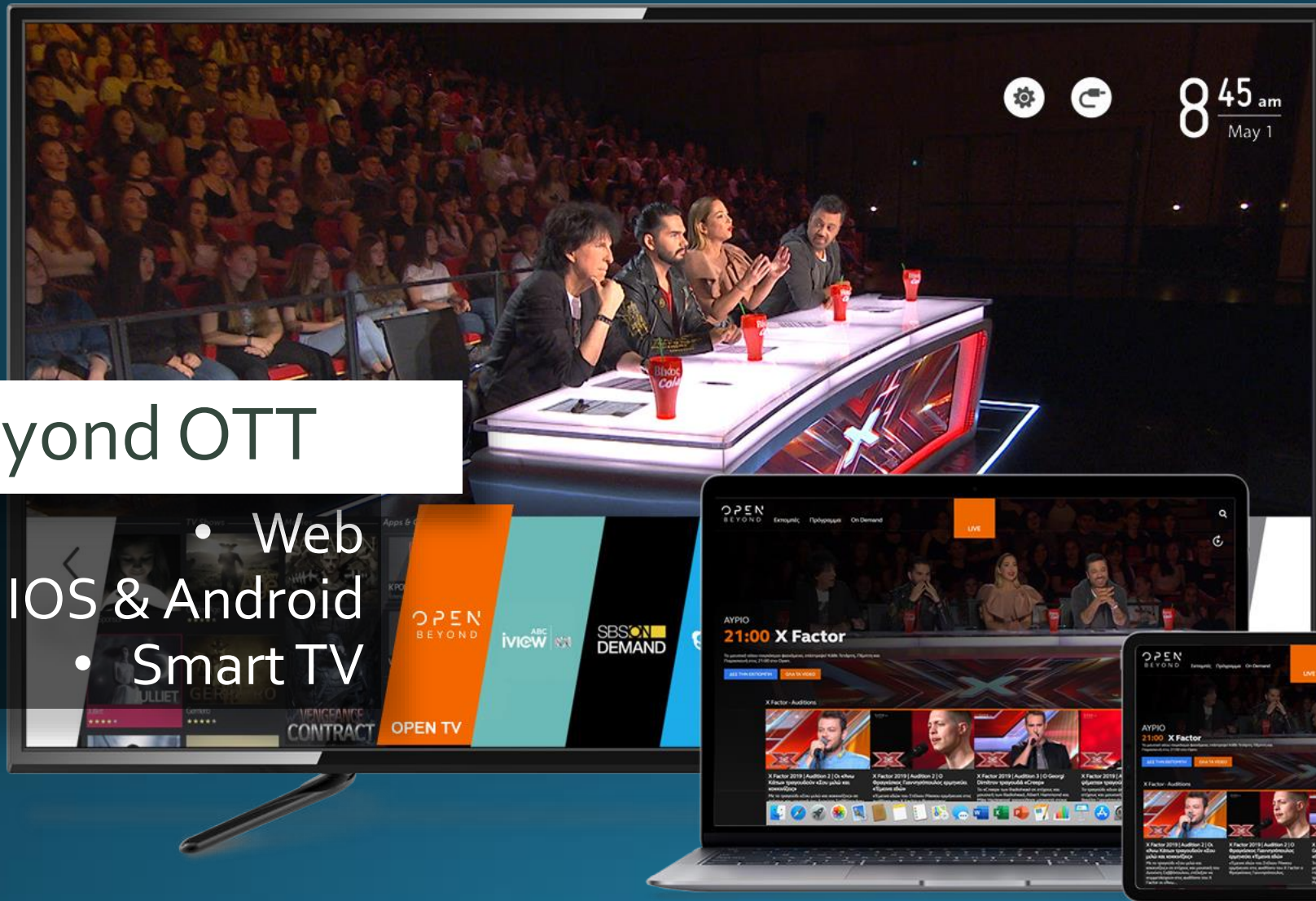
OPEN Beyond HbbTV



TV is
NOT JUST LINEAR
ANYMORE

OPEN Beyond OTT

- Web
- iOS & Android
- Smart TV



Open APIs Integration

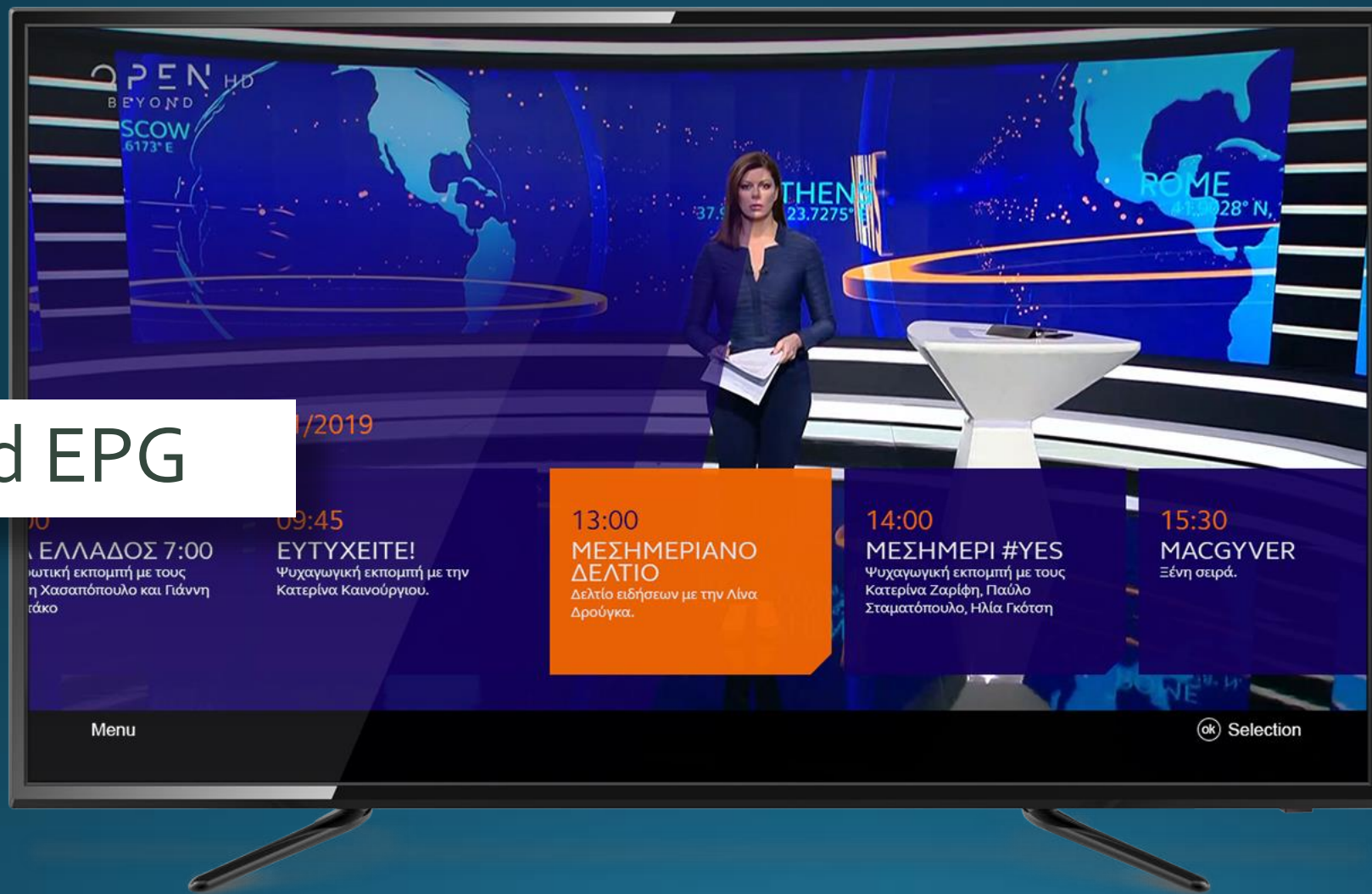
- Channel's Infrastructure
 - Third Party Providers
 - Cloud Storage
 - Streaming
 - Asset Management



Open Beyond... HbbTV



Enhanced EPG



VOD & Catch UP



Catching Up



Channel in Channel



Addressable Advertising



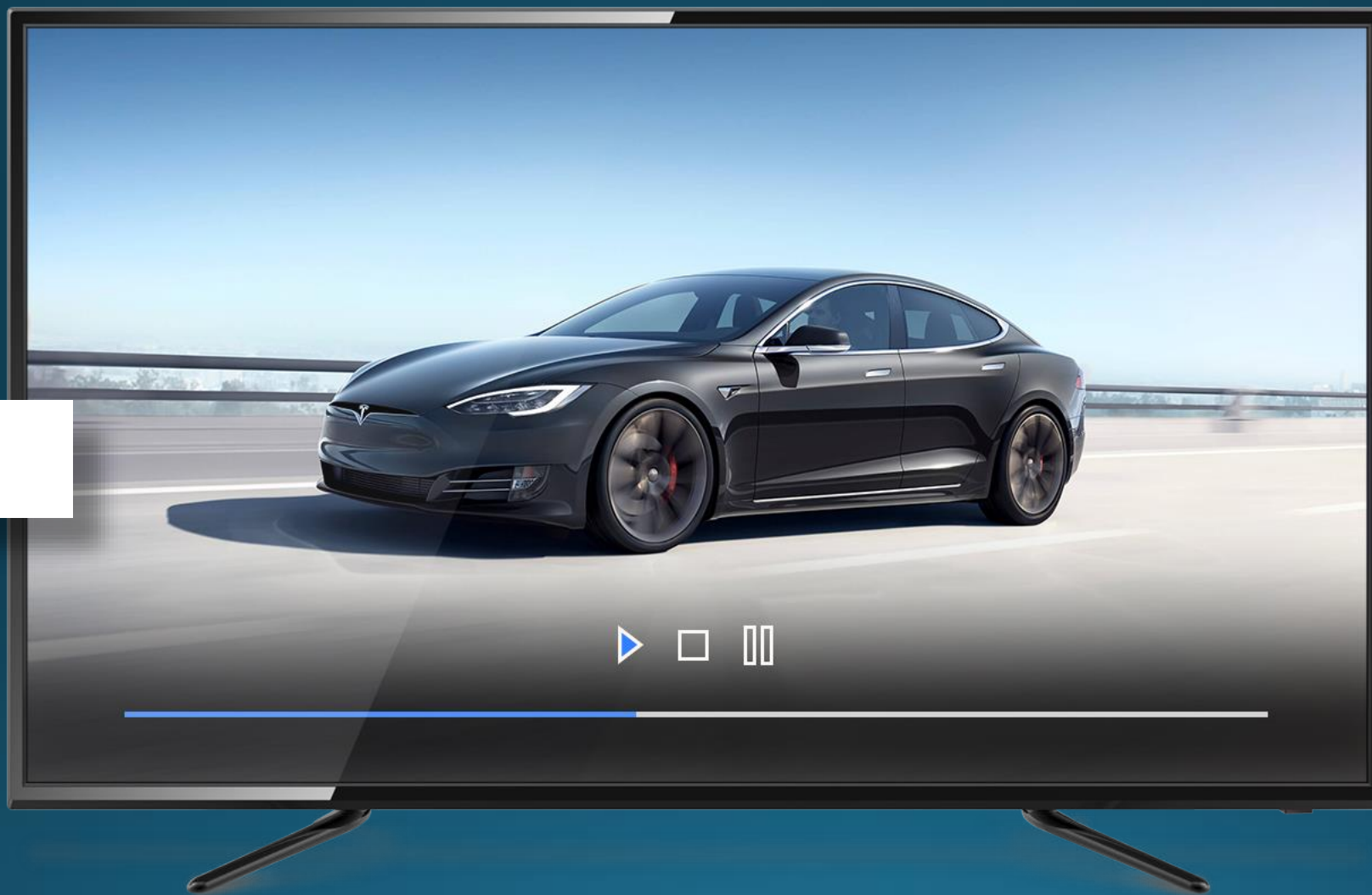
ADDRESSABLE

is

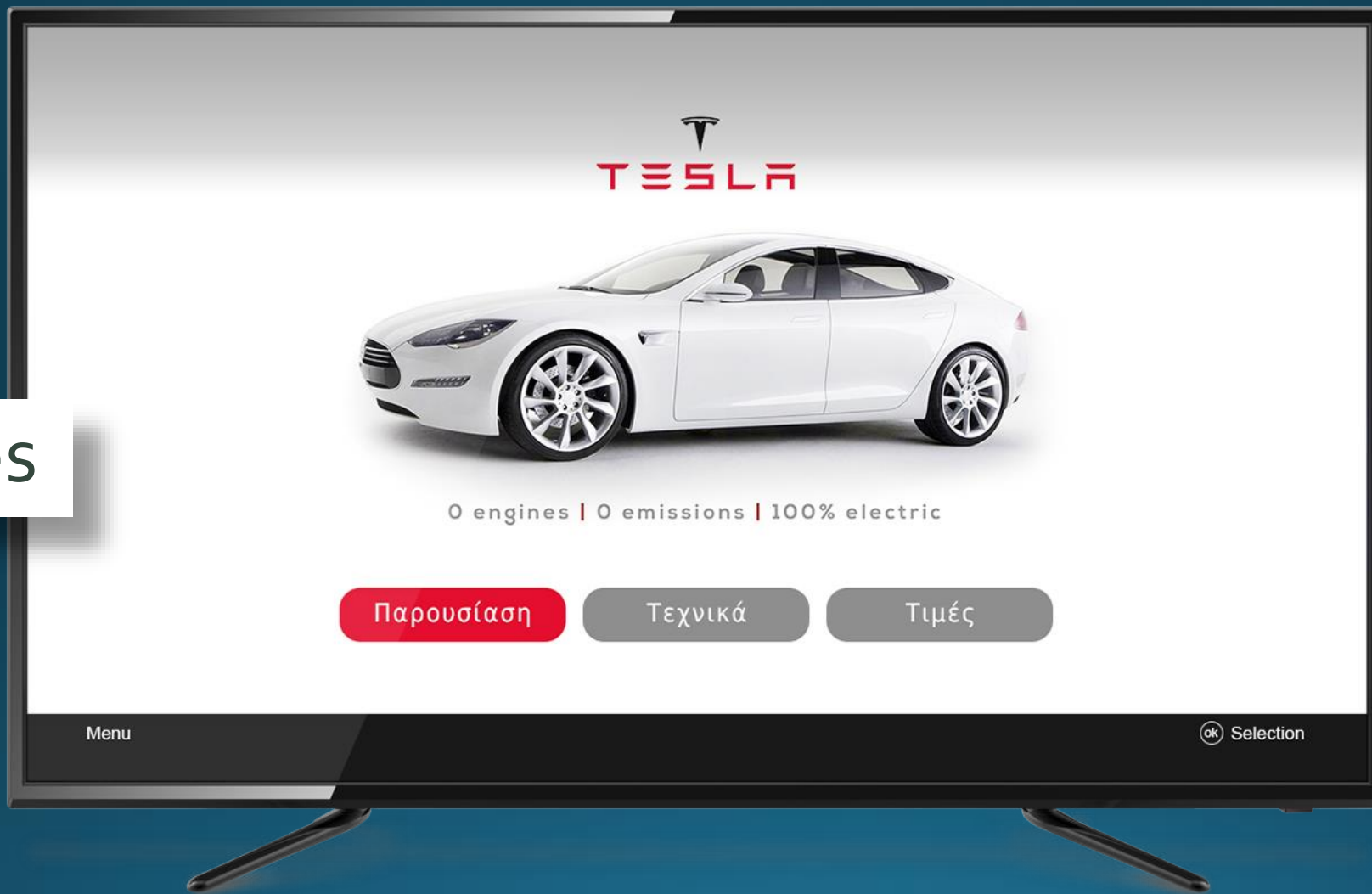
AFFORDABLE

MEASURABLE

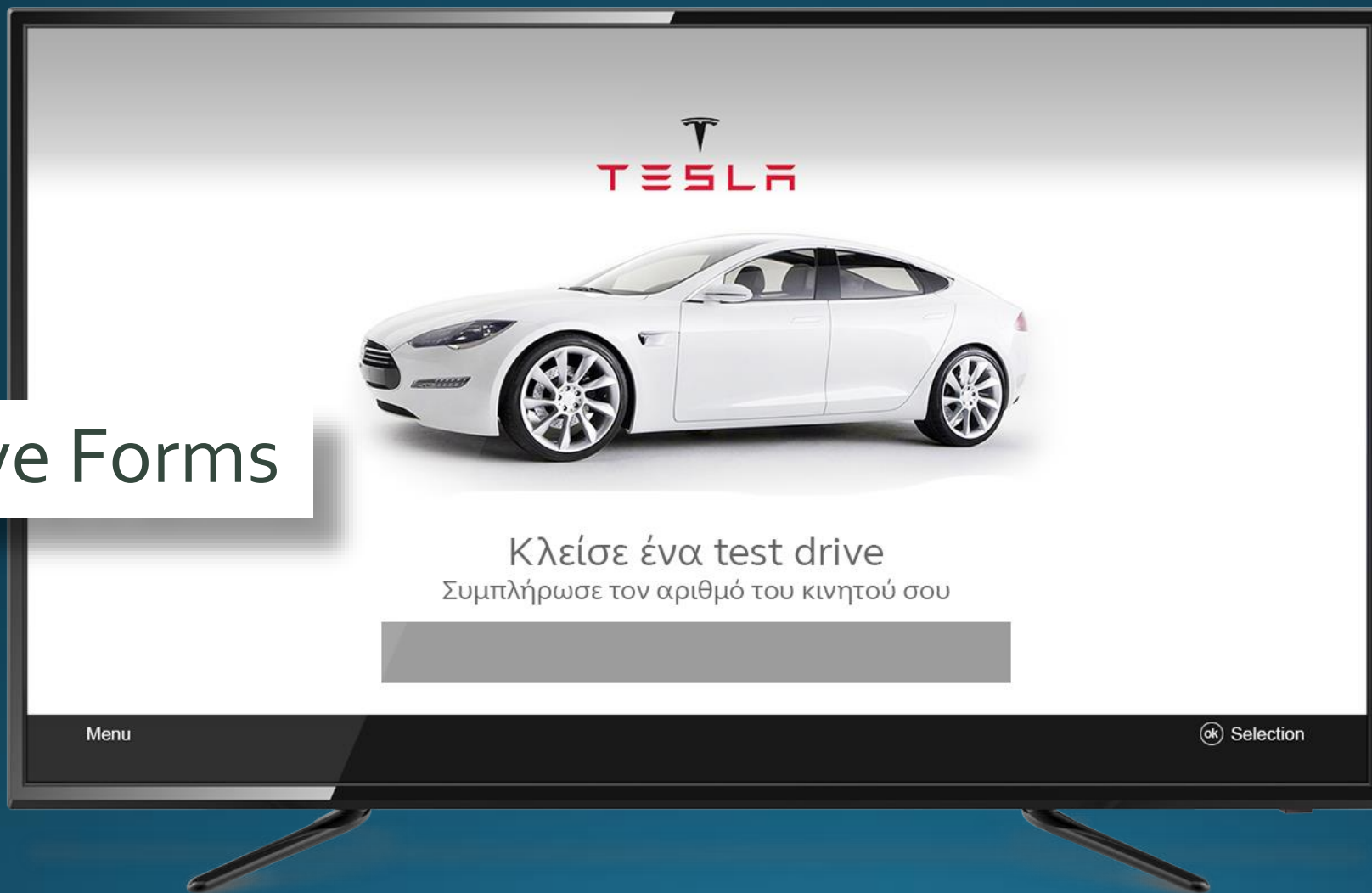
Videos



Microsites



Interactive Forms



INTERACTIVITY
INCREASES
IMPACT & VALUE
of
ADS

Subscription TV



OPEN
BEYOND



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YOUR PROGRAM GUIDE TO THE FUTURE

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