

# HD+ Operator App

Where Broadcasters and Operators meet in Paradise




21 November 2019

# About us



# SES

## Coverage and services

Over  
  
**355 million**  
homes

### SES Coverage

- ▶ SES reaches over 355 million DTH, cable and IPTV homes worldwide.\*

more than  
**8,100**  
CHANNELS  


### TV Channels

- ▶ More than 8,100 TV channels can be received via SES satellites.

more than  
**50**  
in UHD  

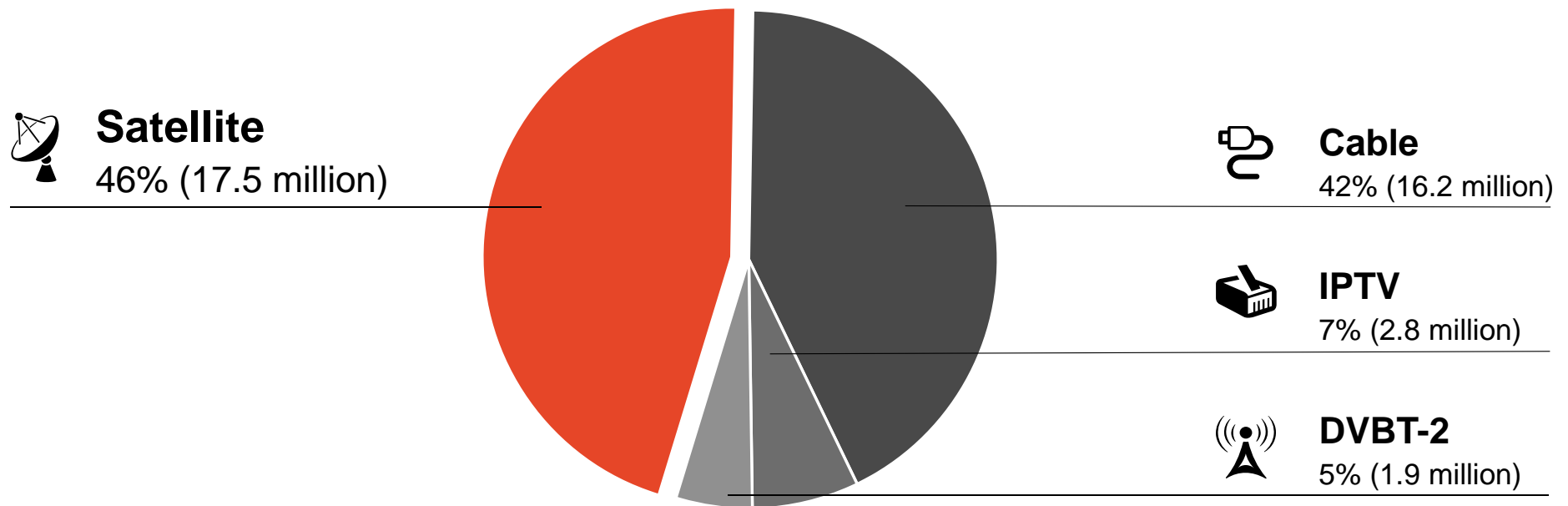

### HD Channels

- ▶ Over 2,700 channels available in HD quality and 50 in UHD quality.

\*Source: Satellite Monitor 2018

## TV reception in Germany

### Satellite is number one



\*Source: Satellite Monitor 2018



# Astronaut und Satellit Satellit und Fernsehen

## Fernsehen und HD+

Es gibt Dinge, die gehören  
einfach zusammen.

Erlebe jetzt mit HD+ alle  
Rennen der Formel 1 auf  
**RTL UHD**

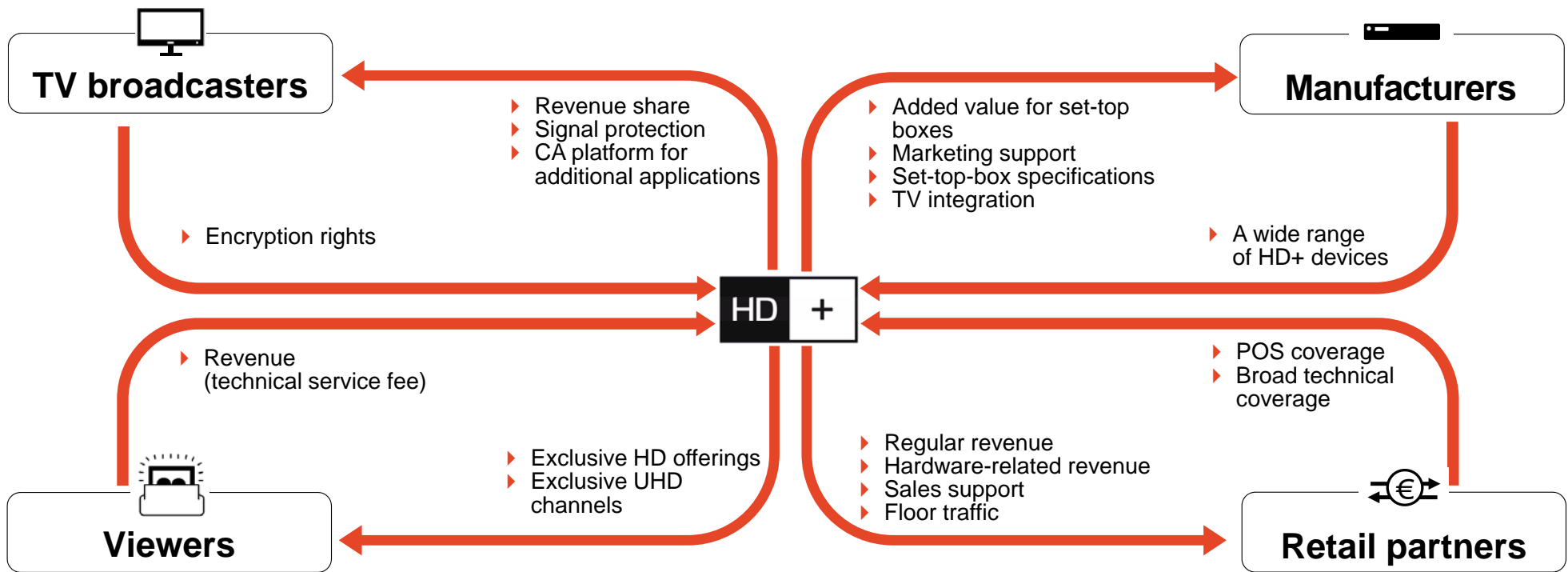


HD+ Sender Paket	
23	Private HD-Sender
2	Ultra HD-Sender
40	Freie HD-Sender



## HD+ value chain

### Win-win situation for better television



# HD+ as a pioneer for HD and UHD television

## Visionary solutions for innovative television

### HD-TV

Since 2009, HD+ has been the first technical platform to offer encrypted transmission and reception of free-to-air channels in HD quality via satellite.

- ▶ HD+ passes on part of the revenue to the broadcasters.
- ▶ Distribution partners receive a profit margin.

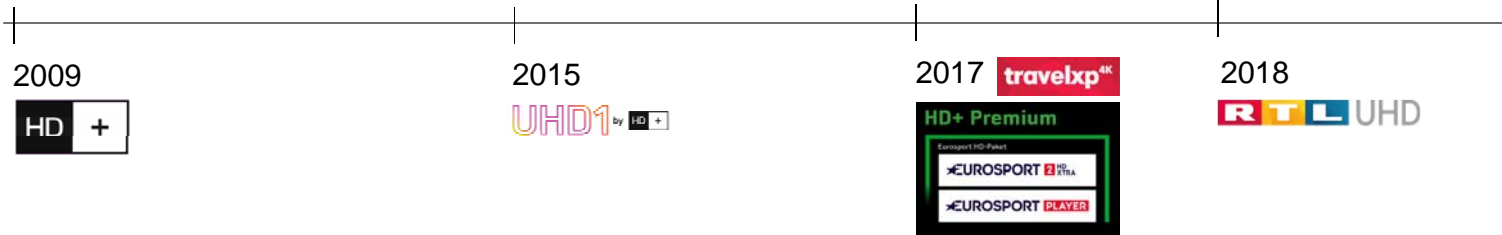
### UHD-TV

HD+ makes UHD-quality content available to users and retailers.

- ▶ HD+ and Astra launch "UHD1 by Astra/HD+".
- ▶ Travelxp 4K, the first UHD-HDR channel, comes to Germany.
- ▶ RTL UHD presents UHD events such as all Formula 1 races and football.

### PAY-TV

With the Eurosport-Paket, viewers can exclusively experience all Bundesliga matches on Friday, Monday and Sunday noon as well as other sports highlights live in HD quality since 08/2017.



# Why launching a HbbTV Operator App?

## satellite today

### strengths (ASTRA 19.2°Ost)

- ▶ broad content offering SD / HD as well as UHD, Free-TV and pay-TV
- ▶ free-of-charge TV as main USP
- ▶ reaching more than 17.8m DTH homes
- ▶ cost efficient „broadcast“ modell => lowest transmission cost per household
- ▶ no vertical gatekeeping regarding content /devices for reception

### .... but

- ▶ it's not so easy to find TV content on TV sets:
  - no consistent, cross-device channel list
  - searching for content in catch-up TV and on-demand-services not intuitive
- ▶ Little innovation, because TV content via satellite is not available on-demand



## The challenge:



modernizing DTH to stay competitive

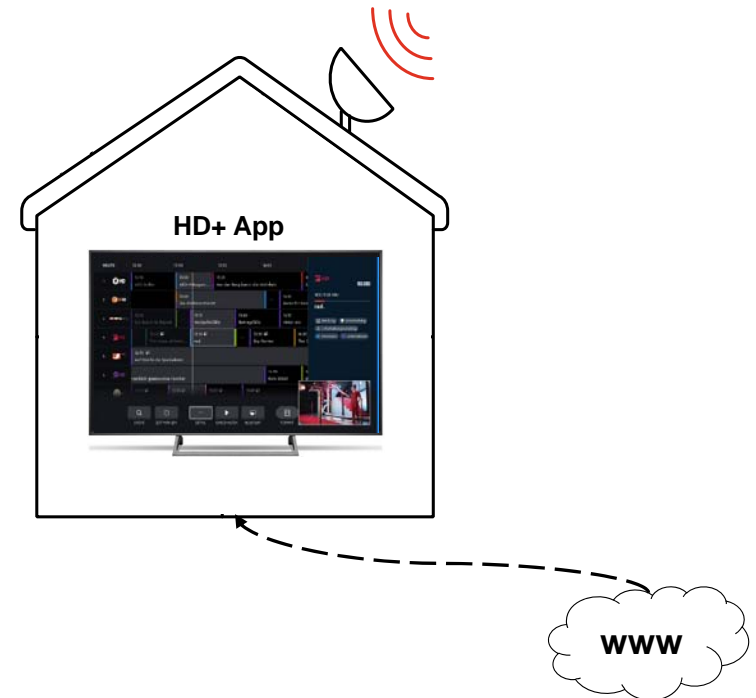
# Our HD+ Operator App

## approach

- ▶ **Infrastructure**  
SES/ASTRA shifting focus on hybrid solutions (DTH and IP)
- ▶ **Consumer products**  
Positioning of the HD+ Opp app as a cross-manufacturer TV app offering the best TV experience via satellite and Internet
- ▶ **Positioning**  
Cooperation with all TV manufacturers is intended.  
No "exclusive" control of access to the TV set and to the end customer  
=> No vertical positioning in the value chain



**Focus:**  
**TV set at home**



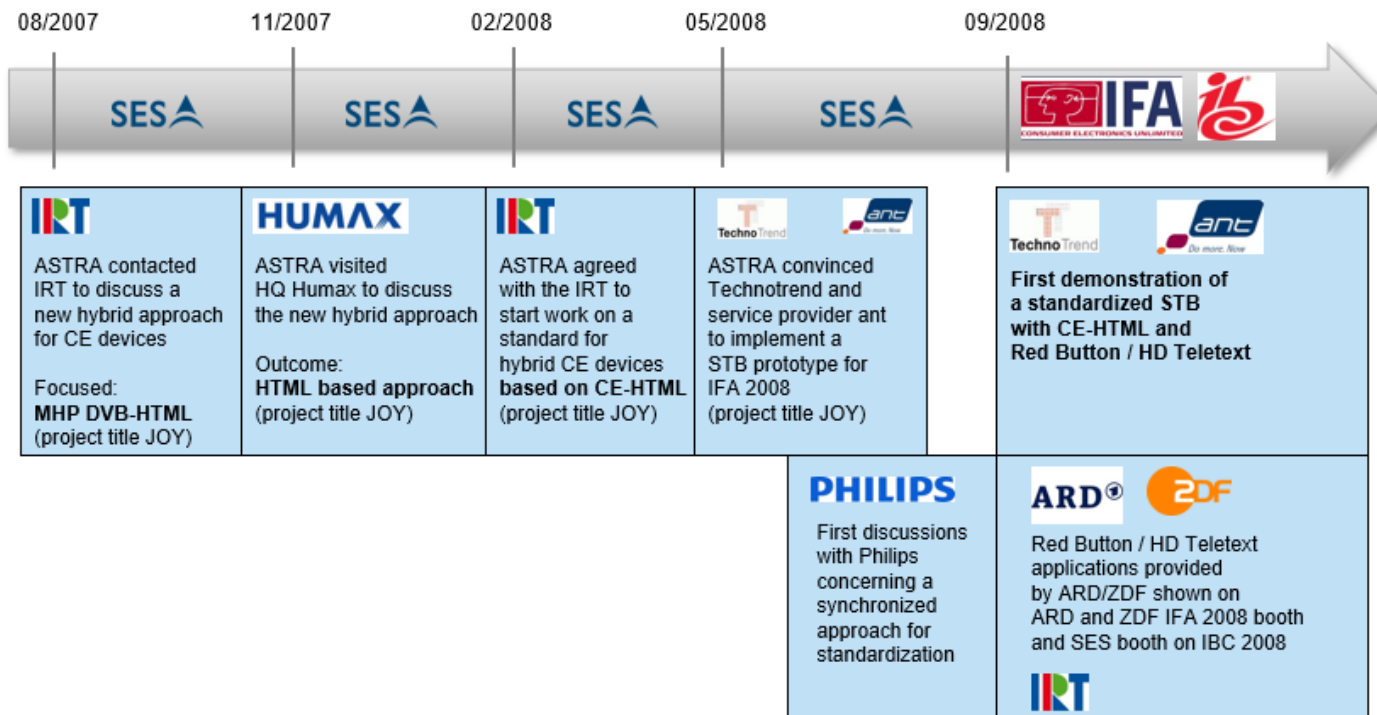
**SES & HbbTV - let's go back in time...**



# SES Consumer Electronics

## HbbTV – A Success Story

- 2 -



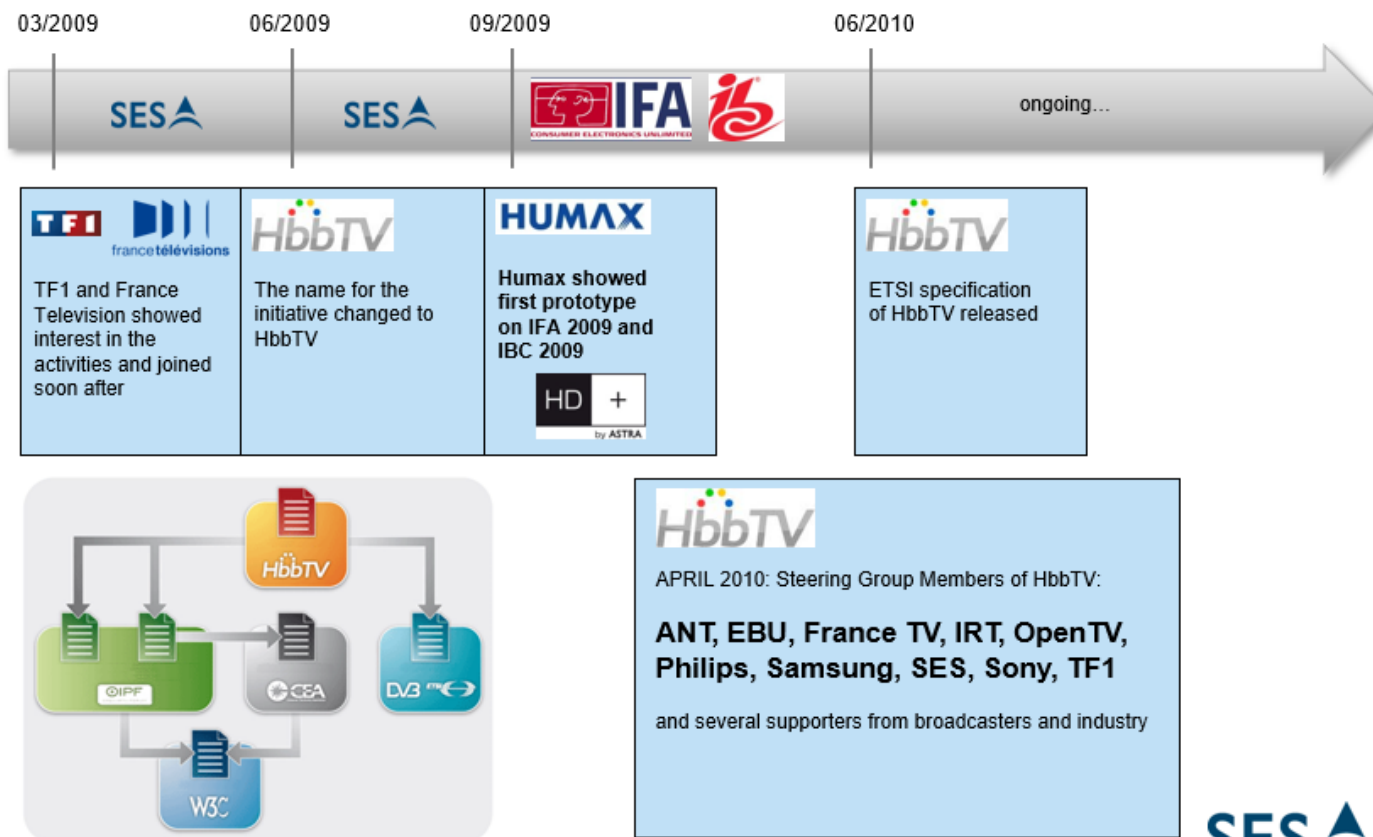
**SES**



# SES Consumer Electronics

## HbbTV – A Success Story

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## SES involvement in HbbTV

Supporters of HbbTV from Industry

- 4 -



ARD<sup>1</sup>

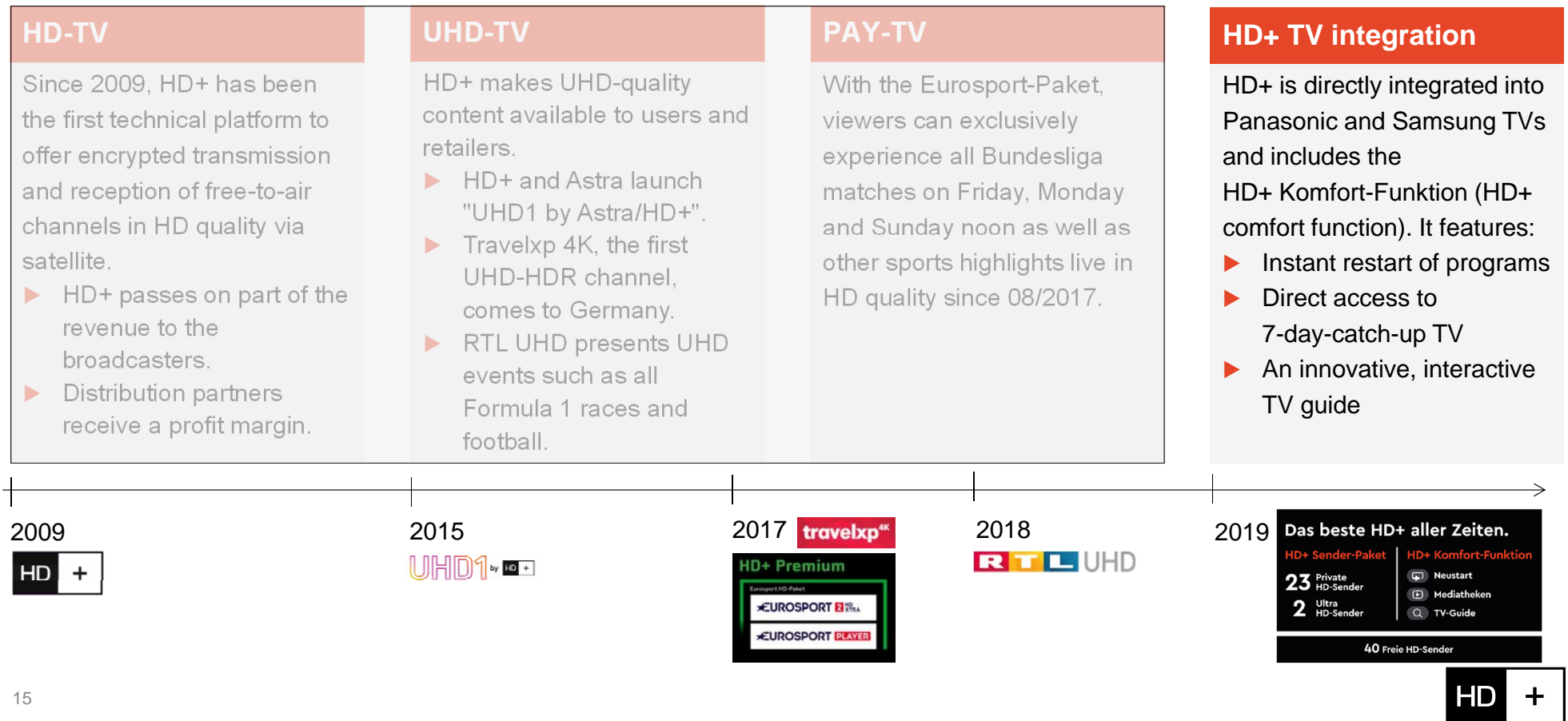


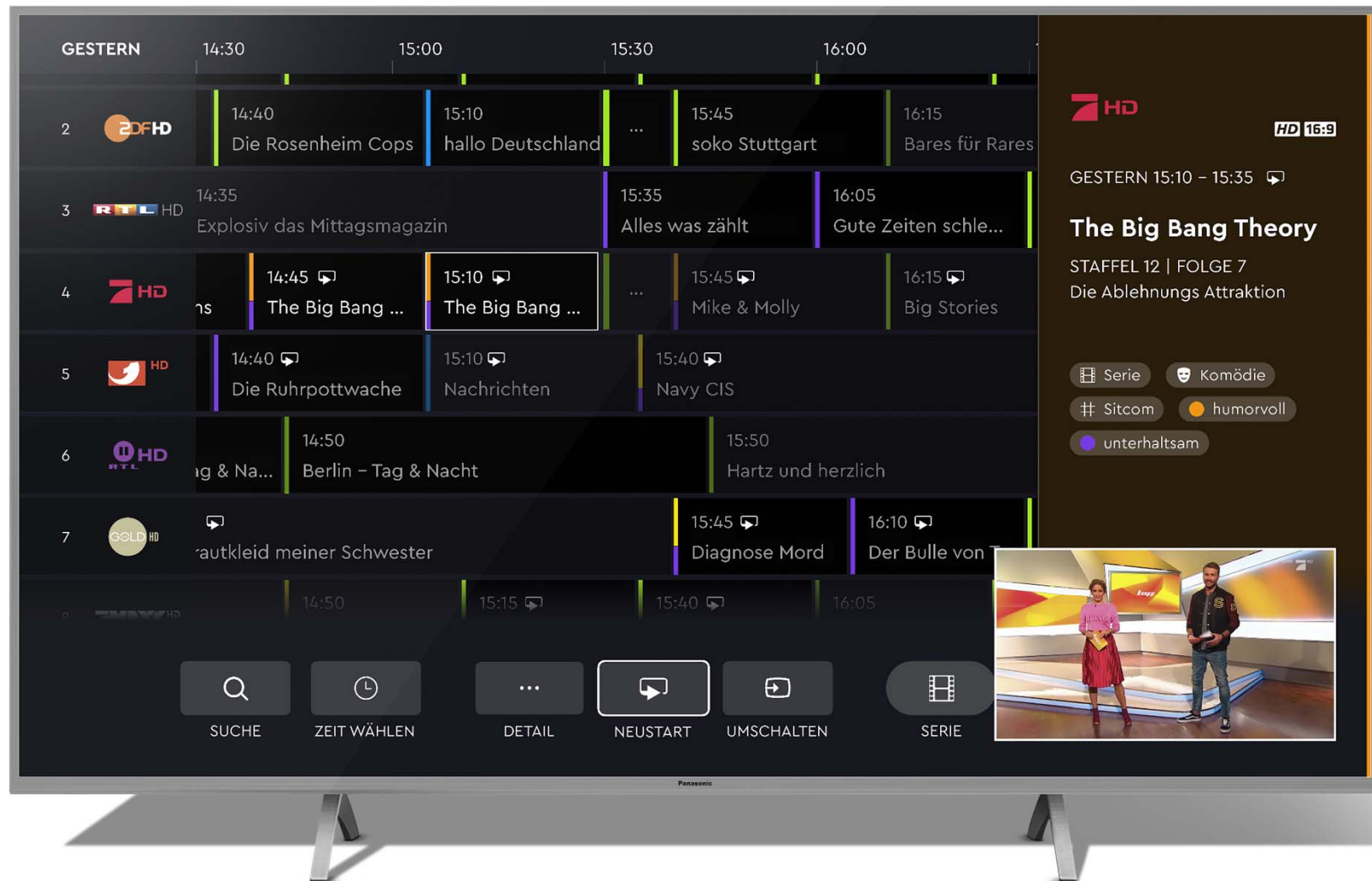
...and many more!

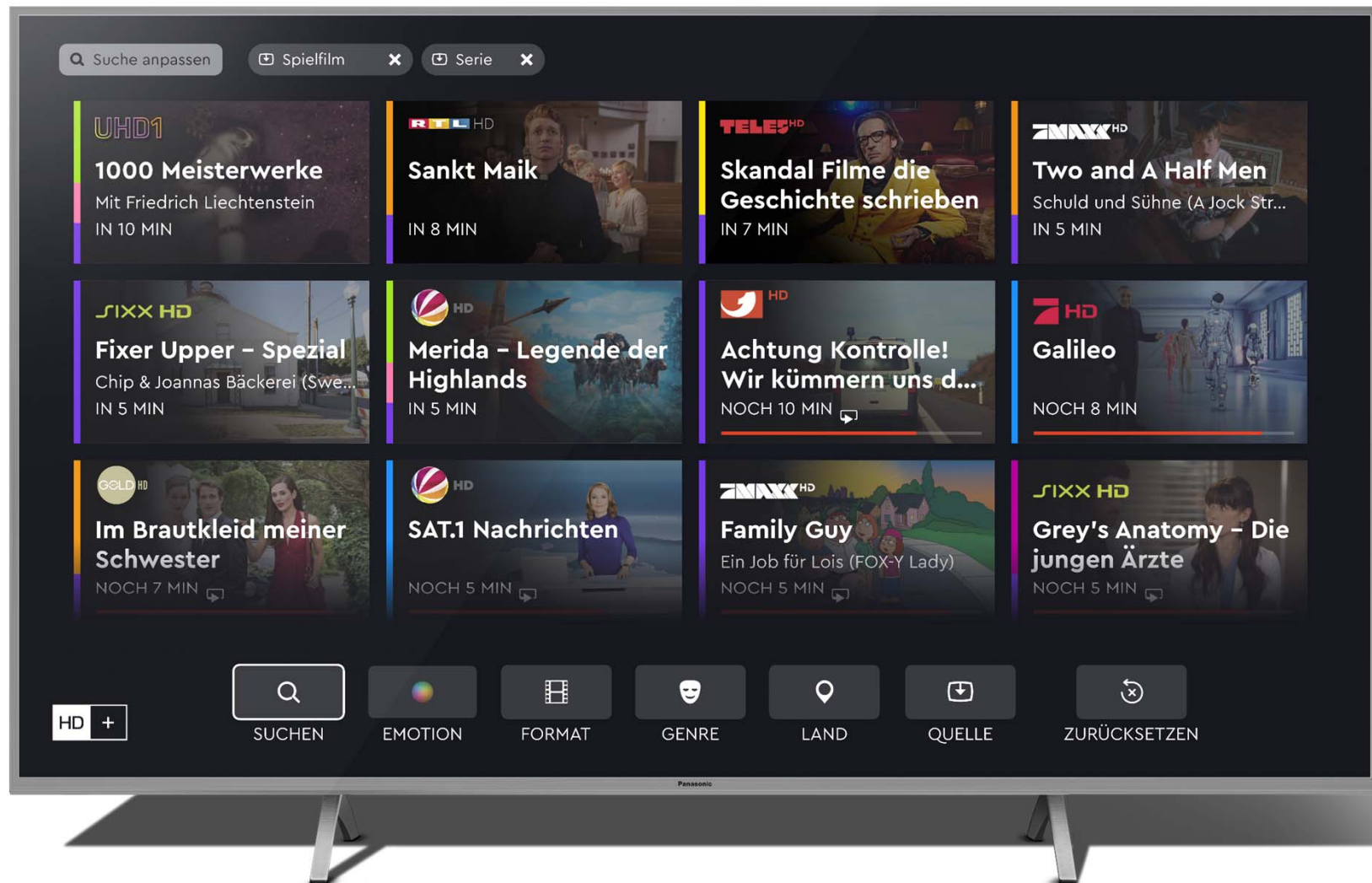


## HD+ as a pioneer for ...

## Visionary solutions for innovative television - the next step

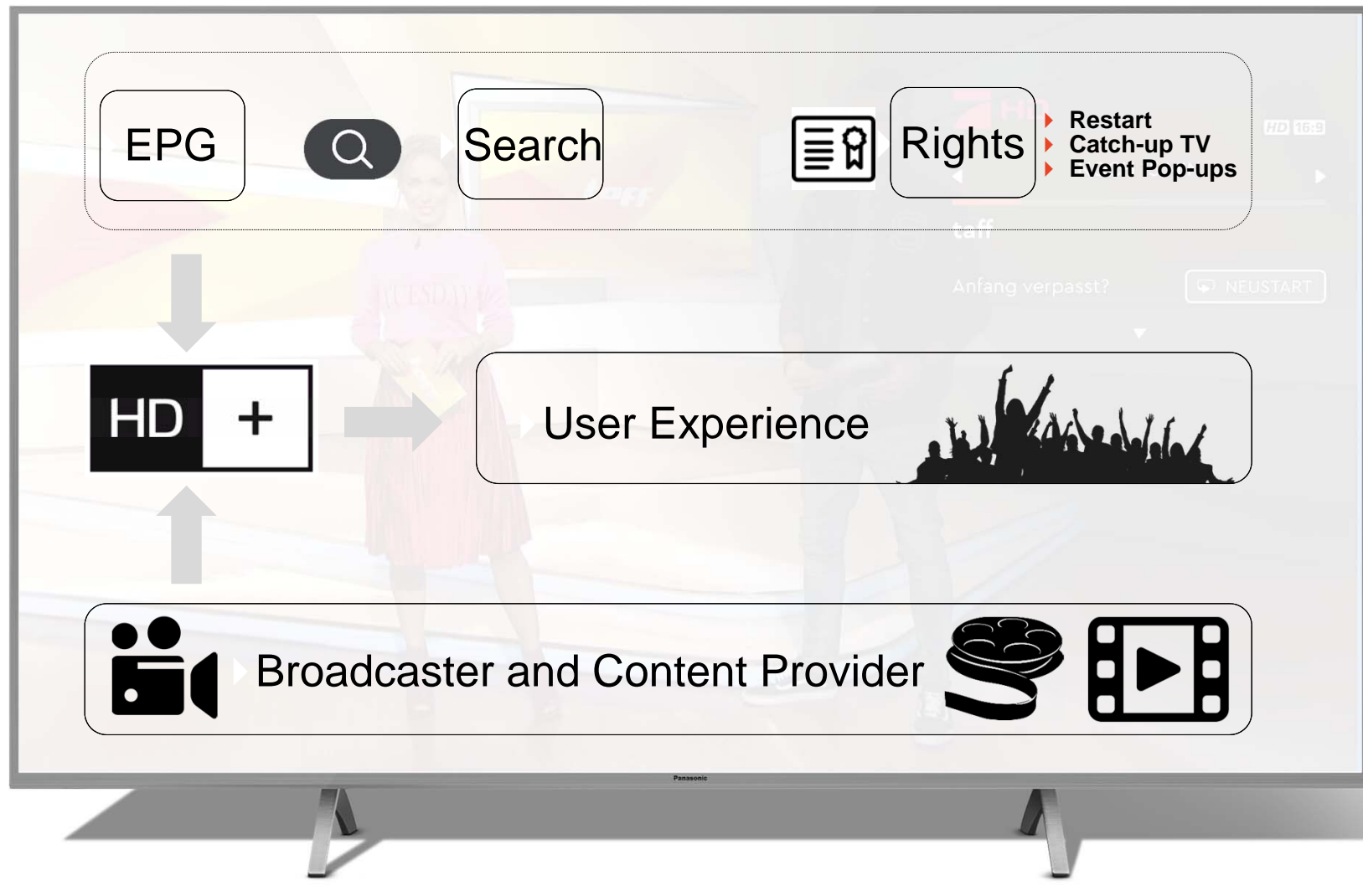






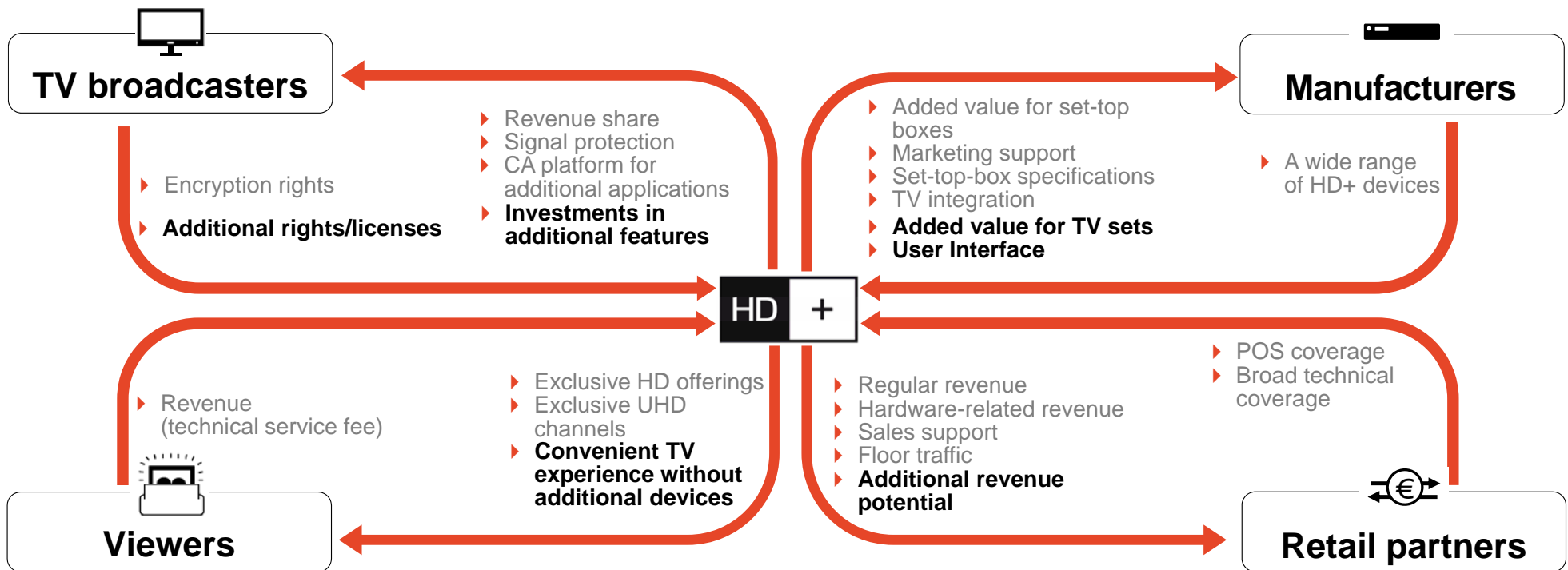


resident  
↑  
↓  
per channel



## HD+ value chain

### Win-win situation for better television - with HbbTV Operator App

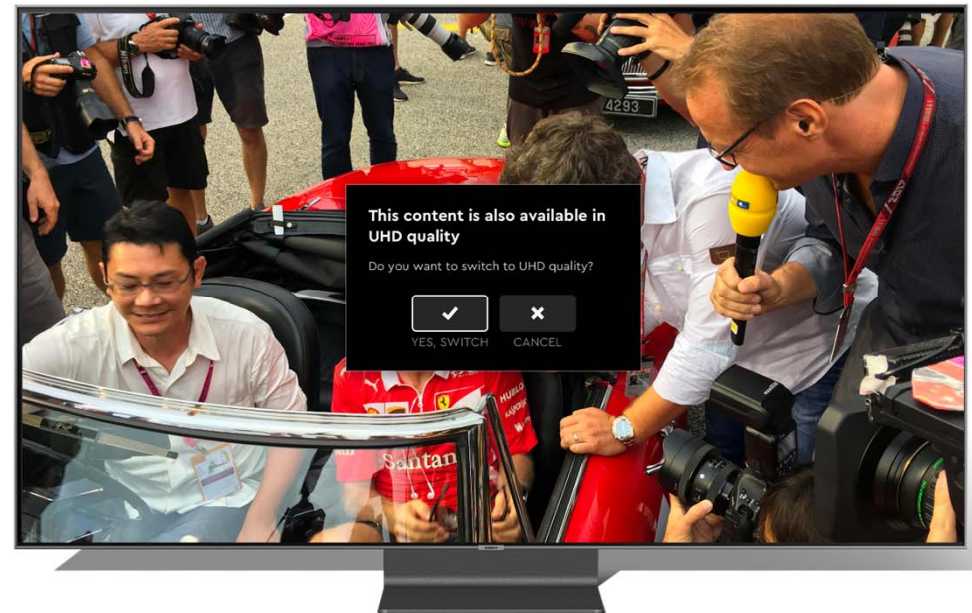




## Never miss UHD again

### Event switch to UHD version at UHD parallel broadcast

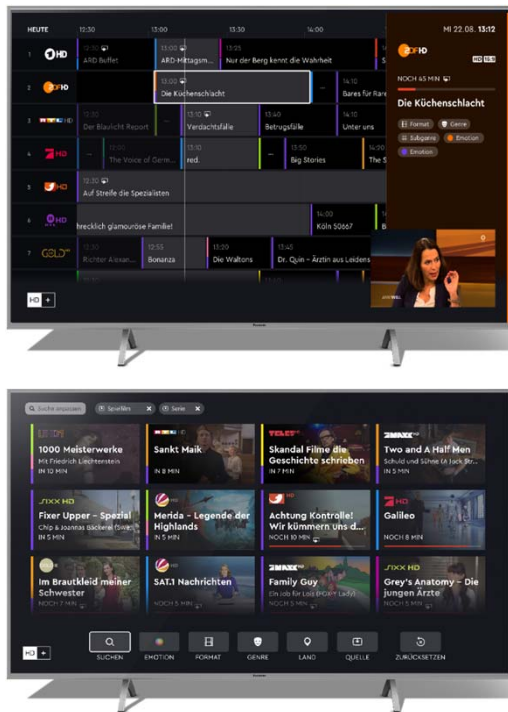
- ▶ If a programme is broadcasted in parallel in UHD quality, a popup message is displayed that programme is available in UHD quality.
- ▶ TV viewer can switch to UHD version by simply pressing OK button.



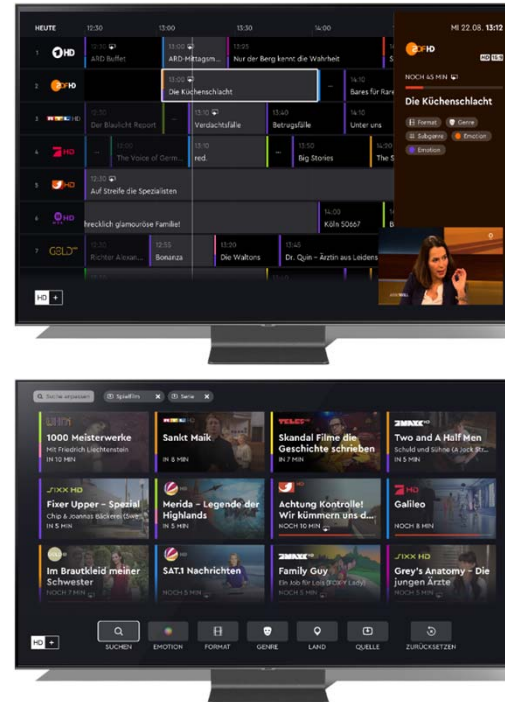
# Status Quo Manufacturers

## Start with Panasonic and Samsung

- ▶ The two largest manufacturers in the German market are already on board.
- ▶ Other manufacturers will jump on the bandwagon.



Panasonic



Samsung



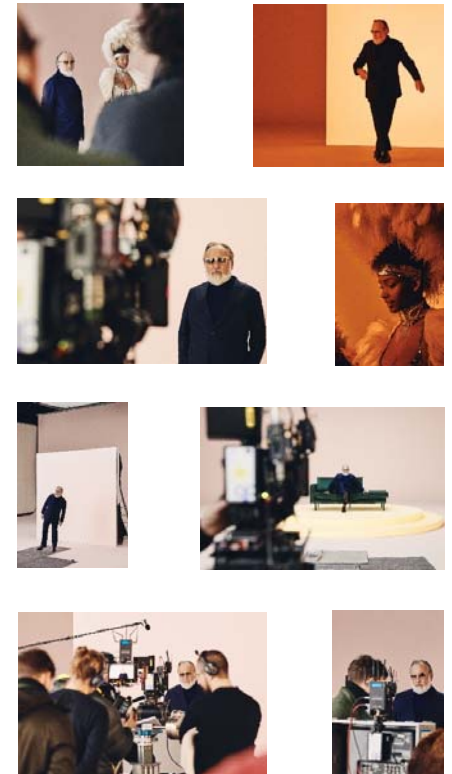
## HD+ Operator App

### Excellent test results



## HD+ integrated in SAMSUNG and Panasonic TVs

### HD+ Komfort-Funktion: Training video



# Thank you!

