

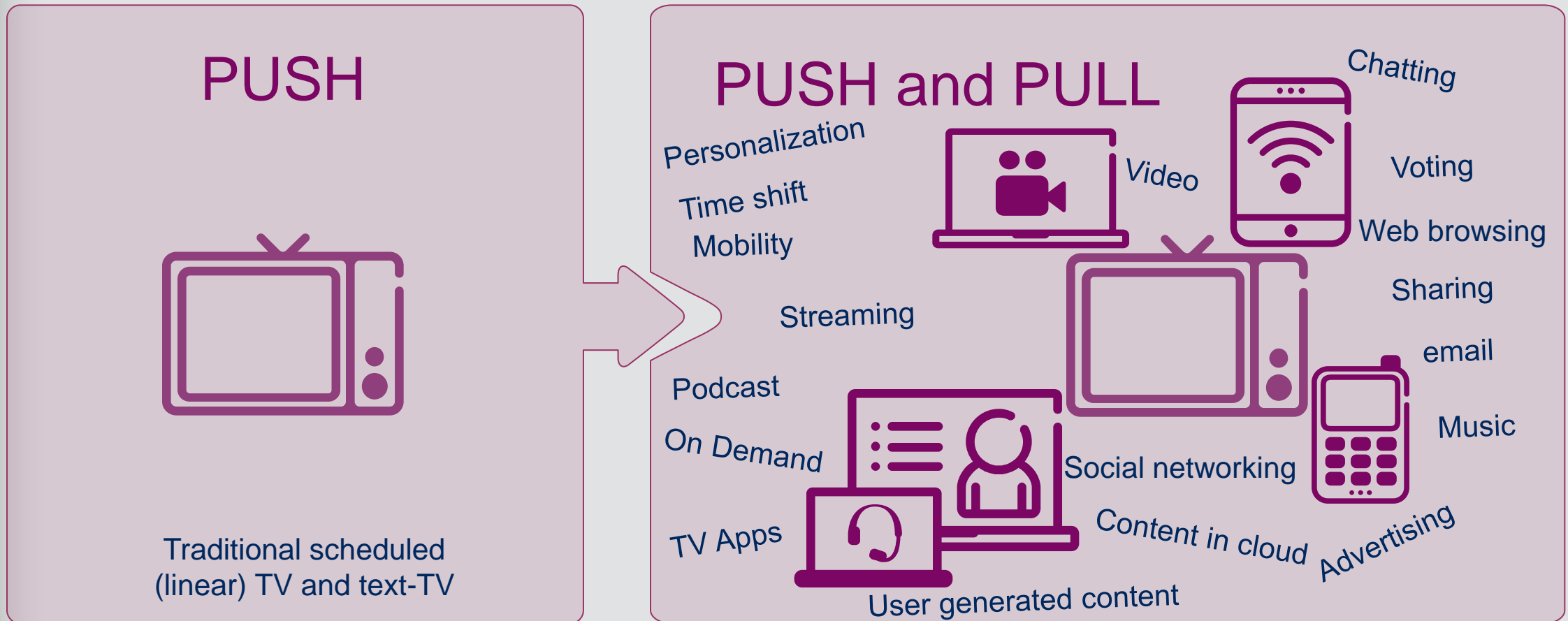
# New trends and behaviors related TV content consumption



- changing TV landscape
- richer solutions for consumers



# New TV viewing behaviors

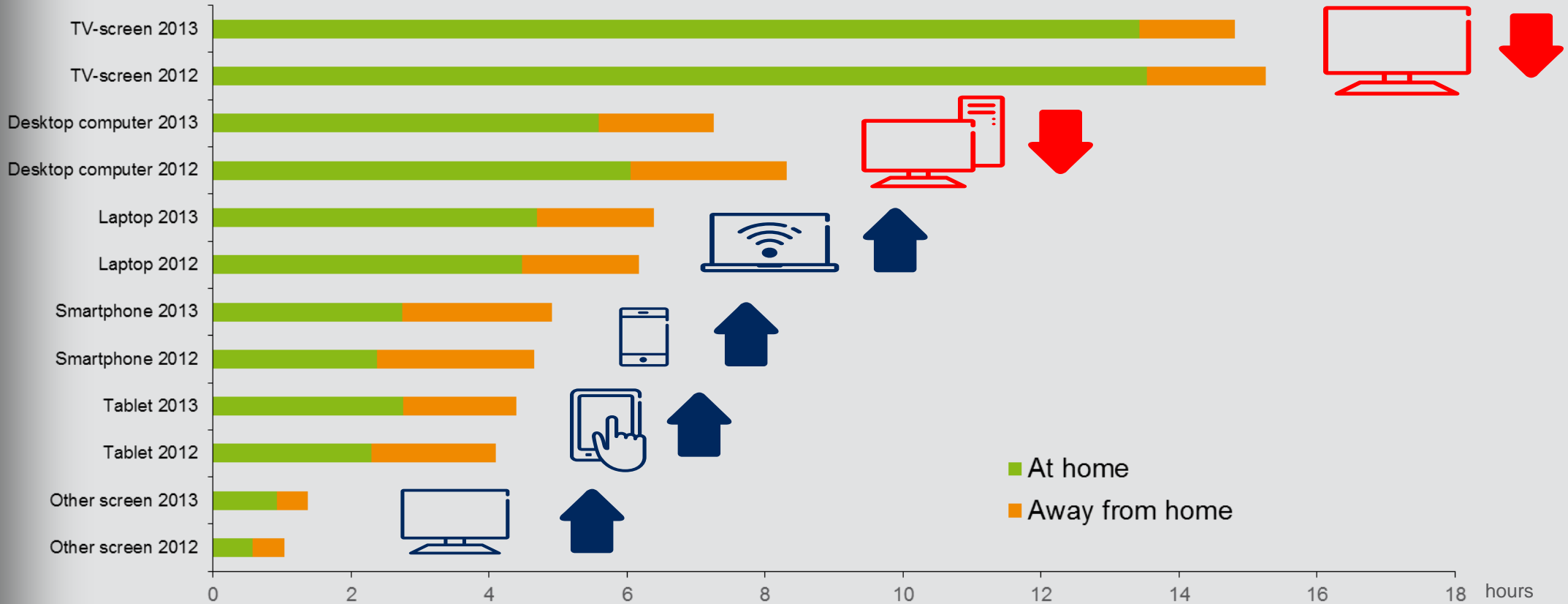


driven by the expansion of MBB - video will account for more than 50 % of global data traffic 2018

# Mobile viewing increases

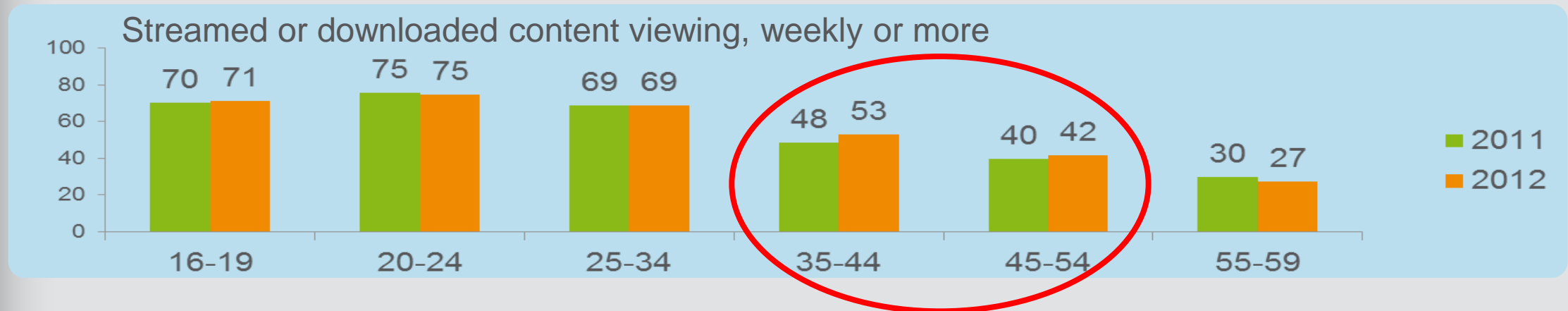
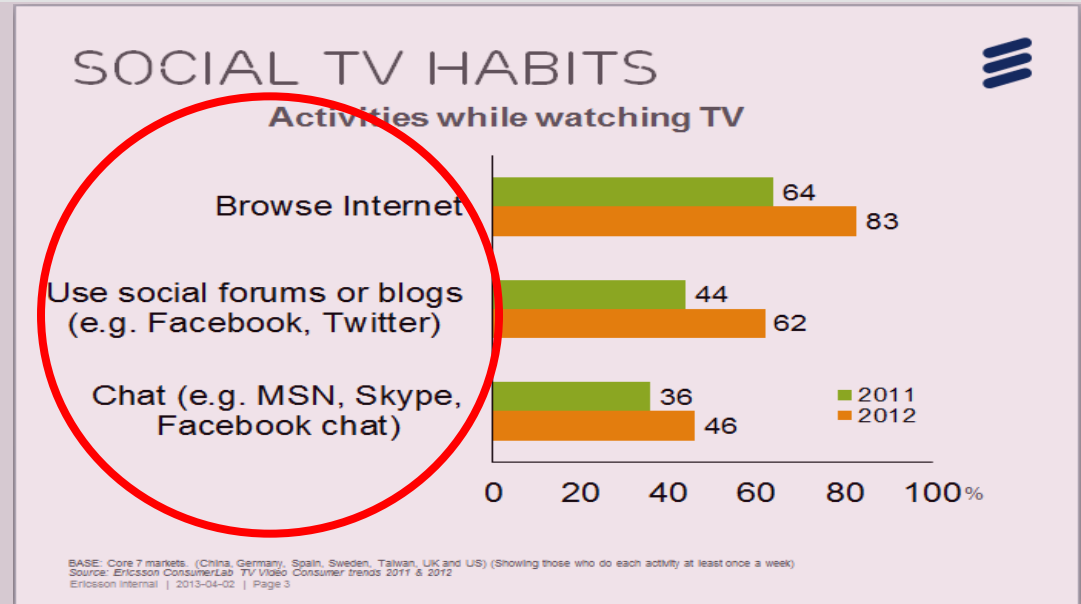
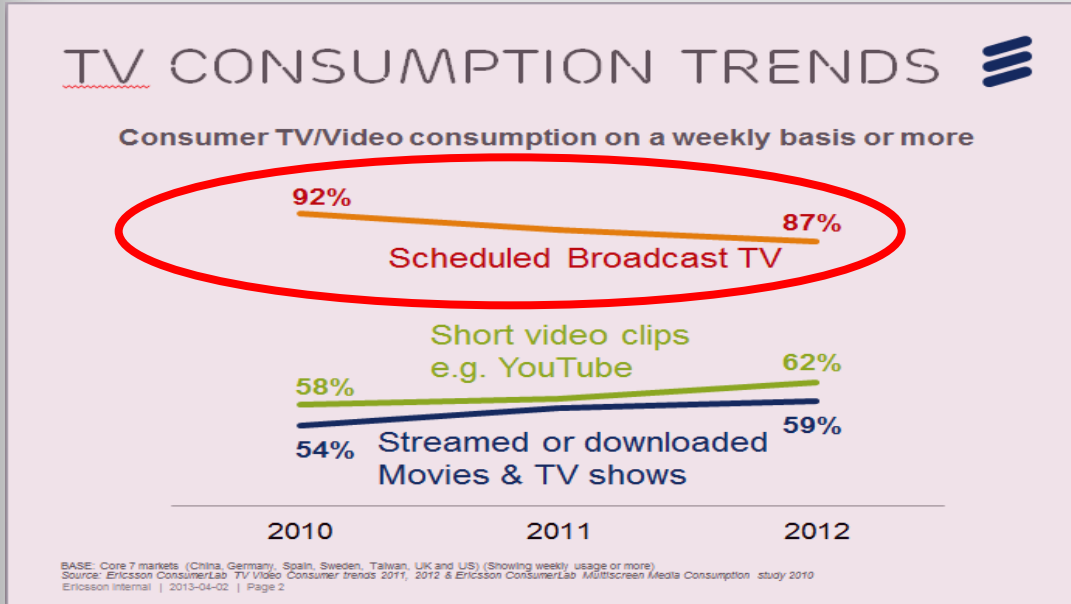


Average hours watching video on each device per week

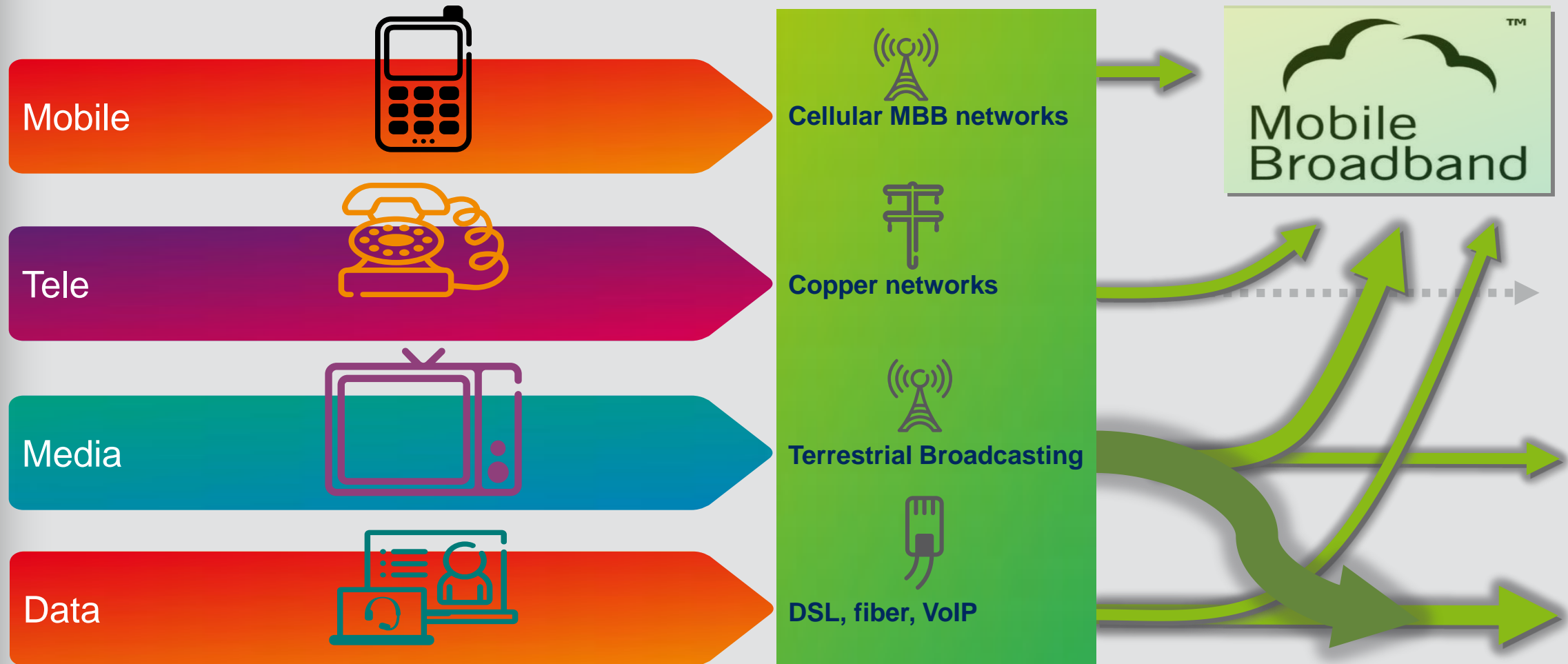


72 % use mobile screens for video viewing each week

# Consumer TV consumption and behaviors



# Trends and shift between delivery platforms



driven by the need for more individual choice and availability of device ecosystems

# Video and TV on MBB networks



## Scheduled TV



On-line real-time viewing on mobile devices

## Time-shifted TV



On-line, or for off-line viewing stored in the mobile device

## On-demand video



Streamed e.g. from YouTube, Netflix to mobile devices

## Pushed TV content



Downloaded and stored in the mobile device for time-shifted off-line viewing

## Local area mass distribution



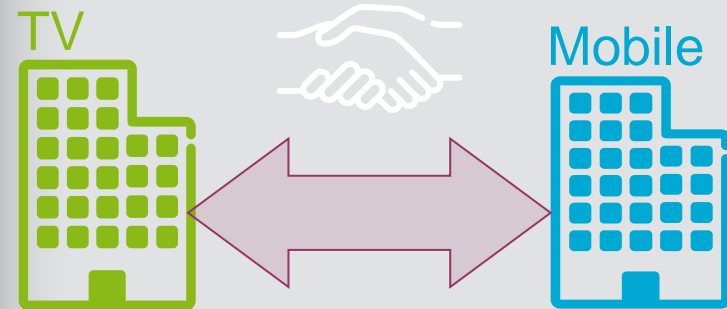
LTE-Broadcast (eMBMS) for on-line real-time viewing on mobile devices

# A collaborative TV landscape in UHF



## Areas of possible collaboration

- agreements on content provisions
- aggregated content and Apps
- packaged content for smaller screens
- distribution on all network platforms



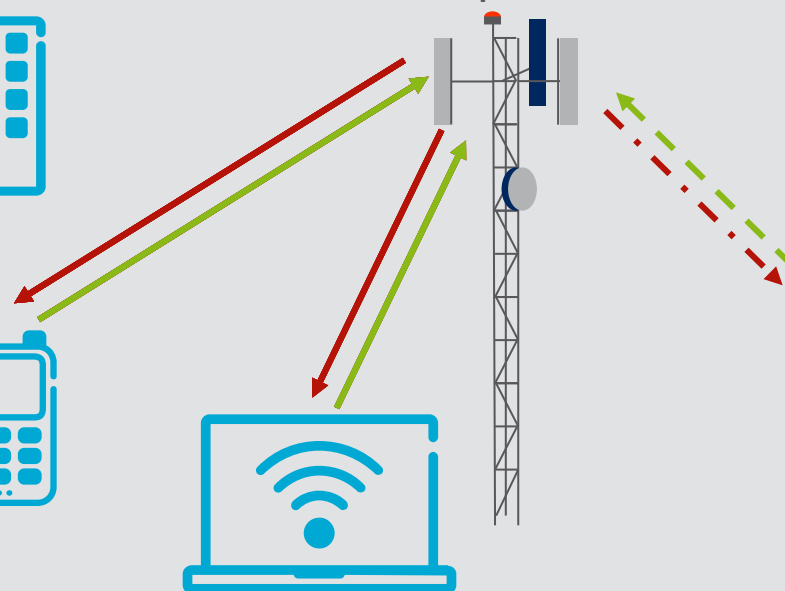
## Aspects on content

- may be locally produced, or from any provider, and
- distributed in one or many networks platforms



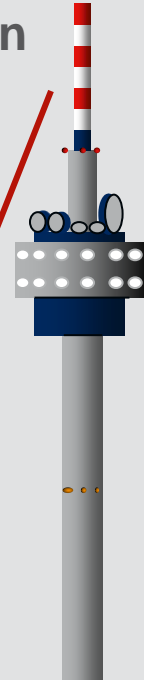
## MBB outdoor and indoor, LTE-Broadcast

- low tower
- low power



## Fixed outdoor antenna DTV reception

- high tower
- high power





# Summary



## Consumer trends on TV content consumption

- anytime, anywhere and on any device
- tablets and smartphones are increasingly used to consume TV content
- on-demand usage is rapidly increasing especially amongst younger generation

## Solutions

- traditional TV and LTE can be made complementary
- unlimited number of viewers in LTE Broadcast networks (eMBMS), e.g. at concerts and sport arenas