

# **Joint ITU - AICTO Workshop on “Interoperability of IPTV in the Arab region”**

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## **Putting The User At The Centre Of The Television Experience**

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# A CHANGING LANDSCAPE

Service Providers €95Bn

**OTT Traffic vs Monetization**



CE vendors €50Bn

**Surge of connected Media Players**



**Extending reach with Online**

Content industry €115Bn



**Becoming 1st point of contact**

Social Networks €2.6Bn

# NEW PATTERNS OF MEDIA USAGE



# They are some Game Changers TV facts ...

Wall

Batman: The Dark Knight · Most Recent



Batman: The Dark Knight

Watch The Dark Knight from Warner Bros.



Watch The Dark Knight from Warner Bros.

You can watch The Dark Knight right here on Facebook using Facebook Credits - it's only 30 credits. (offer not valid in all states)

11 hours ago via Watch The Dark Knight from Warner Bros.

1,914 people like this.

View all 240 comments



Batman: The Dark Knight

Feast your eyes on this! WB just launched the "App Edition" of The Dark Knight for the iPhone, iPod touch and iPad. Download for free on the App Store and you can stream the first 5 minutes of the film in just about any language you want! Buy the Full Version to unlock the entire feature film plus a suite of amazing extras and social features. <http://bit.ly/hYeJuQ>



February 18 at 3:12pm · Share

1,433 people like this.

View all 176 comments

« You see here that within 11 hours of being posted, 1,914 people liked the idea of watching The Dark Knight on Facebook. This is compared to the 1,433 people who have liked the App Edition of Dark Knight that was announced nearly

a month ago »



Request for Permission

Watch The Dark Knight from Warner Bros. do the following:



Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends, information I've shared with everyone



Watch The Dark Knight from Warner Bros.

Use of this data is subject to the Watch The Dark Knight from Warner Bros. Privacy Policy · Report App

Logged in as James McQuivey (Not You?)

Allow Leave App

# Challenging Statements

- IPTV trends
  - ▶ Multiscreen is a must have evolution
- LinearTV is not what people want
  - ▶ Personalized TV experience
- ConnectedTV are an Interesting backwater
  - ▶ Unless they standardize on HTML5
- GoogleTV is Irrelevant (For how long...)
  - ▶ Needs to respect content industry
  - ▶ Leanback experience

# Extend online to all e-media



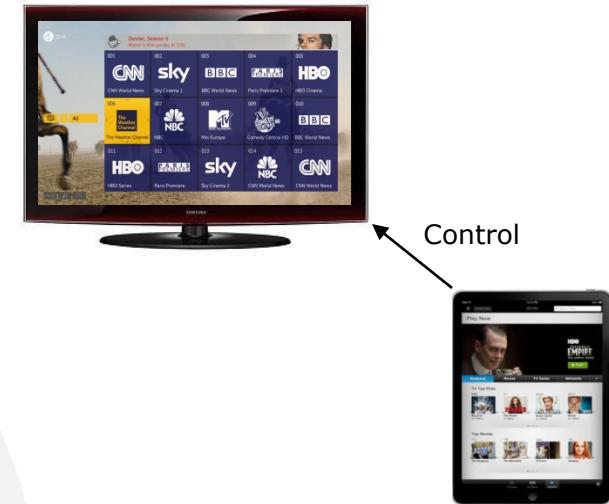
# WHAT IS NEEDED? PAIRING APPLICATION

Enable paired applications



# Companion Devices

- Tablet / Smartphone as remote
  - ▶ Browse EPG / VoD catalog
  - ▶ TV Tuned to selected content
  
- Apps synced to TV
  - ▶ Get additional information about program



- ▶ ParticipateTV
  - Vote, answer questions
  - Chat with Friends

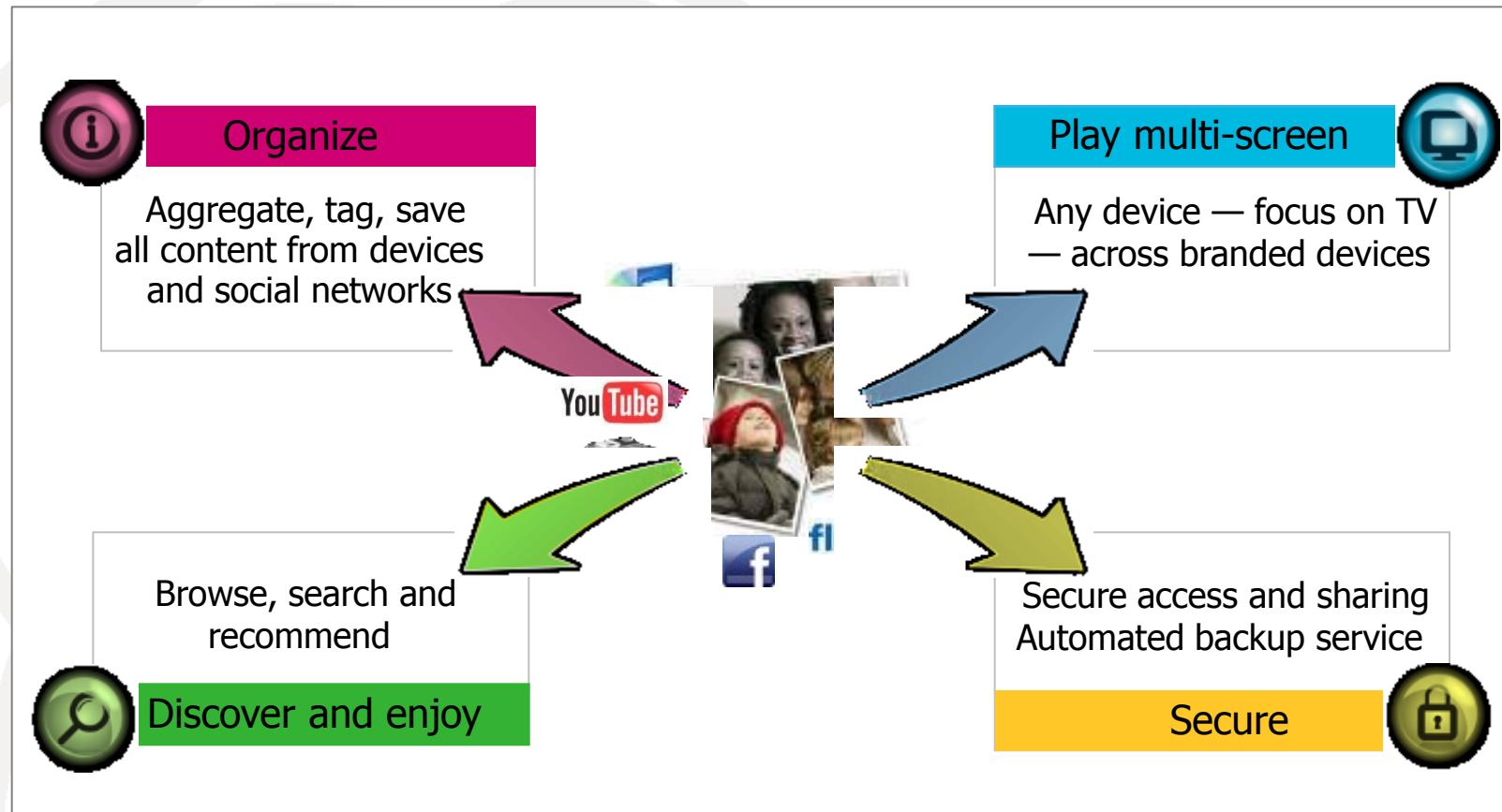


# WHAT IS NEEDED? BECOME 'CURATOR' OF ALL CONTENT



# WHAT IS NEEDED?

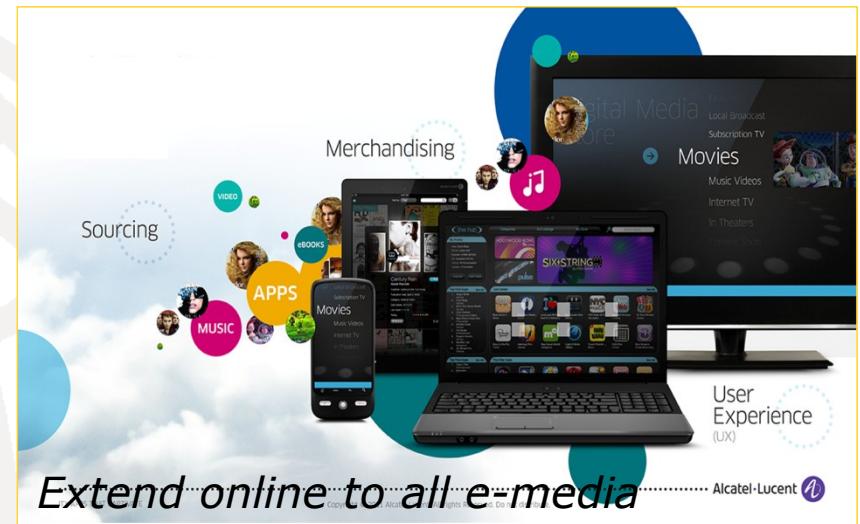
## OFFER NEW SERVICES FOR PERSONALIZED CONTENT



Consumers can store personal content simply and securely with easy access any time, anywhere and on any screen

# WHAT IS NEEDED?

## MOBILIZE VALUE OF EXISTING CONTENT ACCESS



# IMPLEMENTATION

High Leverage Network



Application Ecosystem



Strong device interaction

Content partnership