

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

**Mohamed Ebiary,
Business Development Director,
Alcatel-Lucent**

A CHANGING LANDSCAPE

Service Providers €95Bn

OTT Traffic vs Monetization

Comcast

Telstra

orange

movistar

CE vendors €50Bn

Surge of connected Media Players

apple

sling

XBOX 360

SAMSUNG



NBC

FOX

BBC iPlayer

Disney

NBC

Extending reach with Online

Content industry €115Bn



Becoming 1st point of contact

Social Networks €2.6Bn

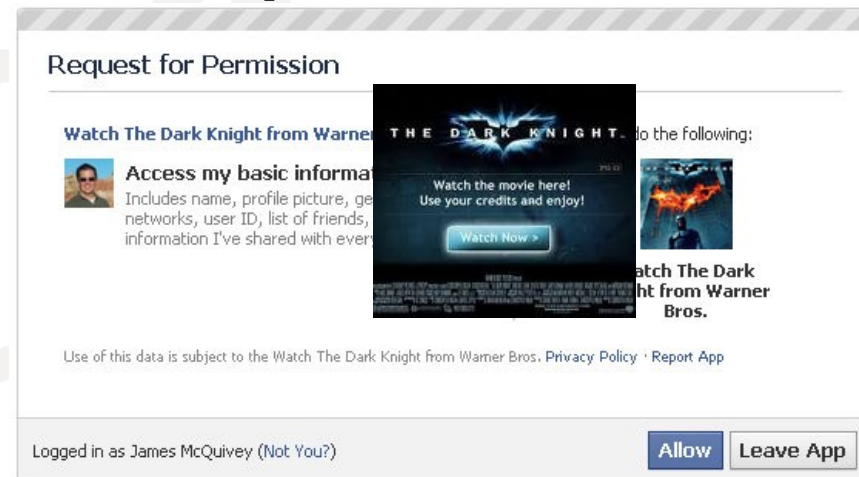
NEW PATTERNS OF MEDIA USAGE



They are some Game Changers TV facts ...



« 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 »



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

Sourcing

Merchandising

VIDEO

eBOOKS

APPS

MUSIC



User
Experience
(UX)

WHAT IS NEEDED? PAIRING APPLICATION

Enable paired applications



Companion Devices

- Tablet / Smartphone as remote

- Browse EPG / VoD catalog
- TV Tuned to selected content



Control



- Apps synced to TV

- Get additional information about program



- ParticipateTV

- Vote, answer questions
- Chat with Friends

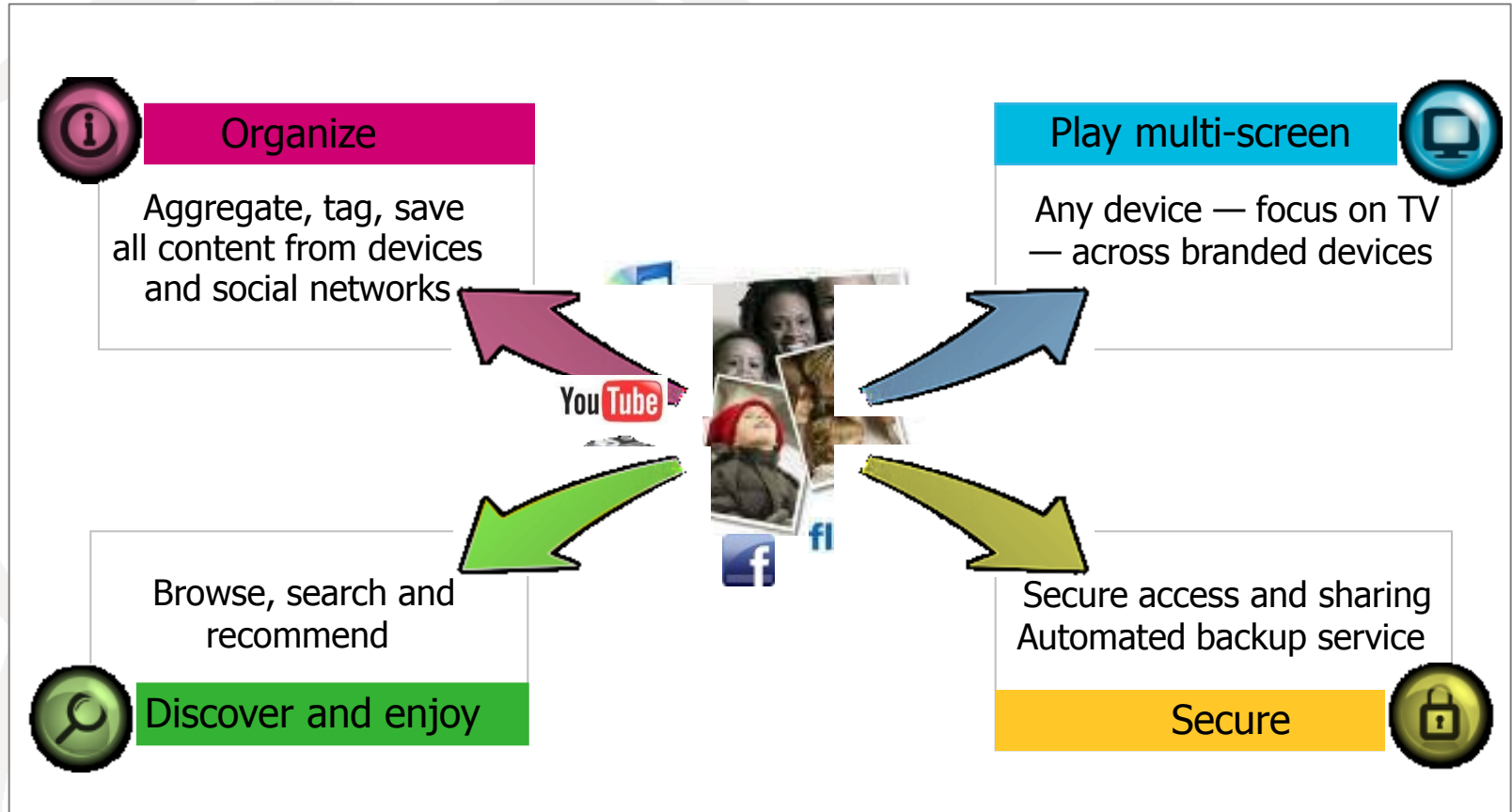
WHAT IS NEEDED?

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



Strong device interaction

Application Ecosystem



Content partnership