



# Market & Business Development in in Television HbbTV and IPTV in Australia

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(Broadcasting)

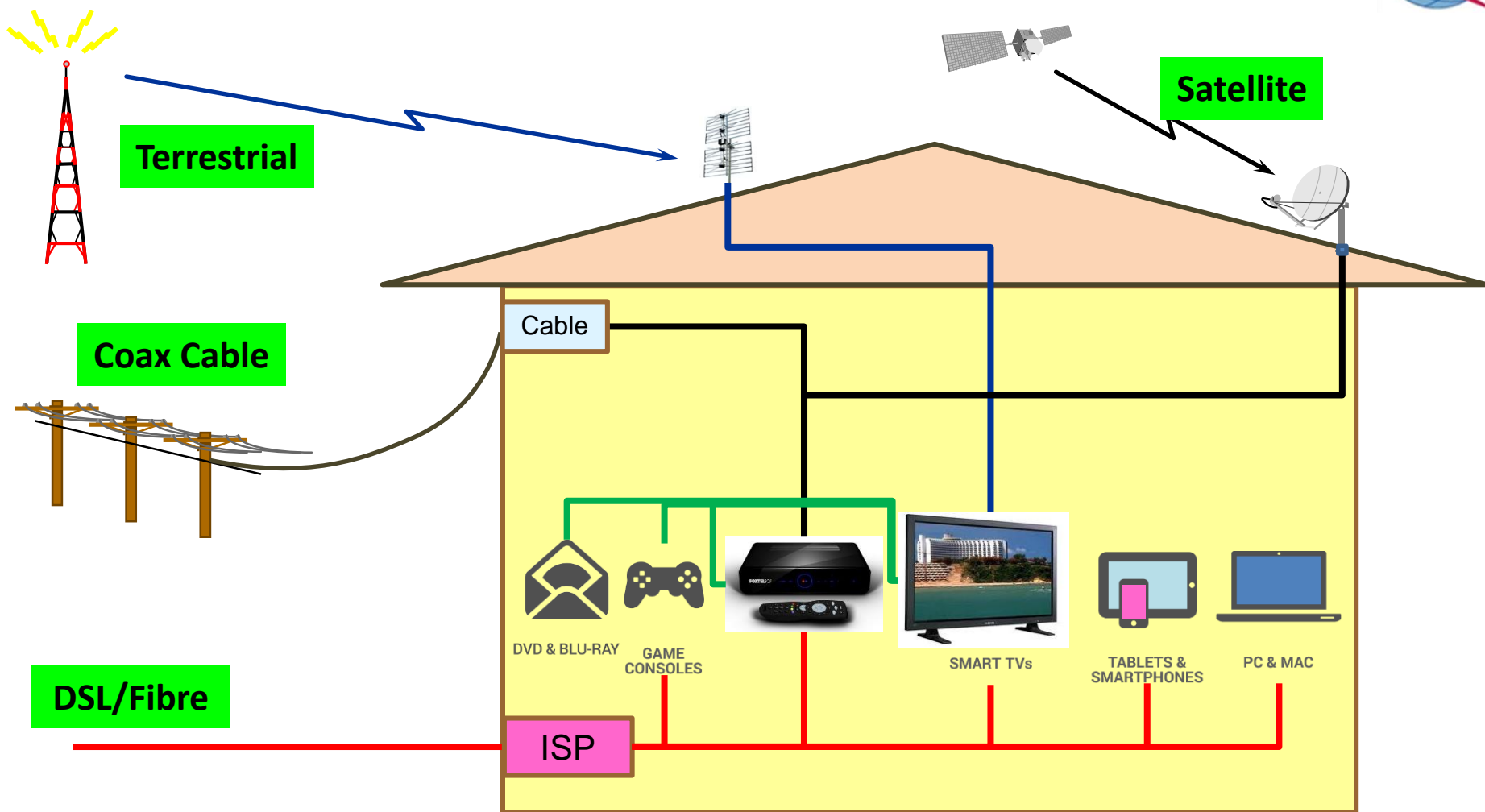
25<sup>th</sup> May 2015



# Outline

- The Battle for Eyeballs
- Digital TV Enhancements in Australia
- HbbTV Background
- HbbTV Architecture
- Freeview+*plus* Application

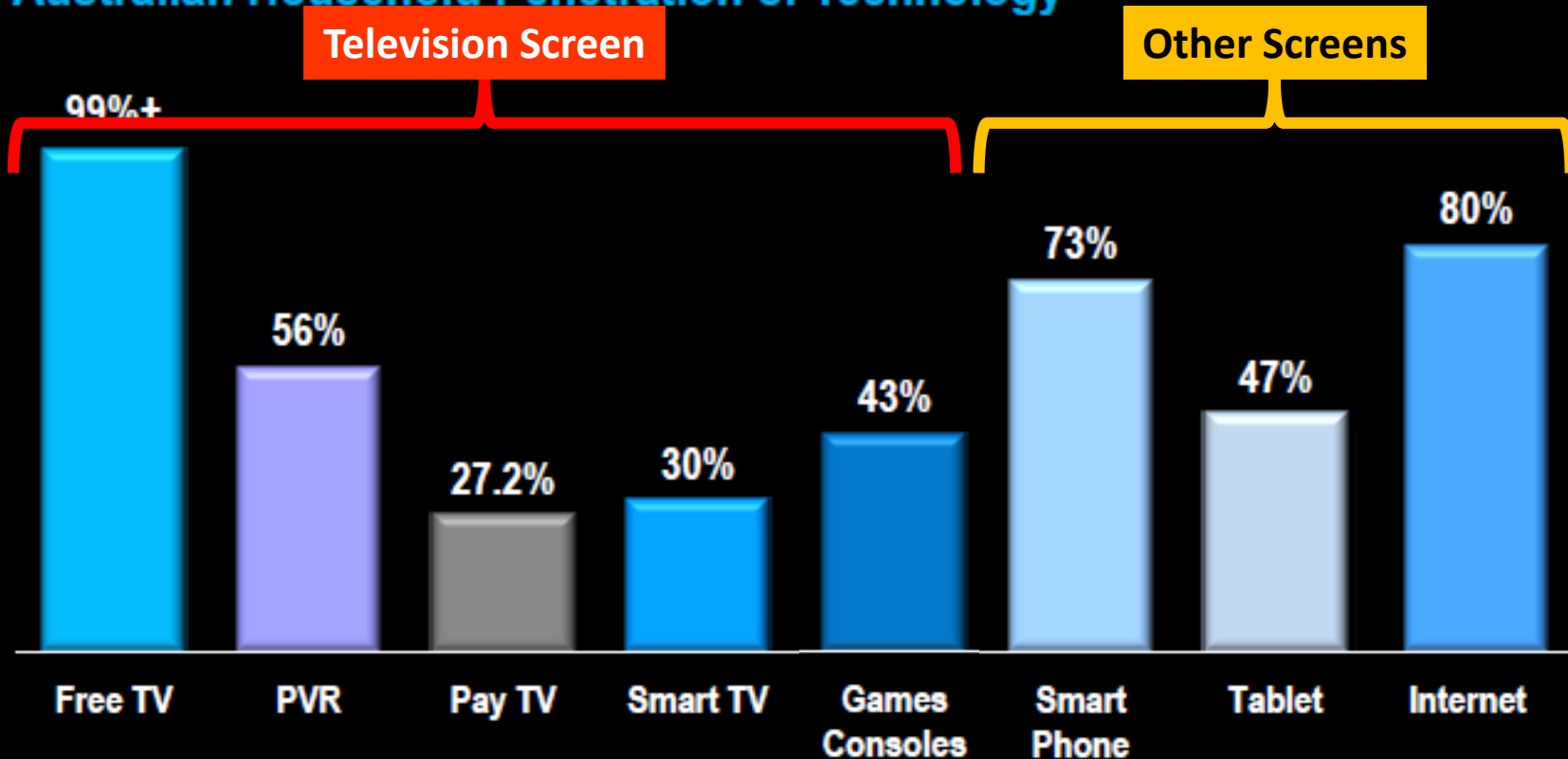
# Where are the eyeballs in the home?



# What screen are they watching?



## Australian Household Penetration of Technology



Sources: PVR, smart TV, smart phone, tablet and internet national penetration averages sourced Australian Multi-Screen Report Q4,2 014, pay TV is the OzTAM national STU-STV universe estimate for Q1 2015 (ie. boxes in homes), penetration of IDS-STV only homes is 1.1% (ie. internet accessed only), other figures sourced Free TV Australia.



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# Who is providing the content?



News Corp Australia



## Terrestrial

## Satellite

## Cable

## IPTV

### Govt Owned National Broadcasters



**FOXTEL**

Subscription  
Linear

### Linear Streaming

**fetch tv**

### Monthly Subscription VOD

**presto**  
stream tv & movies

**NETFLIX**

**Stan.**

**Quickflix**

DVD Post

### Pay as you go VOD

**D=NDY direct**

**EZY FLIX TV**

**Google play**

**iTunes.**

50%

50%

50%

50%

50%

50%

**Fairfax Media**

Pty Ltd

**FREE**

**PAY**

# Digital TV Enhancements in Australia



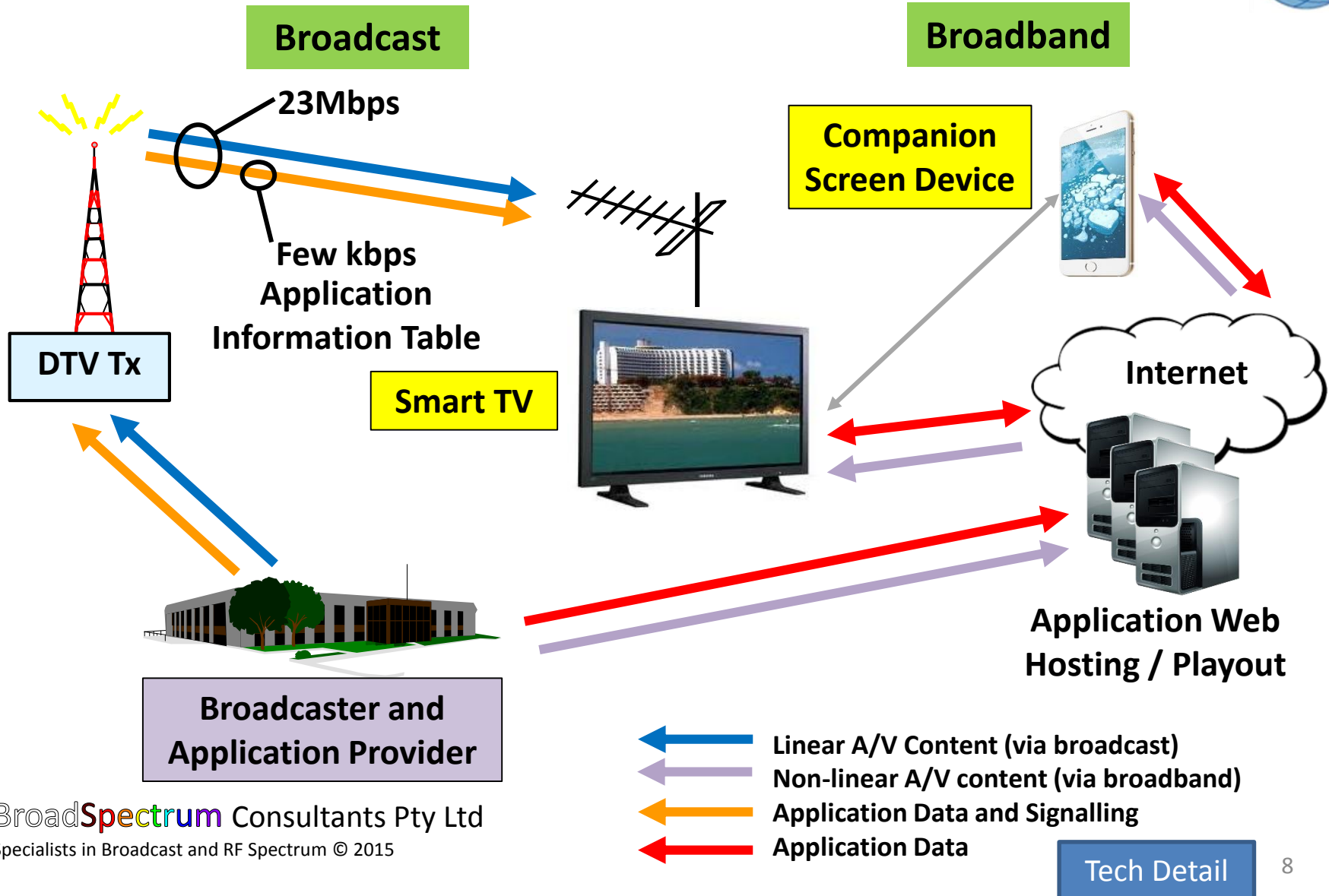
Enhancement	Description	Dates	Comment
<b>Multiview</b>	Multiple camera views of a programme / event	2001 - 2003	Allowable “enhancements” were limited by legislation. Underlying DVB specifications not developed fully, did not take off in market
<b>Multimedia Home Platform (MHP)</b>	Interactive API, services broadcast via data carousel, web access	2003 - 2006	Tests only in lab. MHP specification too complex. Cut-down DVB-HTML broadcast for a time. Very limited market takeup.
<b>MHEG-5</b>	Interactive API, industry EPG developed	2008 - 2017	Competing broadcasters joined to form <b>Freeview</b> and broadcast EPG carousel. Limited CE manufacturer support. Will be withdrawn from service in 2017
<b>HbbTV</b>	Interactive API, enhance industry EPG and other apps	2014 ongoing	<b>Freeview+plus</b> EPG and broadcaster applications to point to own portals.

# What is HbbTV?



- Hybrid broadcast broadband TV is a ***global initiative*** aimed at harmonizing the broadcast and broadband delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices.
- The HbbTV specification is developed by industry leaders ***to improve the video user experience*** for consumers by enabling innovative, interactive services over broadcast and broadband networks.
- ***For broadcasters :***
  - HbbTV allows broadcasters to retain viewers even when they do not want to watch the live linear broadcast content by providing links to other interesting content
  - HbbTV retains the focus of the large screen television in the home.

# HbbTV System Overview





# Application Content and Services



3 main categories:

**1** **Information**  
news, weather etc

**2** **Program-related information**  
such as EPG, program  
extensions, social, polling and  
voting, etc

**3** **Content** such as catch-up TV,  
on-demand programs, games,  
streaming channels, dedicated sport  
applications etc

freeview

# Next Generation Platform



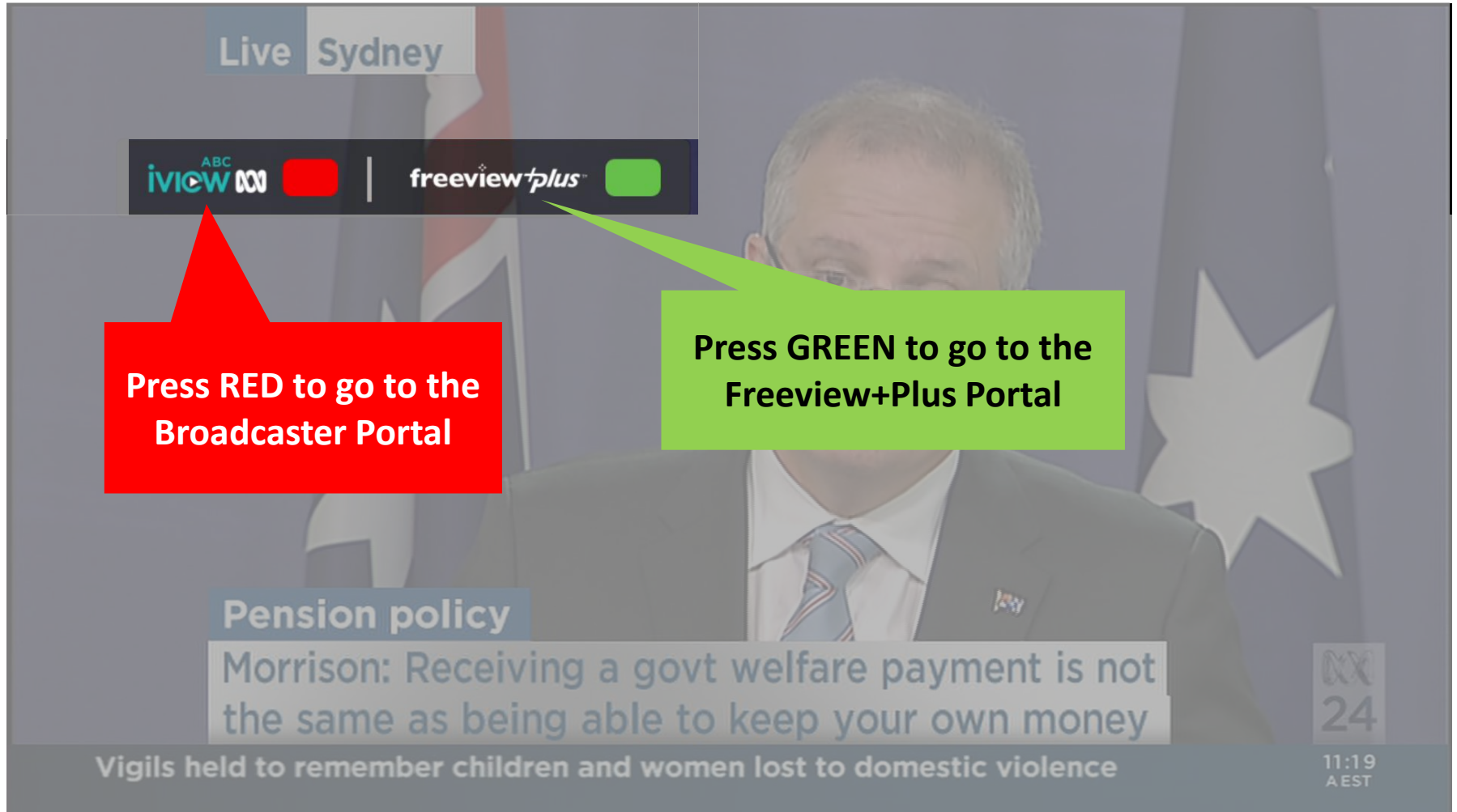
- Integrate broadcast channels and broadband video
- Create a marketable platform for free television
- Engage all major television manufacturers
- Enable a retail market of interoperable products
- Motivate retailers to promote the platform
- Maintain broadcaster branding and control
- Deliver an unrivalled user experience



# Application Start



# Application Start (2)



# EPG



The screenshot shows a television screen displaying an Electronic Program Guide (EPG). The interface includes a top section with 'TODAY' and 'The M' (likely The Morning Show) from 9:00am to 11:30am, featuring John Larry Emdur and Gillies. A clock shows 11:22 AM. Below this is an 'EARLIER' section with a grid of program tiles for channels like SBS ONE, 7, 9, and 10. A central grey box lists features of the EPG. Two callout boxes highlight specific capabilities: a blue one for past events and a pink one for booking future recordings. At the bottom, a row of colored buttons represents remote control functions: CHANNELS, BACK/RETURN, EXIT, OPTIONS, MENU, and SET REMINDER.

**Past events changes to IPTV**

**Book recordings of future events of over-the-air broadcast television**

- Press the green button on the remote
- A state of the art EPG : +7 and -7 days
- Seamless access to catch up - in one place
- “Featured” - recommendations of the big shows today, in the future and on catch-up
- Ability to browse by genre and search programs for the next 7 days
- “Favourites” function – live and catch up episodes
- Ability to record

◆ CHANNELS    ⏮ BACK/RETURN    ⏹ EXIT    ⏭ OPTIONS    ⏸ MENU    ⏯ SET REMINDER



# Programme Synopsis




ten

11:23 AM

**Detailed synopsis and programme graphic sent via the internet**

THE PROJECT



**The Project** Today

Season 6, Episode 209 6:31pm - 7:32pm [NC] [CC]

Join Waleed Aly, Gorgi Coghlan, Pete Helliard and Gretel Killeen as they chat about the day's top news stories. Plus, we chat to the cast of Pitch Perfect 2.

SET REMINDER

BACK/RETURN EXIT TV GUIDE MENU

MORE E

The Project

The Project

The Project

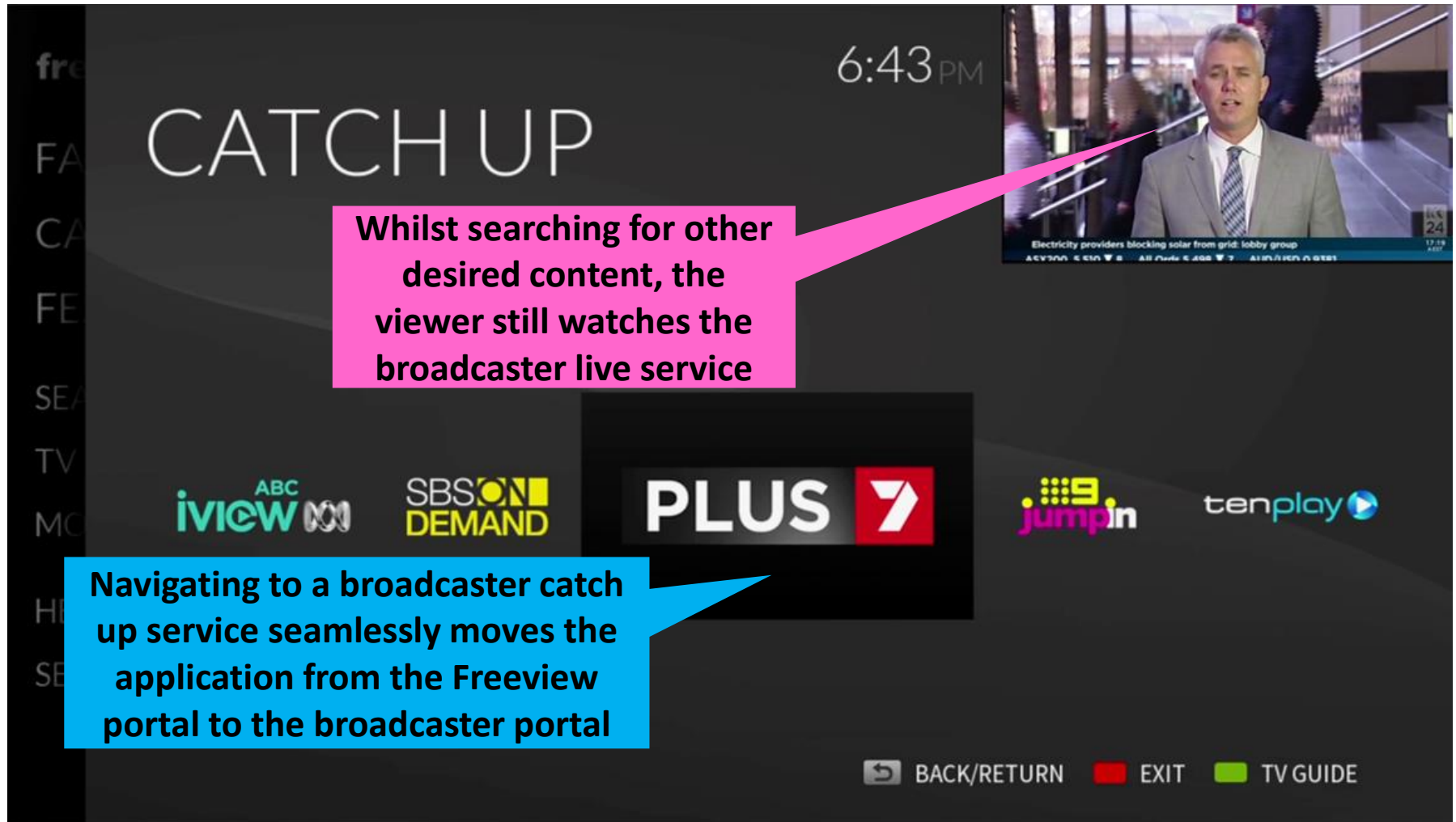
# Menu



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# Broadcaster Catch Up Portals



Whilst searching for other desired content, the viewer still watches the broadcaster live service

Navigating to a broadcaster catch up service seamlessly moves the application from the Freeview portal to the broadcaster portal



# Catch Up Services



11:22 AM

**7 PLUS 7**

**TUESDAY**

**YESTERDAY**

ay Now

ay Now	Image	Program Name	Action
ay Now		Sunrise Extra	Play Now
ay Now		My Family's Secret	Play Now
ay Now		Million Dollar Minute	Play Now
ay Now		Home and Away	Play Now

ay Now

Image	Program Name	Action
	Sunrise Extra	Play Now
	Million Dollar Minute	Play Now
	Seven News	1 day left
	Home and Away	Play Now

ay Now

BACK/RETURN EXIT TV GUIDE MENU

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# Thank You for your attention



## Questions?