EMERGING TRENDS - DEVICES
ENTERING THE GOLDEN AGE OF VIDEO

VIDEO MARKET IS THRIVING WITH

- Content consumption exploding
- Increasing appetite for HD
- Digital TV homes
TV Remains Key Form of Entertainment In the Evening

Tablet
- Important at Breakfast

Smartphone
- Ascends during day and at lunch

TV
- Key in the evening

Streamer & PC
- Follow TV trend
The Winning Strategy: Offering Ubiquitous Viewing Experience

▲ Across different consumers screen, both linear TV and OTT
Multiscreen video consumption

- Linear TV Services
  - Live TV
  - Network TSTV
  - Catch-up TV
  - nPVR

- VOD Services
  - VOD
  - Transaction VOD
  - Subscription VOD

- Internet Convergence
  - Social TV
    - Facebook
    - Twitter

- Multi-Screen Multi-Room
  - Multiscreen
  - Multi bitrate
  - Multi Audio
  - Multiscreen Bookmark
  - Multiscreen favorite

- Personal
  - Multiuser profile
  - Parental control
  - Lock
  - Rating
  - Multi lingual / subtitle
  - Reminder

- System & Commercial
  - Search
  - Recommendation
  - TV message
  - Geo blocking
  - Content access control
  - Discount, Coupon
  - Ad Engine

Mobile Remote
Second screen info
What Do I Want?
Major Focus
The Convergence Of Pay TV & OTT
Emerging device- Airtel smart hybrid STB

Features Highlights:
- Xstream Application for live and OTT content
- Preloaded Netflix, Prime Video, YouTube, YouTube Kids
- Google voice assistant – Voice based content discovery
- Amazon Alexa support
- AI based content and channel recommendation
- Built in Wifi, Bluetooth (RCU, Game controller, Headset)
- Built in Chromecast
- Support smart IOT devices
Emerging device- Airtel smart hybrid STB | IOT

(IoT Gateway)

IOT Backend
✓ User Authentication
✓ Gateway onboarding
✓ Smart device registration
✓ Security, Analytics and monitoring
✓ Device Security
Smart Home Gateway

User Interface
- Security
- Energy
- Surveillance
- Video
- Health

Applications

Smart Home Gateway

IoT@ Smart Home

Agent
- OSGI Framework

Different Gateway
- Smart ONU
- STB
- Smart Router

APIs

WiFi/Zigbee/Z-wave/Bluetooth...

RESTful
Other Devices

- Integrated Hybrid TV
- VR Box
- Smart Display
- HDMI Stick
- FAR FIELD VOICE ASSISTANT
THANK YOU