

# Altering media system

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- ensuring a legal guarantee that no one can abuse the power of the media (eg. media concentration regulation),
- ensuring the content of general interest must be conveyed to the viewer (eg. must-carry regulation)
- providing diverse information

The influencing power increases in direct proportion to the audience.



со	NTENT PRODUCTION	EDITORING	DISTRIBUTION	
	TV programme production			U S
	Film studios	Public broadcaster	Analogue terrestrial broadcasting	E R
	Sport leagues			

Cont	ent production	Editoring	Aggregation Distribution	Terminal
	TV programme production	Public brodcaster	Digital terrestrial Satellite	viewer purchased terminal
	Film studios	Commercial broadcaster FTA	Cable	terminal provided by a
	Sport leagues	Commercial PayTV	IPTV	service provider
		Social media		

The consumers have access to hundreds of media services, over the range of the average viewer. The focus on scarcity of resources and transmission capacity has slowly shifted to a new bottleneck, namely the scarcity of viewer attention.

o**O** NMHH

### **Present value chain**

Content production Editoring, aggreg.			Platform	Distribution	Terminal	
ΙV	TV programme	Public broadcaster	Digital terrestrial		Purchased STB	
	production	Commercial	Satelli	te	DVB-T STB	
		broadcaster FTA	Cable		Provided STB	
		Commercial PayTV	IPTV			U
	Film studios	OTT app.	iOS, Android,	Mahila an anakan		S
	Disney, Paramount,	Pure OTT service providers	Windows	Mobile operator	Smart phone	Е
Λ		(Netflix, Fuso)	Google, Apple, Amazon, Windows	Mobile operator / ISP	Tablet	R
OTT TV		OTT by traditional				
0	Sport events	broadcaster	Apple TV, Amazon Fire, Android TV(?),	ISP	Connected TV	
	BorsodiLiga, FIFA	(Deezer, iTunes, HBO GO)	Roku, LG	101		
		OTT by traditional telco	Open Internet	ISP	РС	
		(TV Go, MyTV)				

## • Instead of old model (walled garden) - new open model

The broadcaster exercised control over which media service it allowed access to

its network and transmitted the signal to the end user on a closed, managed network in the past.

- Mobility, flexibility is a basic requirement of the latest infocommunication technologies.
- We can access the content from any device, anywhere, anytime, as long as we have an appropriate internet connection.

Substitution and complementarity may also vary from region to region, as the content available on each platform and the different demands on the demand side differ regionally.

The so-called bundled services, as a subscriber is less likely to terminate a pay-TV service if his contractual relationship with a traditional broadcaster extends to telephone, internet (or possibly mobile) services.

Finally, the "average consumer" has traditionally found it difficult to switch to new technology or the service of a new entrant, giving up the "known" old, known provider, technology.

When can an OTT Service Provider be Successful? OTT providers can be most successful when the following factors are combined:

- availability of high quality broadband network, high broadband penetration in the region;
- multi-device OTT service (multi screen);
- low per-case (TVoD) or daily / monthly subscription (SVoD) instead of long-term loyalty contracts;
- wide access, easy to use;
- effective marketing so that users are willing to pay for the service;
- production of own content, premium or niche content;
- availability of local content due to language problems.



## **Hungarian OTT examples**

### Launched by Hungarian Public Broadcaster





## **Hungarian OTT examples**

 Bejelentke

## Launched by Hungarian Commercial Broadcaster



Magazir

- Hírműsorok
- Humor
- Gasztro
- Magazinok

#### REGISZTRÁLJ, HOGY HOZZÁFÉRJ AZ ÚJ RTL MOST! FUNKCIÓKHOZ - MINT PÉLDÁUL A "KEDVENCEK".

Egy kattintásra vagy a kedvenceidtől, és további több ezer órányi műsortól amiket szeretsz.



### **Hungarian OTT examples**

Launched by Hungarian Broadcaster Service Provider



### **CDN architecture of the Hungarian examples**



### The broadband measurement system of NMHH <sup>13</sup>

Software download-, upload speed, latency, packet loss, jitter 123.000 results per month



°0 NMH

Service: Magyar Telekom Nyrt / Netmánia S ADSL Exact location: 1133 Budapest, Visegrádi 106



Client Address: 78.92.247.49

#### Mobile net neutrality

Set measurement parameters   Applications or ports:   Facebook (application)   Initiator page settings   Provider:   Telenor Magyarország Zrt.   Service:   Hipernet Active LTE   From:   Budapest   Host settings   Provider:   Facebook   Service:   Facebook   Query date: 2019-04-01	Mobile neutrality						
Initiator page settings   Provider:   Service:   Hipernet Active LTE   From:   Budapest   Host settings   Provider:   Facebook   Service:   Facebook   Query date: 2019-04-01	Set measurement parameters						
Provider: Telenor Magyarország Zrt.   Service: Hipernet Active LTE   From: Budapest   Host settings   Provider:   Facebook   Service:   Facebook	Applications or ports:		Facebook (application)			-	0
Service: Hipernet Active LTE   From: Budapest   Host settings   Provider:   Facebook   Service:   Facebook     Query date: 2019-04-01     Application     Status     Status	Initiator page settings						
Hipernet Active LIE     Image: Constraint of the setting of the settin	Service:		Hipernet Active LTE			<ul> <li></li> <li></li> <li></li> <li></li> <li></li> </ul>	? ?
Budapest     Image: Comparison of the setting of the se							
Provider:     Facebook       Service:     Facebook       Query date: 2019-04-01							
Pacebook       Service:       Facebook       Query date: 2019-04-01       Application     Status	Host settings						
Pacebook       Query date: 2019-04-01       Application     Status						-	?
Application The Status Status						-	2
	Query date: 2019-04-01						
Eacebook 3 1 Does not work	Application	Status			Status		
	Facebook	3		1	Does not work		

Works well



Hardware tools: speed, latency packet loss, jitter and net. neutrality (port scan)



Mobile Internet quality meas. system (Swissqual) 2.800.000 measurements per month

### **Displaying of measurement results** 14

- The own results of the user (for registered users) and aggregated results of all users of last 3 months.
- Mobile internet, fixed line software based, and hardware based measurement results displayed.
- Results are displayed in the form of zoom able map, downloadable tables and time-graphs.
- Aggregated measurement results on the map.
- Filtering data: service provider, internet service...
- Network neutrality measurement results.





