

End-to-end management of Mobile TV & IPTV Services

FastESG™ Solutions

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Content of the Presentation

- Company Profile
- Service Guide Features
- Standards Overview
- Products Overview
- FastESG™ end-to-end Solutions



Company overview (1)

- **Mission** Drive end-users to TV Content & Related Services

« The content I want, whenever and wherever I want »

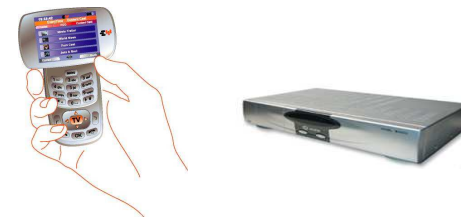
- Providing solutions addressing converging networks:
IP, Mobile and Broadcast
- Help carriers increase their business by deploying **innovative** and **differentiating** services
- Provide **efficient, open-standard based solutions** to mobile device manufacturers responding to consumer electronics market trends

- **Products**



FastESG™

Platform for Mobile TV & IPTV



FastESG™

Mobile TV & IPTV Engines



Company overview (2)

- **Corporate**

- Founded in 2000, located in Paris
- Privately-held
- 10 patents in Metadata Management

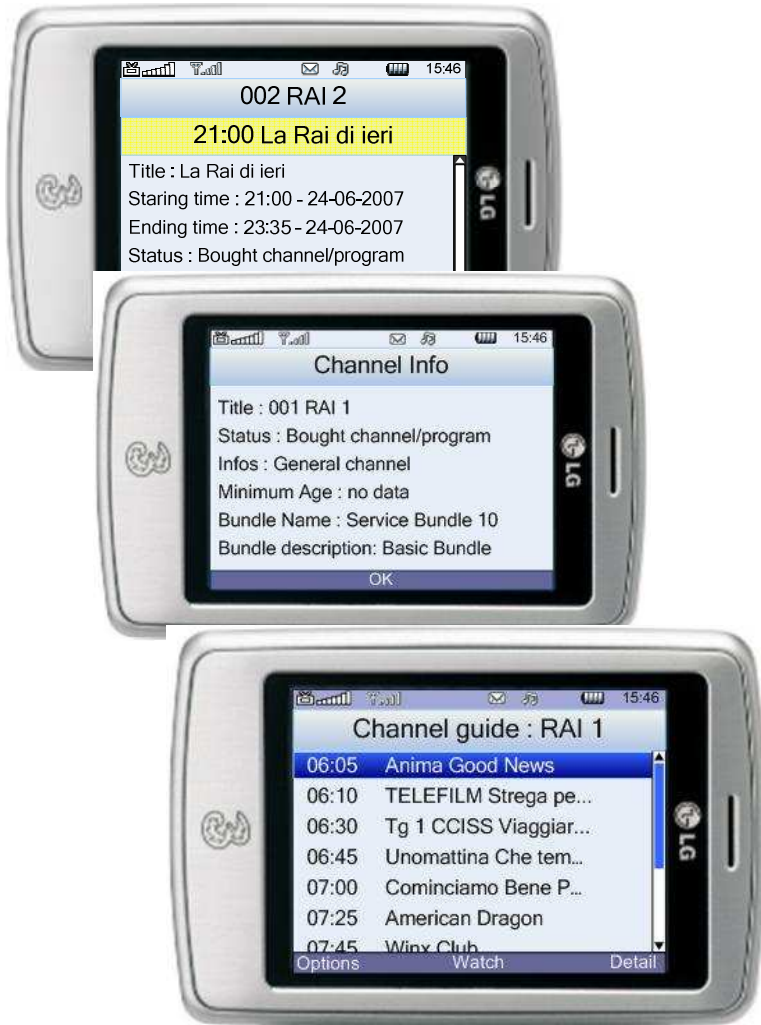
- **Achievements**

“World’s first deployed DVB-H ESG Solution”

Commercial	Trials



A complete Electronic Service Guide....



Content description

- Title
- Genre
- Duration
- Logos
- Parental control
- Synopsis
- Cast
- Start time

Service description

- Service Name
- Service Number
- Service Logo
- Bouquet
- Price





... enriched by a number of interactive services...



Creation of new services leveraging existing content:

- Vote
- Quiz
- Bet
- Poll
- Cross-selling: ringtones, wallpapers, music, video clips, themes...

And generation of additional revenues

- SMS & MMS traffic
- Video Calls
- Redirection to MNO Portal



... completed with content delivery services...



Create new download services

- Pod cast
- MP3
- Video clip

Generating revenue and saving cost

- Mass distribution
- File Download
- Podcast Subscriptions
- Over both Broadcast and Mobile networks



...and access to a new advertising spaces



Advertisement locations

Advertisements can appear on several mobile content types:

- ESG pages
- Between programs (interstitial advertisement) during the zapping
- Live TV programs



Mobile & IP TV Service Standards Overview

Network Layer



ADSL



...

*IP Services
over IP Layer*

Service Layer



...



Forums



...

**→ Promote Cross-standard
Service-Layer Functionalities**



Feature Comparison (Services)

Features (Services)	IPDC v1	IPDC v2	BCAST BMCO Profile	BCAST Full profile
Broadcast Services	✓	✓	✓	✓
3G Services	✗	✓	✓	✓
TV & Radio Services	✓	✓	✓	✓
Multiple Language Services	✓	✓	✓	✓
File Download Service	✓	✓	●	✓
PodCasting Service	✗	✓	✗	✓
Regionalization	●	●	●	✓
Interactivity within Services	●	✓	●	✓
Interstitial Adverts	✓	✓	✗	✓



In the scope of the standard



Not possible without non-standard extensions



Not in the scope of the standard, but possible with guidelines



Feature comparison (Service Guide)

Features (Service Guide)	IPDC v1	IPDC v2	BCAST BMCO Profile	BCAST Full Profile
Service list with logos	✓	✓	✓	✓
Multiple Language ESG	✓	✓	✓	✓
Purchasing	✓	✓	●	✓
Search by genre	✓	✓	●	✓
Barker video (teaser)	✗	✗	✗	✓
Roaming support	✗	✗	✗	✓
Multiple Operator	●	●	✓	✓
Mixed 3G/Broadcast SG	✗	✓	●	●
Interactivity in ESG	●	●	✗	●
Multischeduled program	✓	✓	✗	✗

Advanced Services in real deployments



Animation at TV Launch



- Default animation displayed during launch of TV Application
- Can be **customized** by operator.
- Customized animation is delivered by ESG server
- **acquired in background** by handsets



Interstitial Adverts



- Animations displayed during Channel switch
- Can be **customized** by operator.
- Customized animations are delivered by ESG server
- **acquired in background** by handsets



Interactivity in Service



- A blinking icon signals that Interactivity is currently available on the tuned channel
- Can be **customized** by operator.
- Delivered by ESG server
- **acquired in background** by handsets



Interactivity in ESG



- At any time, details of the current program are available
- Interactivity elements related to that program are displayed

End-to-end Service Management

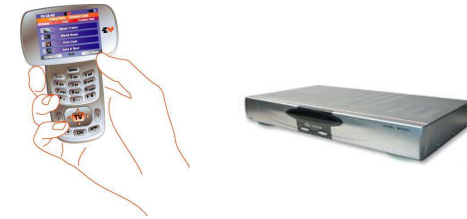
FastESG™ Solutions



Product Offering

- **Mobile TV & IPTV Engines**

- ESG Acquisition and Provision
- Data Casting management
- Interactivity (cross selling, advertisement, etc.)
- Integration with CAS, Video player, GUI



- **Service Designer**

- ESG
- Data Casting
- Interactivity



- **Service Aggregator**

- Multiple Networks, Standards, Operators
- Regionalisation

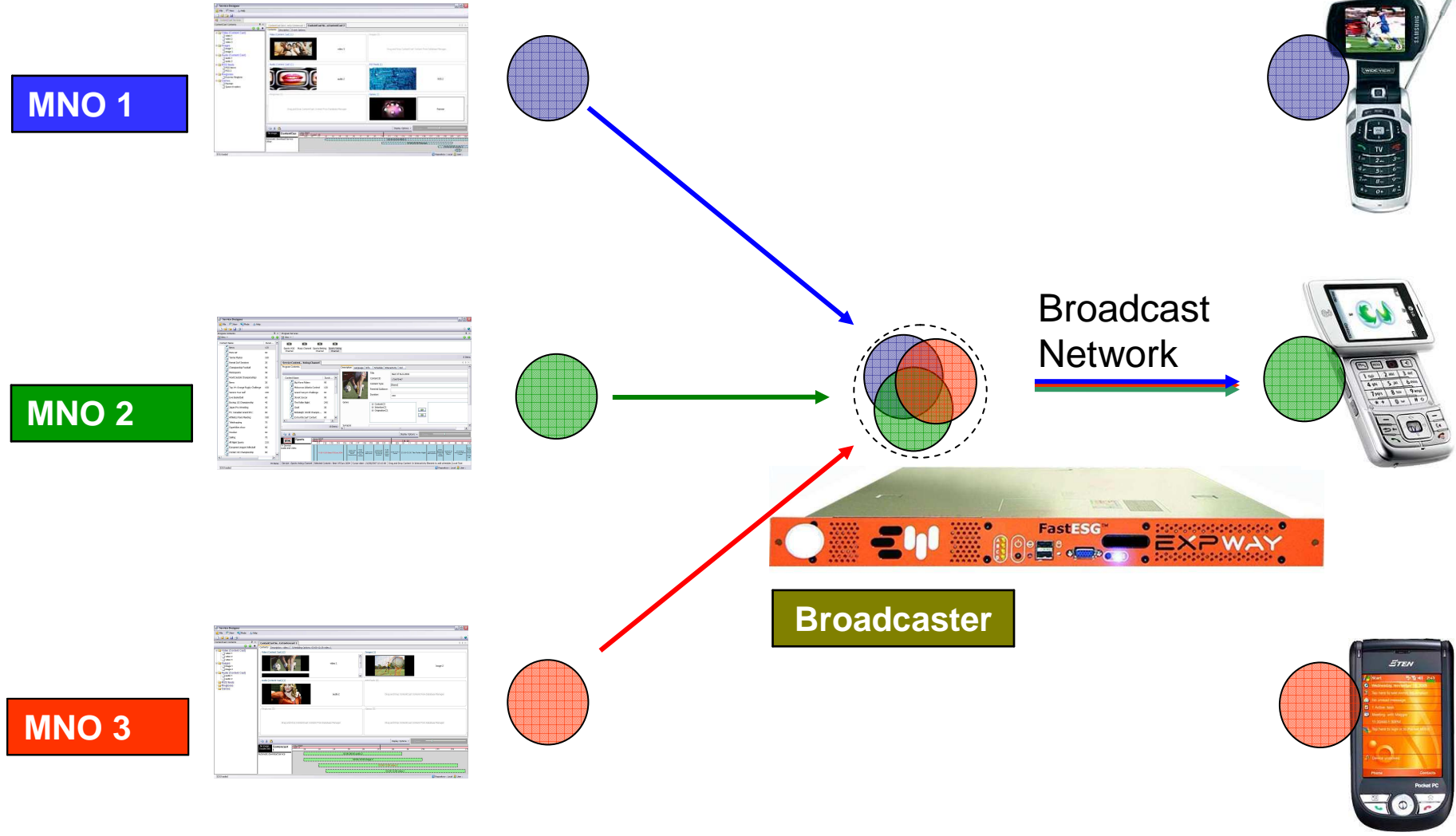
- **Broadcast Deliver Server**

- **Unicast Deliver Server**



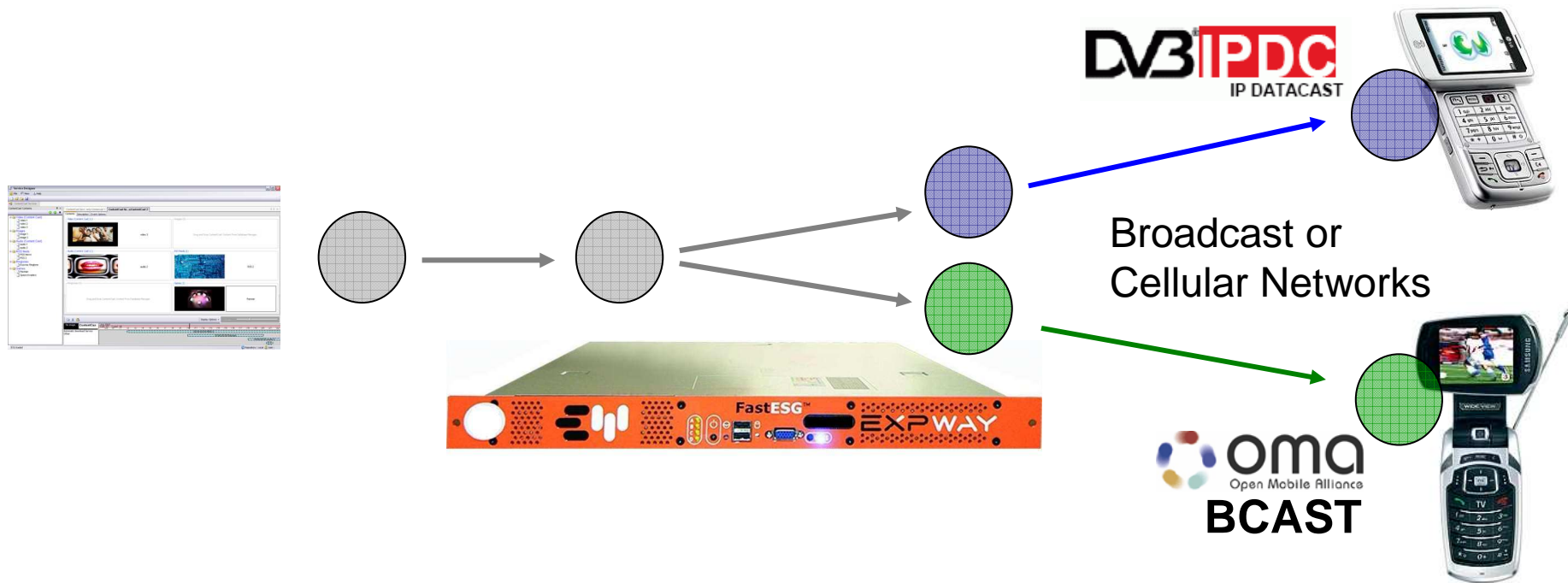


Multiple MNO Solution



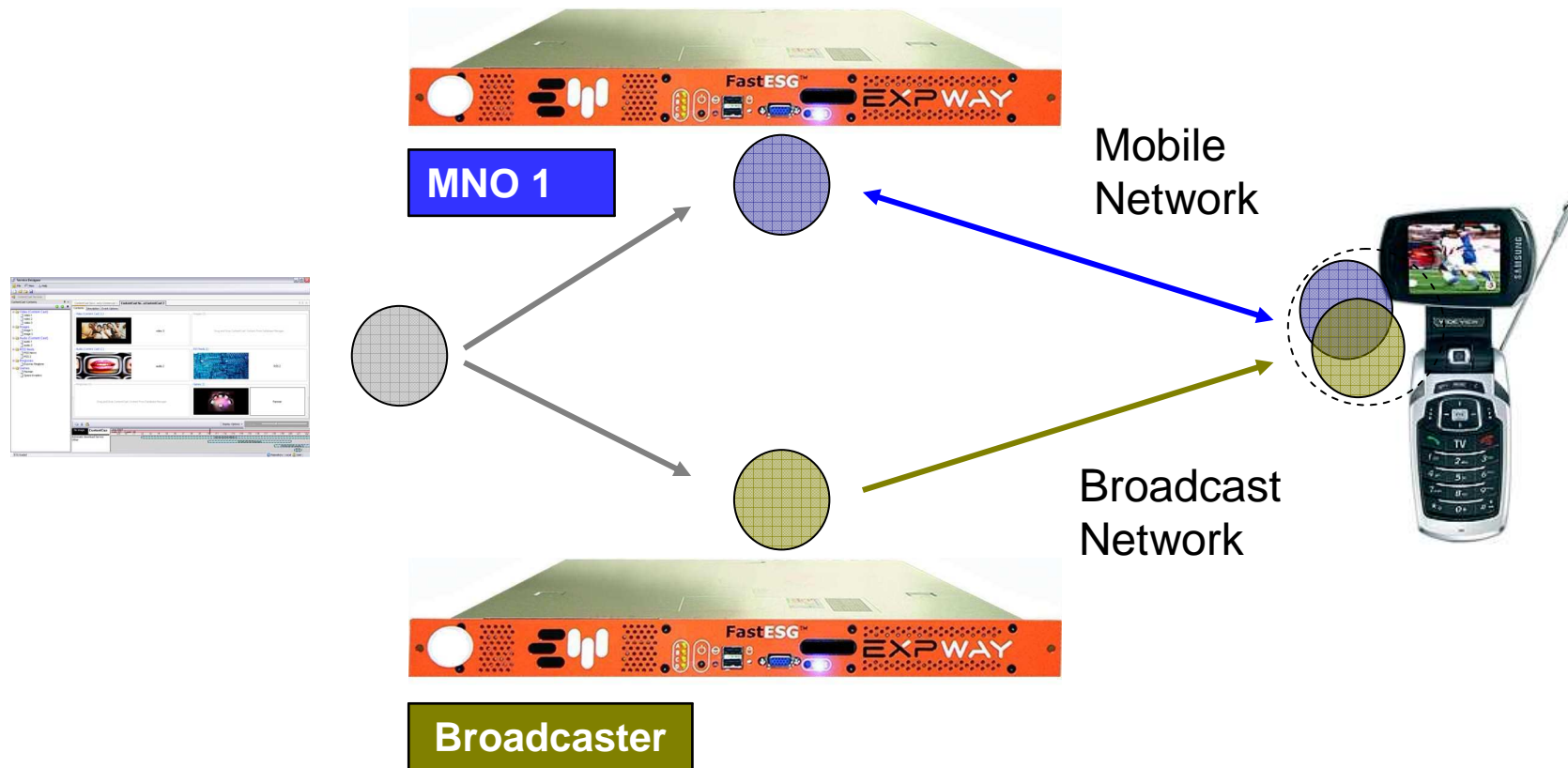


Multiple Standards Solution



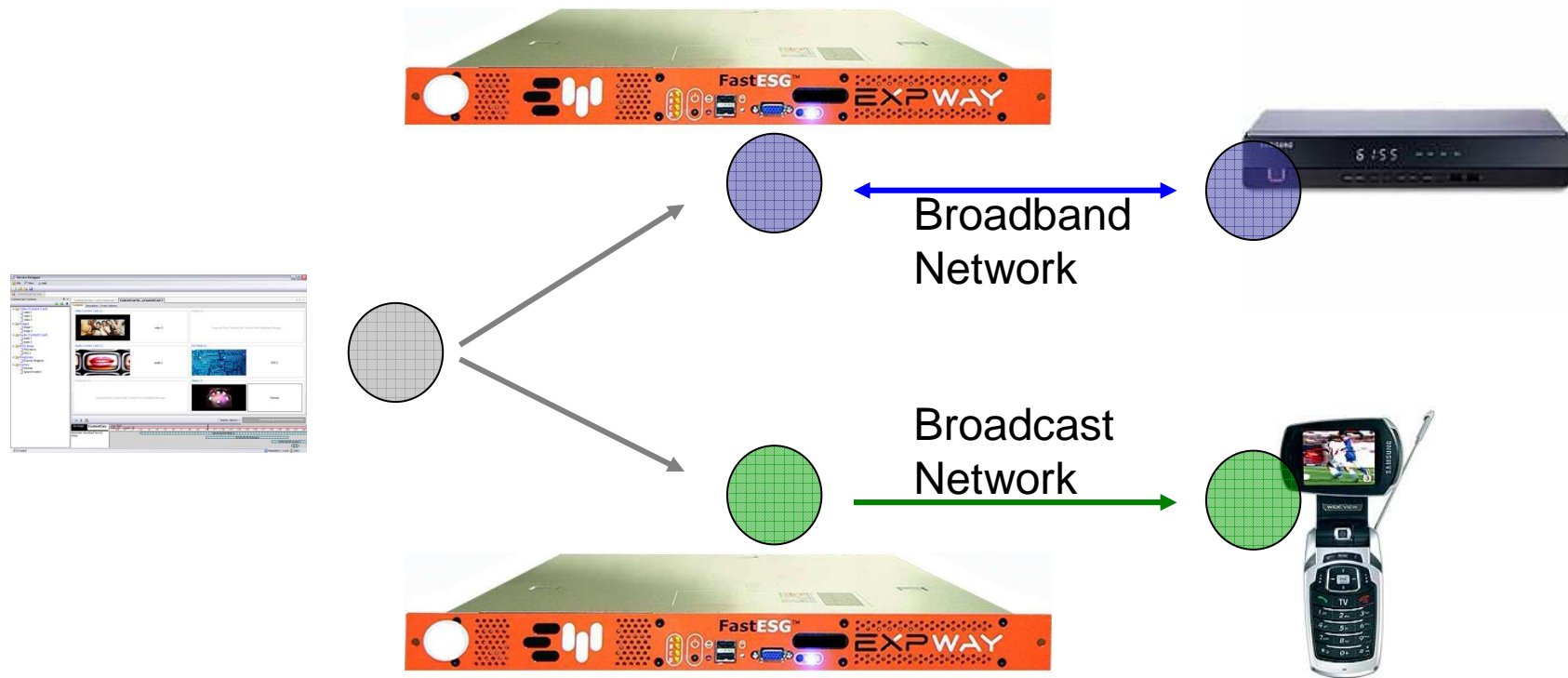


Multiple Networks Solution





Mobile TV and IPTV Solution





Conclusion

- Service Guide standards are different, but mainly compatible
 - DVB-IPDC-v1 already deployed
 - DVB-IPDC-v2 final specification expected 01/08
 - OMA-BCAST test camps (Berlin 06/07, Düsseldorf 09/07, Bled 11/07)
 - BMCO: DVB-IPDC interoperability, OMA-BCAST profiles, IPDC/OMA compatibility...
 - IPTV: DVB-IPI published (Service Guide, File Download...)
 - Convergence of Service Layer standards over IP

- Moving towards interactivity
 - Deployments rely on Guidelines for interoperability
 - Interactive use cases scenario are already available
 - Data Casting facilities are likely to come soon

- Expway: a unique end to end position
 - Already deployed commercially – over 1 Million users
 - Time to market
 - Technical expertise
 - optimizing and extending standard implementations
 - end-to-end validation of value-added innovative use-cases