The OTT Set Top Box
Discussion Points

- Introduction to Altech Multimedia
- What is OTT and how is it different from IPTV?
- What is required from a Set Top Box to support OTT services?
- How does the environment fit together?
- What are some of the features and VAS available to the operator and end user?
- Conclusion and Discussion
Overview: Altech Multimedia S&S

Head End Solutions
- Push VOD
- Billing Systems
- Broadcast Monitoring Solutions
- IP OTT Video Delivery Systems
- Ad Insertion
- Content Storage
- Consultancy Services

Software Solutions
- AMP Middleware
- HbbTV Support
- Home Automation
- Audience Monitoring
- ConnectTV multiscreen
- Recommendation Engine
- Web Portals

Services and Support
- Business Analysis
- Project & Program Management
- Software Testing & Development
- Hardware Services
- System Integration
- FOSS Scanning

Special Solutions
- Advanced Connected Device (NODE)
- Secure Content Delivery Solution
- Home Automation & Security (VAS)
- Android App Portal
- VoIP

End to End Solutions and Services
OTT vs IPTV

OTT (Over The Top)
- Delivery of services (audio, video, applications etc) using the internet
- The viewer accesses these services directly from the provider
- There are no specific infrastructure investments from the provider
- OTT is unmanaged and quality of service can not be guaranteed

IPTV (Internet Protocol Television)
- A managed TV service delivered using internet protocols
- Closed dedicated network accessed via a specific internet service provider
- Services are optimised and customised to suit the network and STB capability
- Control over quality of service and end device serviceability
Set Top Box Requirements for OTT

Hardware (Hybrid STB)
- Sufficient memory and processing power for smooth operation
- Ethernet port
- USB port (3G option)

Software Requirements
- Web Browser eg. Opera, Chromium, Webkit
- Middleware to enable specific functionality
- Application interface eg. HbbTV (allow STB control to applications)
- Digital Rights Management (DRM)
Ecosystem Overview

Simple DVB(S/T) Home Installation
Ecosystem Overview

Internet Integrated Home Installation
Hybrid Functionality Unlocked

HbbTV Application Example

Banner application allows user to select the second stage of the application

Main feed is broadcast
Secondary feed is broadband

Images courtesy of “HbbTV Strategy”, HbbTV, K.Illner
Value Added Services

Recommendation Engine

Key Features:

- Online and native solutions available
- Based on user trends the engine recommends content
- Targeted advertising is similarly possible

Surveillance Monitoring

Key Features:

- AMP Middleware supports security monitoring as an extension of home automation
- DVR functionality and video streaming with remote clients allows for remote security monitoring.
Ecosystem Overview

Additional content options via web portal
Value Added Services: Web Portal

Web portal provides links to additional content

Key Features:

- Access to Video on Demand (Movies, Documentaries, Promotional Videos, User Generated Content eg. Youtube, Dailymotion)
- Catch-up programmes
- Social Network Applications
- Games
- Shopping Applications
- Search functionality integrated
Ecosystem Overview

Additional service options

Personal Health Monitoring
Audience Monitoring
Security Monitoring
Home Power Monitoring
STB Health & Broadcast Monitoring
Home Automation
Value Added Services

Broadcast Edge Monitoring

Key Feature:
- Provides feedback to the broadcaster on the received BER, signal quality and strength across the deployed population of STBs allowing them to make corrections and improve efficiency

Remote STB Diagnostics

Key Features:
- Coupled to the ConnectTV functionality is the ability to remotely diagnose issues on the STB from a broadcast control centre
- Reduced costs and hassle to the end user
- Reduced cost to the broadcaster
- Reduced “No Fault Found” instances
Value Added Services

Audience Monitoring

Key Features:

Advertising: increased campaign reach = premium rates

Understand who is watching what: statistics on specific demographics (advertising rates are influenced by such factors as age, gender, race, economic class, and area)

Understand content popularity for future acquisition, release and purchase

Recommendations for new TV content/VOD

Package composition for tiered package offerings

Market segmentation: certain viewers have particular preferences, allowing for targeted advertising

Churn Analysis (specifically for PayTV operators)
Audience Monitoring (Independent)
Value Added Services

Multiscreen VOD

Key Features:
- Same experience on multiple screens (TV, Tablets, PCs and phones)
- Adaptive Bit Rate streaming (RGB Networks)
- CDN Data Transmission Optimisation (Octoshape)
Ecosystem Overview

PVR Remote control capability
Ecosystem Overview

PVR content remote viewing capability
Conclusion

- We have seen how OTT differs from IPTV
- We know what is required from a Set Top Box to support OTT services
- We have had a brief look at how the OTT environment fits together from the STB outwards
- **Features:** Video on demand, Catch-up, Applications, Recommendations, Monitoring (Audience, Diagnostics, Edge)
Thank You

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