

Joint ITU - AICTO Workshop on “Interoperability of IPTV in the Arab region”

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Ericsson TV Vision and Trends

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TV and Media Engagement Practice

Ericsson



changing norms



“if I've been to sleep and don't have at least four messages when I wake up, I feel no one loves me”

Consumer demand is changing

› From one TV to multiple screens, on the screen that I like

› From “They” decide to “We decide!!” and we rip, burn, remix and share it and my schedule dictates when/where I access media.

› From media companies decide what and when we consume (one-way flow) to “What is on “ to “What do I feel to watch”

› From the desk (PC) to the sofa (TV) , keeping the flexibility of the open and interactive world of Internet



Right now, We ARE clearly IN THE MIDDLE OF A transition period



Shift in media consumption by the Networked Generation



TV MARKET OVERVIEW



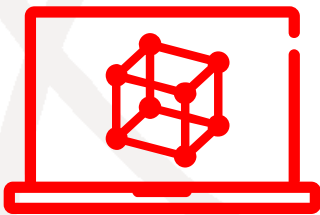
Consumer demands is changing

- Shift in media consumption and Internet user behaviour
- On demand, interactivity



TV landscape is changing

- HD uptake, 3D is kicking off, Connected Home is reality
- Deregulation, unbundling local loop.
- Fierce Competition: Telco, Cable, Satellite, Broadcaster, CP



Technology is changing

- Increased penetration in broadband and fiber
- Operators expanding reach via OTT/ Satellite /DTH
- New device landscape emerging with more connected devices

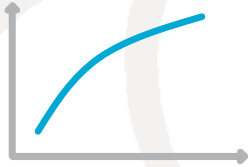


Operator becoming more aggressive

- Aggressive marketing, pricing and bundling tactics
- Exclusive and premium content
- Need to address untapped Market (unmanaged Nwk, WholeSale, Verticals..)

...which is driving the Telco interest for E2E TV

Subscriber growth is slowing down



- › Maintain rather than acquire new customers
- › Reduce churn by attracting subscribers to bundled offerings
- › Increased need for differentiation and targeted offerings
- › Increased need for Quality of Experience.

Revenues declining



- › Generate more value from existing subscriber base
- › Creating new revenue streams through service innovations, advertizing and ARPU stimulation
- › Reduce broadband price competition by improving subs loyalty

Leverage broadband investments



- › With core voice businesses for operators is under attack, telco's are investing heavily in broadband access, fiber-to-the-home and next generation networks for video services, creating new revenue streams
- › Operators looking for future growth drivers beyond Internet connectivity
- › Long-term growth, building a customer base with high will to pay for services

Drivers for Operators to invest in TV

Increased broadband penetration

Declining fixed voice revenues

Analog TV Interest
turned off

Digitalization
of media

Internet user behavior
– On demand, interactivity etc.



TV... What does it take?

Content

Scalability

System
integration

Broadband capacity
& coverage

Regulatory
requirements

Differentiating
features

Business model

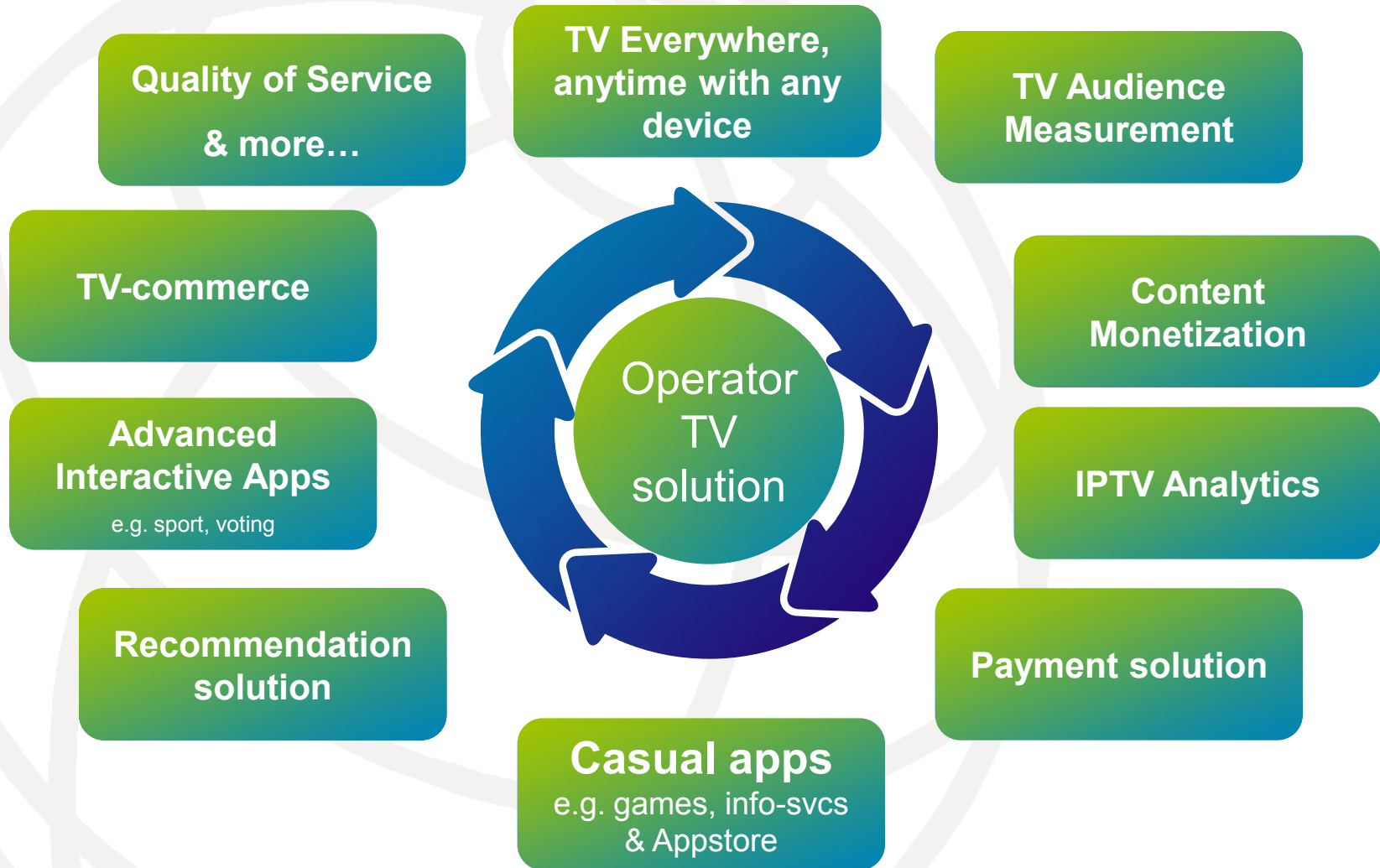
Quality of service

**Consumer
needs**

Home environment

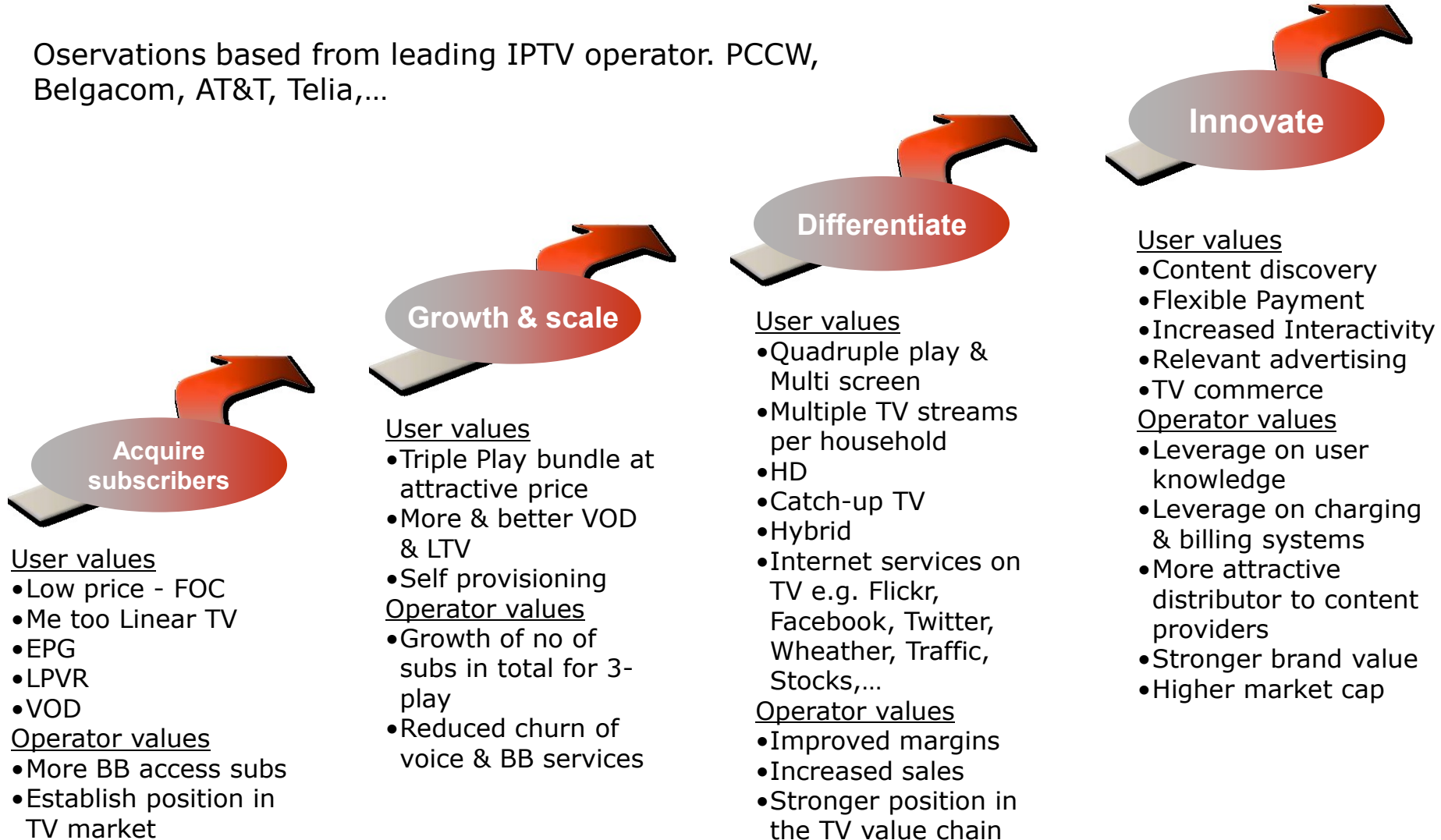


Operator's Business opportunities

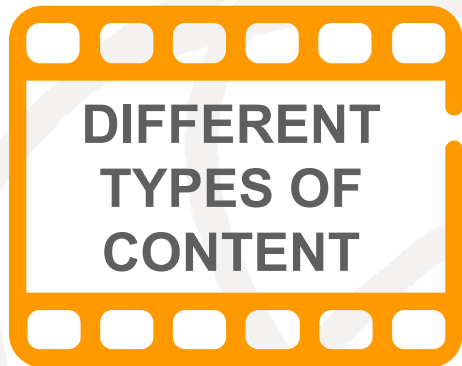


Evolution of some observed operators

Observations based from leading IPTV operator. PCCW, Belgacom, AT&T, Telia,...



Ericsson's vision in television



DIFFERENT TYPES
OF MANAGEMENT

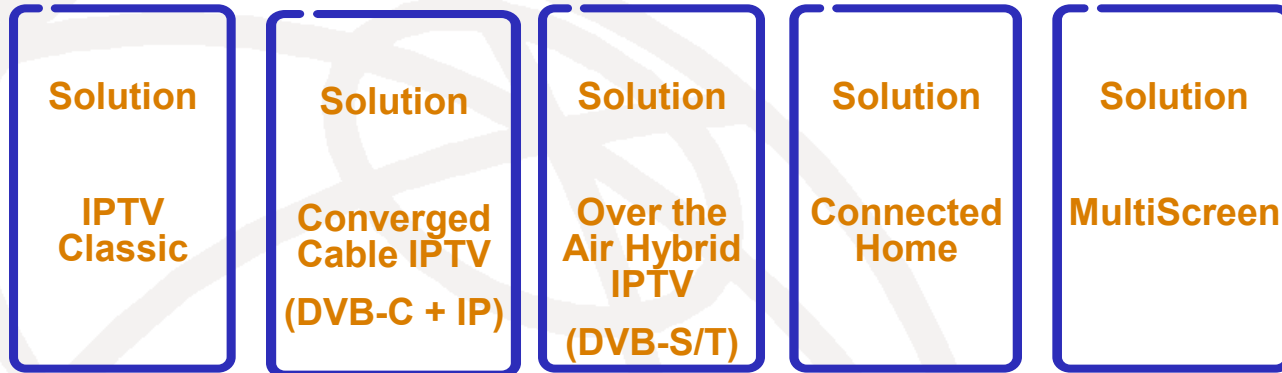


ANY TIME
ANY WHERE



DIFFERENT TYPES
OF DEVICES

Ericsson TV Building blocks

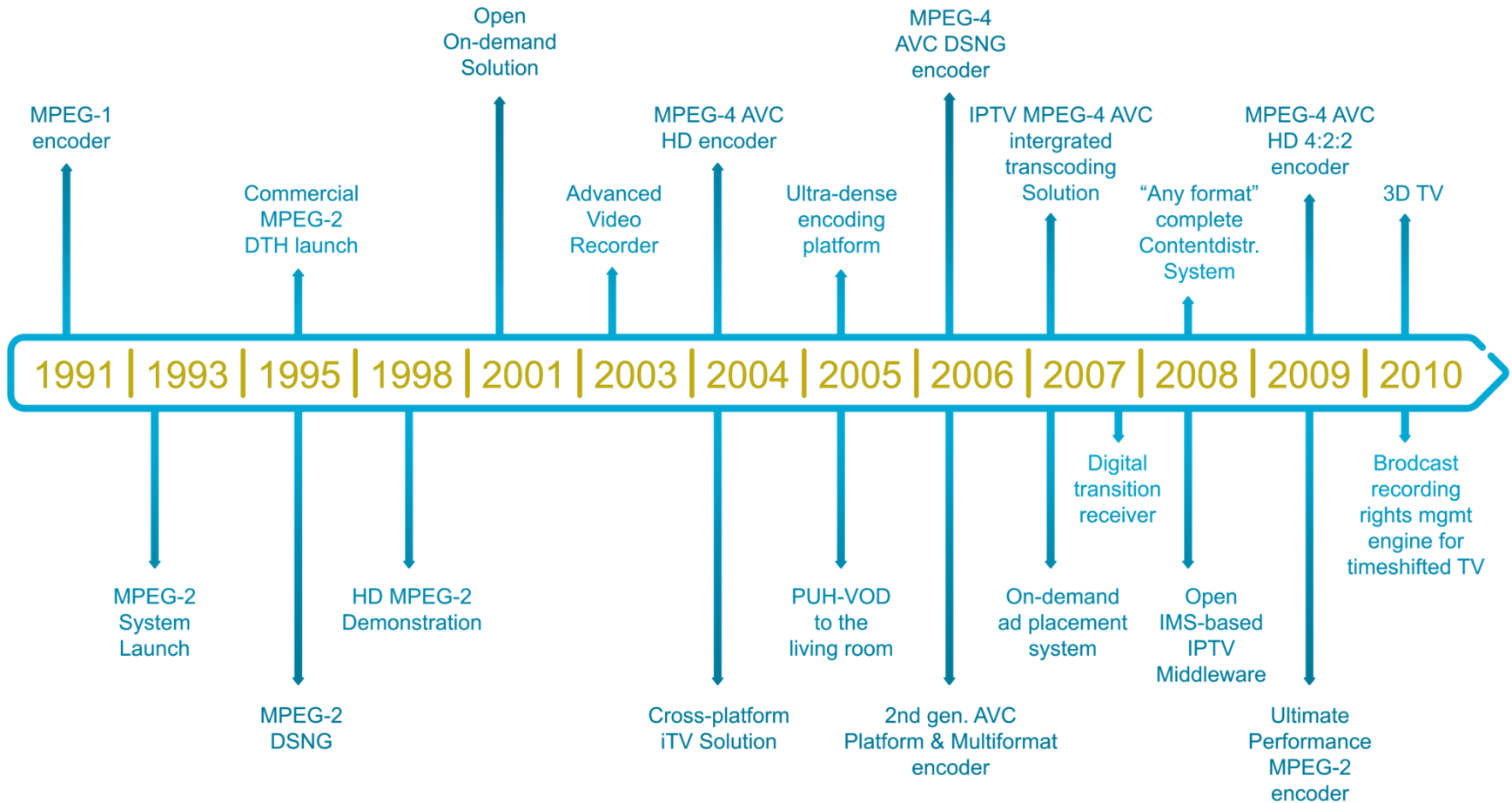


Ericsson IPTV PLATFORM

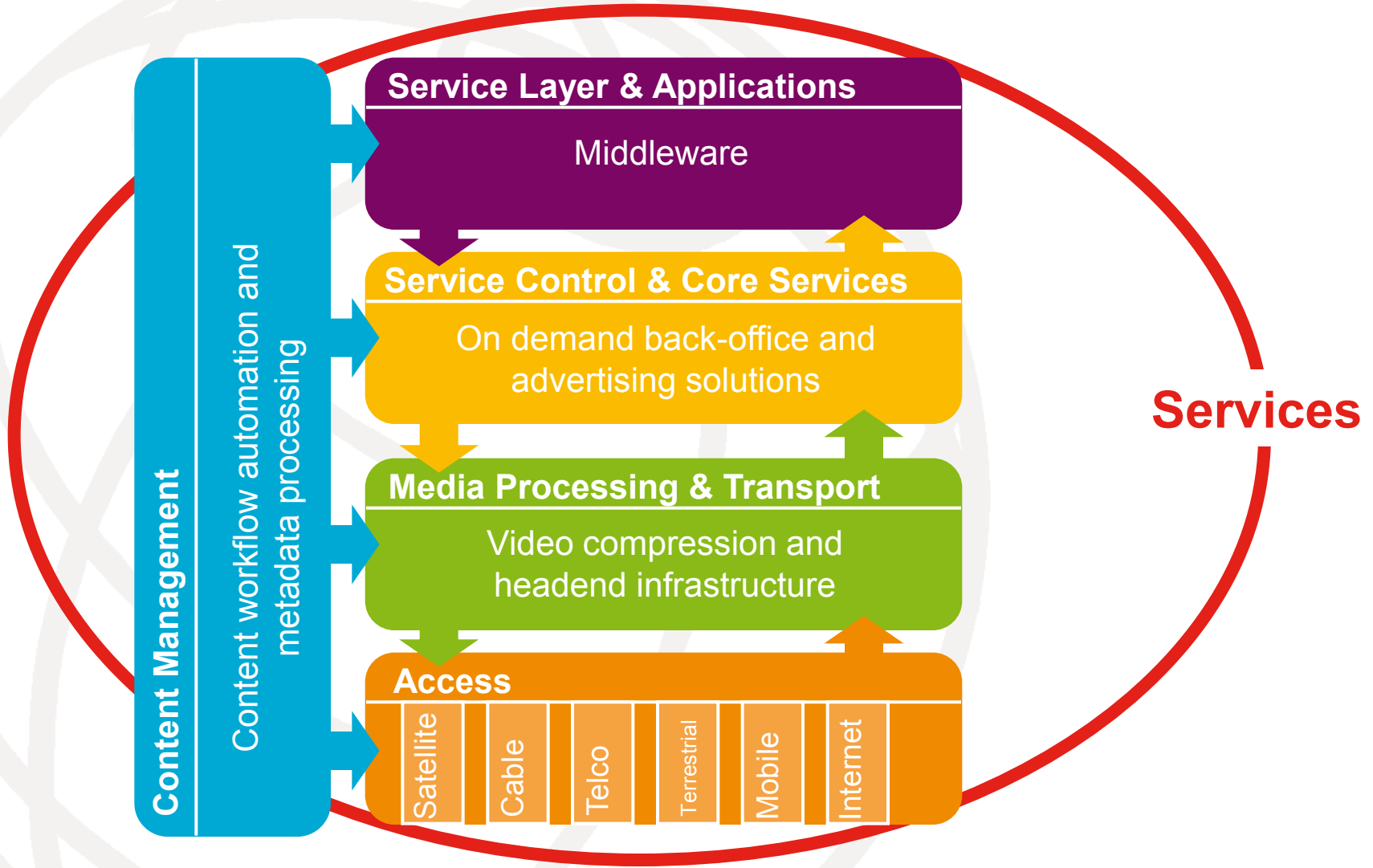
› Open and flexible platform

- Single portal driving User towards any contents and devices
- Open design and integrated solution of loosely coupled parts
- Thin-client approach, supporting legacy STB and new devices
- SDKs for portal customization
- Telecom-grade scalability
- SD/HD VoD streaming, download

Technology leadership – first in...



Ericsson TV Solutions Portfolio



Ericsson IPTV awards 2007-2010

IPTV Middleware – IPTV Application Platform

1. [The IPTV Industry World Series Award – March 2011](#)
Best Multiscreen TV Solution Award
2. [The IPTV World Series Award – March 2009](#)
Best IPTV Service Delivery Platform or Client Software
3. [TelcoTV Vision Award - Nov 2008](#)
Most innovative and visionary IPTV Middleware



IPTV compression products

- iPlex™ Video Processing Platform

1. [IPTV World Series Awards - March 2007](#)
Best IPTV Head-end & Video Processing Technology
2. [The International Engineering Consortium InfoVision Award - June 2007](#)
3. [Cable & Satellite International Product Award - September 2007](#)
Best digital video processing technology
4. [The International Engineering Consortium InfoVision Award - October 2007](#)
5. [IPTV World Series Awards - March 2008](#)
Best IPTV Head-end & Video Processing Technology



IPTV WatchPoint Content Management System

1. [IPTV World Series Award – March 2010](#)
"Best on-demand" Award



Other IPTV related awards

- [National Academy of Television Arts & Sciences: Technical and Engineering Emmy® Award January 2008](#)
OpenStream® Digital Services Platform



Global presence

CABLE	IPTV	SATELLITE	TELCO C&D*	TERRESTRIAL	PROGRAMMER BROADCASTER
					

* Contribution and Distribution

Why Ericsson?

175

Countries where Ericsson
does business

240+, 90+, 150+

IPTV, Mobile TV, Cable TV
Customer contracts

Consumer knowledge

Ericsson Consumerlab
provides consumer insights

Open

Open, flexible &
customizable User interface

End-to-end capability

Prime integrator capabilities
for a successful TV launch

Full fledged offering

Full features, cost-efficient
& pre-integrated solutions

ERICSSON, YOUR MULTISCREEN TV BUSINESS PARTNER

TODAY & TOMORROW !



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