

Overview of kt's mobile IPTV

about olleh tv mobile

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KT at a Glance

kt, Korea's top integrated wired/wireless communications service provider, has been the nation's leader in the development of the information & communications business



CEO	Chang-Gyu Hwang
Established	December 10, 1981
Privatized	May 30, 2002
Stock Listing	Korea, New York, London
Revenue	23.4 Trillion KRW (Dec. 2014)
Market Cap.	7.9 Trillion KRW (Jul. 2015)
No. of employees	23 Thousand (Dec. 2014)

Telephone

17.2 mil

Broadband

8.2 mil

Mobile

17.6 mil

IPTV

6.0 mil

Service Feature of IPTV, media service of kt

'olleh tv' strives for rich contents to satisfy customer's diversified tastes

✓ 254 channels

- the largest Channels in Korea
- Only UHD exclusive Channels in Korea
- 160 Full-HD Channels
- IPTV oriented Ch. service



✓ Varieties

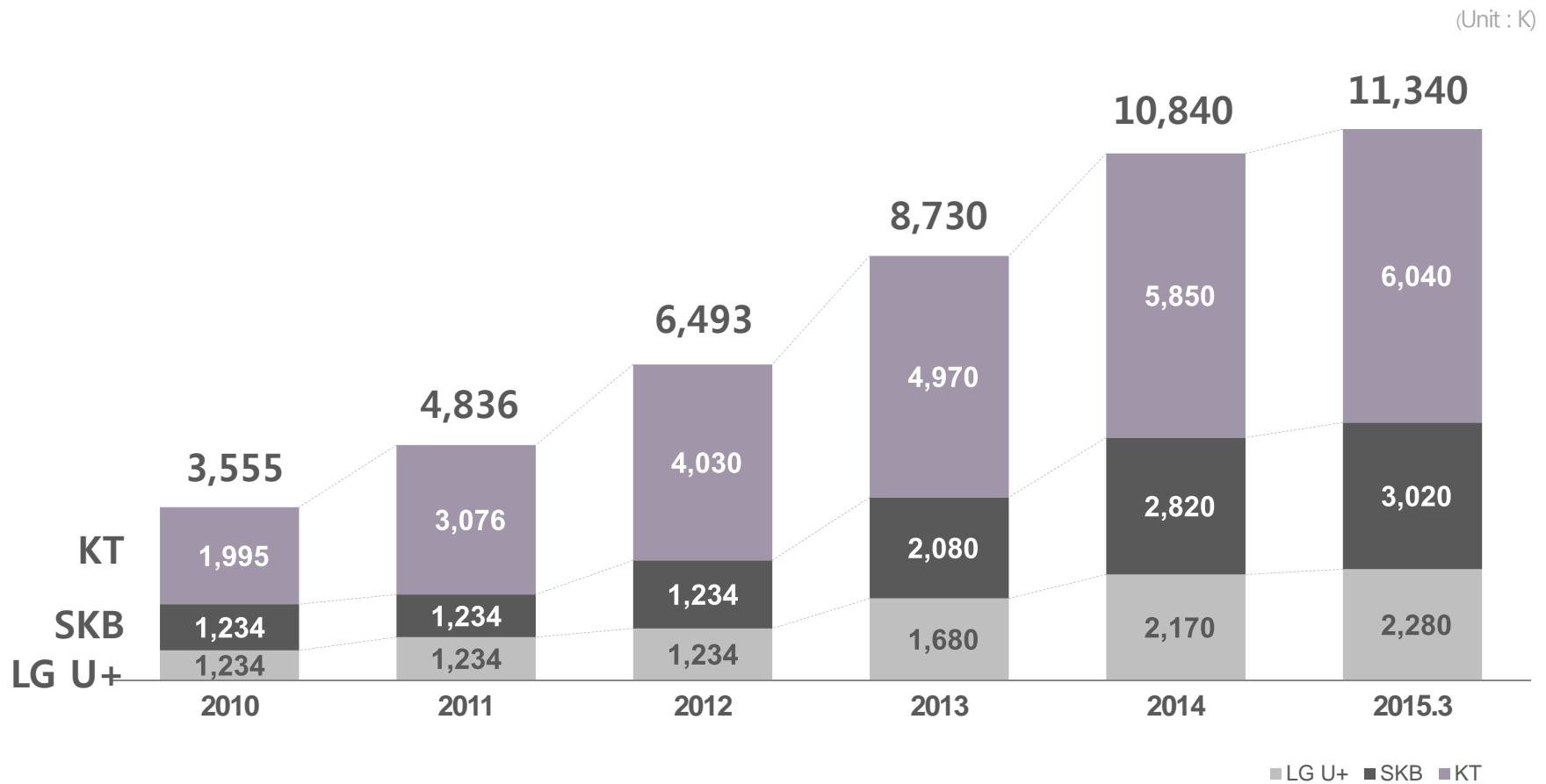
- **Education**
- Learning, Kids care, etc.
- **Information**
- News, Weather, etc.
- **Entertainment**
- Game, Karaoke, etc.
- **Community and Commerce**
- TV shopping, CUG, etc.

✓ 150,000+ VODs

- Recent movies, TV series, documentaries, entertainment, music, animation, etc
- Major Movie Titles of 6 Major Hollywood Studios and Local Film Makers
- Specialized for Educational Contents

IPTV market share of kt

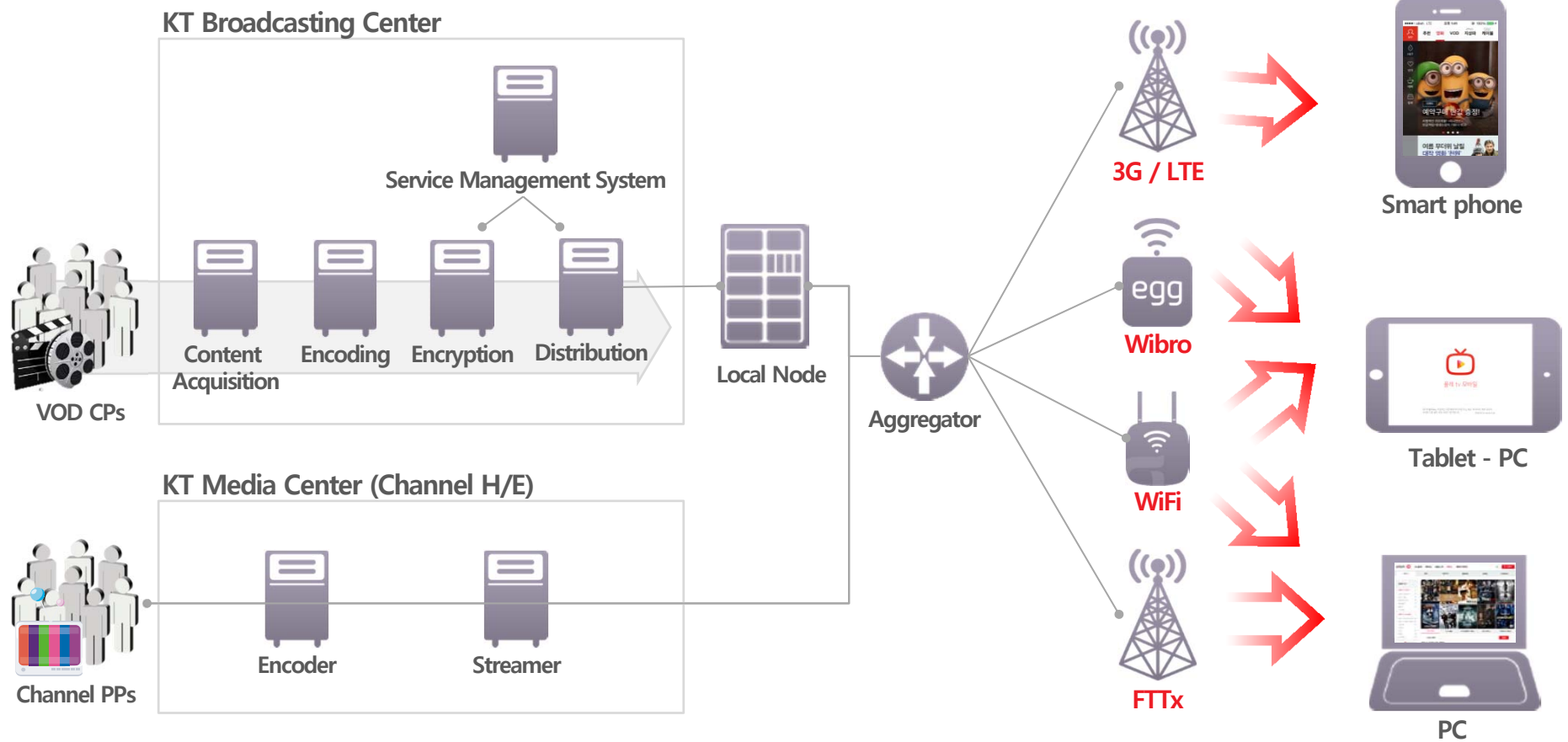
With over 50% market share, kt is leading Korean IPTV market and serving about 6 million homes in Korea (as of 2015.3)



※ "Present situation of IPTV, Satellite Broadcasting, Cable TV subscribers", Ministry of Science, ICT and Future Planning, 2015.3

Service Concept of KT's mobile IPTV

With mobile IPTV, named 'olleh tv mobile', kt provides the finest service, offering VODs and live channels through LTE network



Business area of olleh tv mobile

6.0 M downloads of KT n-screen media service application 'olleh tv mobile' with continuous growth rapidly.



2011

- Launched Free ver. Android App (4.29)
- Launched Free ver. iOS App (6.24)
- Launched ver. PC and **Commercialized Subscribe ver.** (10.31)



2012 ~ 2013

- Provided 75 channels, 60,000 VOD (80% of olleh tv)
- Launched **Terrestrial Broadcasting channels** (MBC, SBS)
- **ver. 3.0 New UI/UX Launched** ('13.6)



2014

- Launched Terrestrial Broadcasting exclusive menu (4.1)
- Launched **5 Contents Packages** (8.1)
- **ver. 4.0 New UI/UX Launched** (10.31)
- Launched **Home-shopping ch. & MS Windows 8.0 ver.**



2015

- **Launched ver. VR (Virtual Reality)** (1Q)
- **Expanded PPV for Non-subscribers** (4.16)
- Provided 80 channels, 80,000 VOD (40,000 Free VOD)
- **Expand access for Non-kt customers** (3Q)

Service feature of olleh tv mobile

olleh tv mobile has settled its prominent status by providing various differentiated services.

Contents



87 Free live channels

Real-time channels are available on olleh tv mobile



80,000 VOD titles

Including 35,000 episodes free-of-charge on olleh tv mobile



Prime Movie pack

Provides 8,100 movies & drama episodes at a monthly payment



Self-produced Programs

Talk show, celebrity gossips, short clips produced entirely by kt

Features



Seamless viewing

An episode purchased is added to both on TV and mobile, capable for seamless playback between devices



Surround 5.1ch Audio

Provides differentiated stereophonic sound (by Fraunhofer Cingo® surround sound, HE-AAC multichannel audio codec)



Auto Log-in

Provides Auto log-in by phone number without complicated procedures (※ only for kt's mobile & Android users)



Personalized menu

Provides alert messaging services based on the customer's viewing behavior. (15.10)

UI / UX : Mobile ↔ TV Pairing

Olleh tv mobile has strengthened its service through simple TV-mobile pairing process and by providing 'seamless' viewing

TV Pairing within 2 steps

Using QR code in IPTV

Searching for same user's IPTV

Easy seamless viewing

Easy seamless viewing

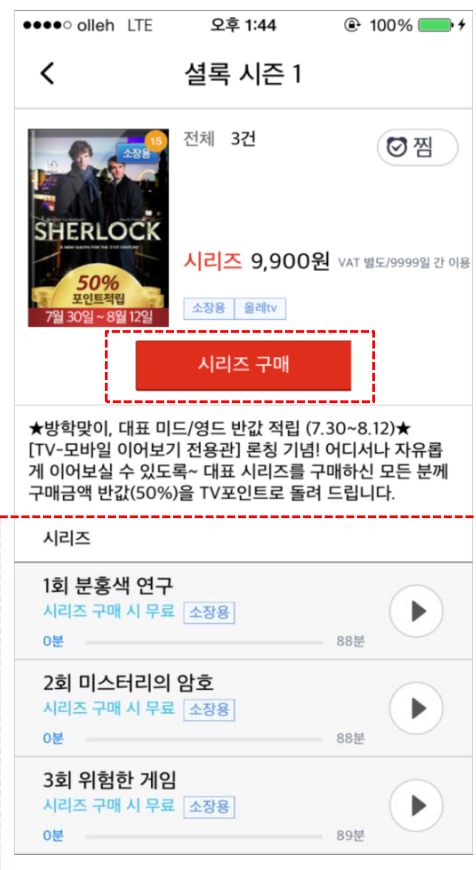
UI / UX : Focusing on enhancing customer's convenience

Olleh tv mobile focuses on attracting customer's attention with Magazine-style-main UI alongside simplifying the payment process for PPS

Main UI



Optimization of PPS

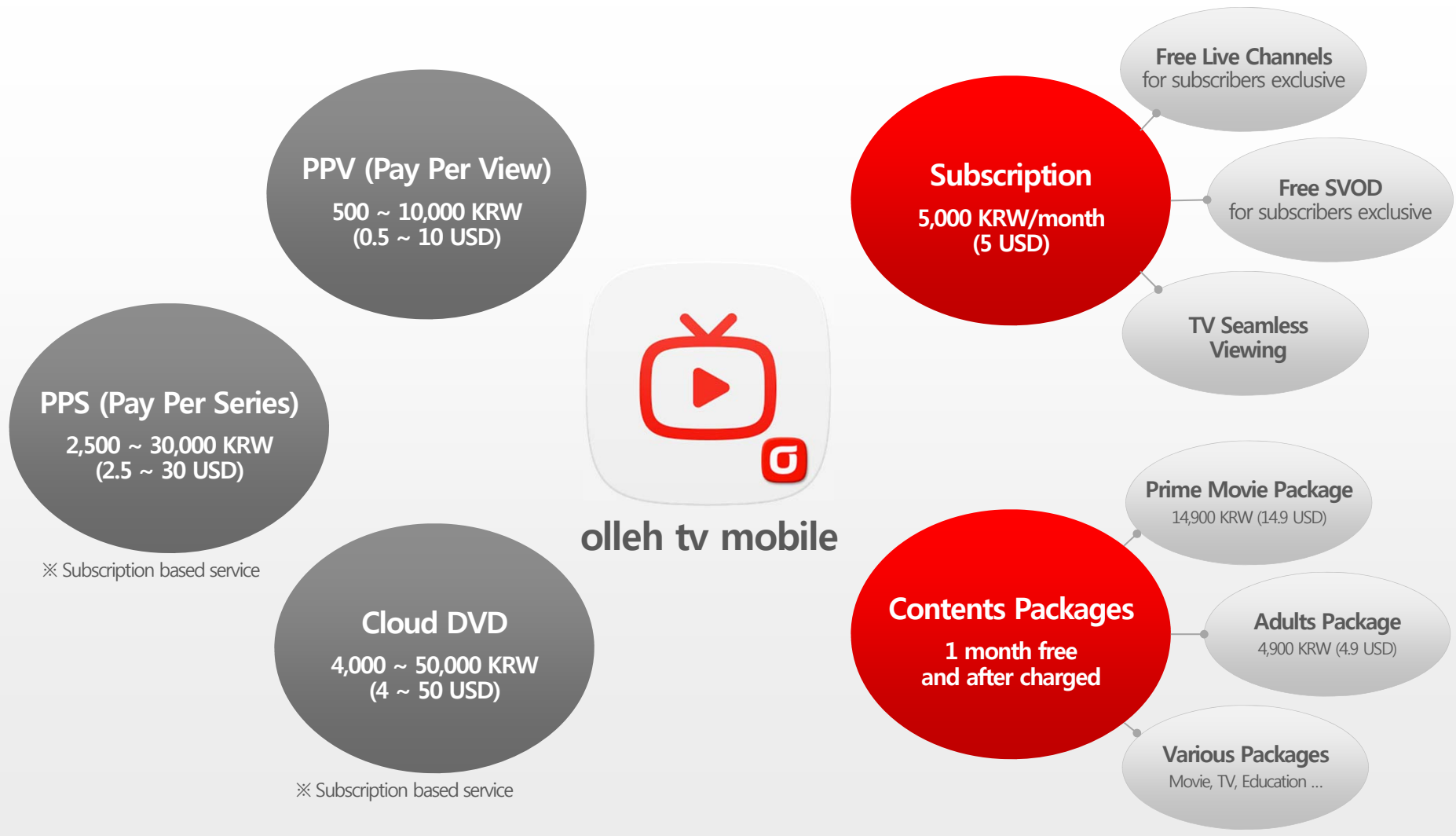


Next episode in a row

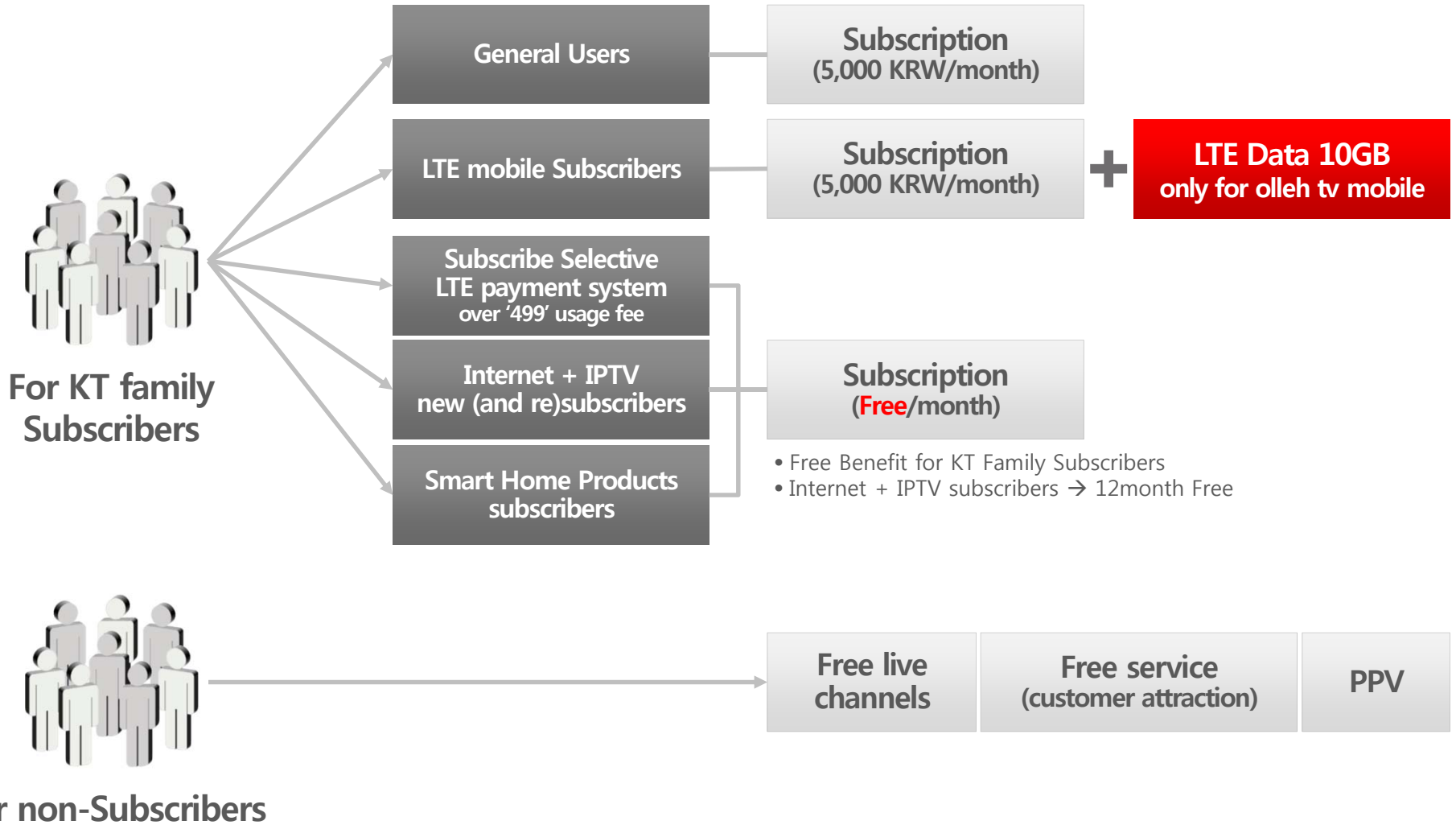


The business of mobile IPTV

Pricing and Contents Package strategies



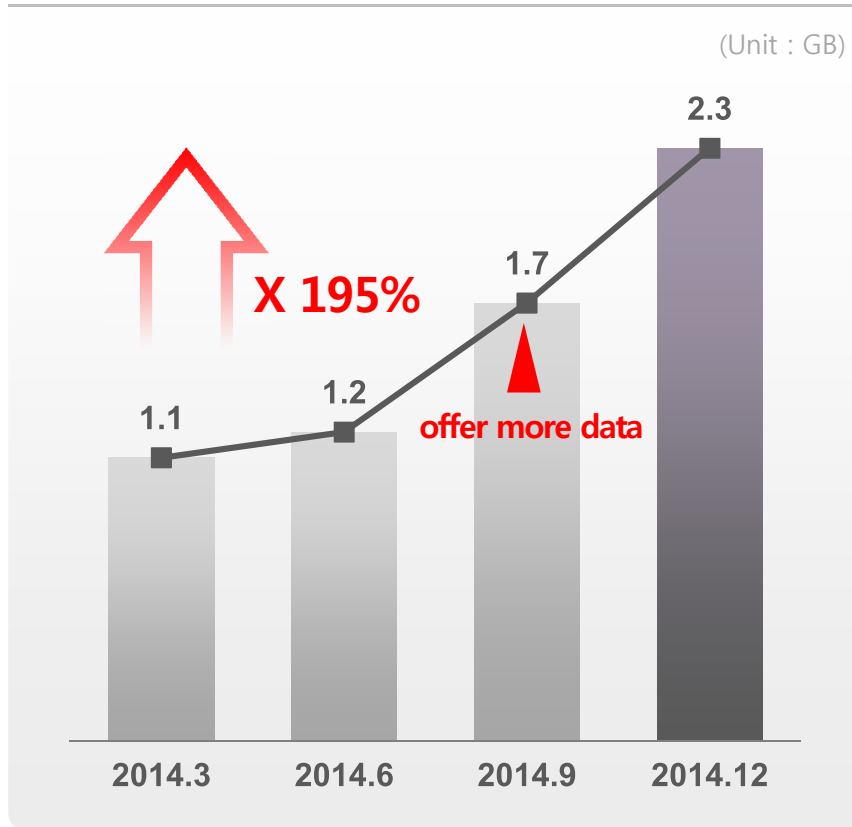
The business of mobile IPTV



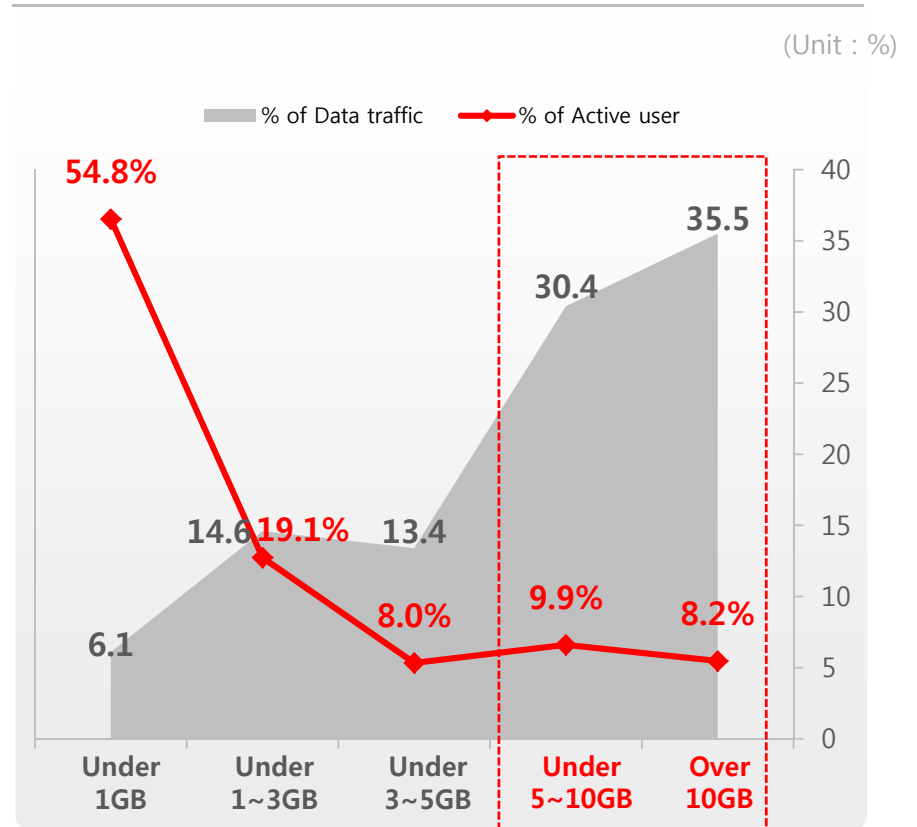
Date usage increased through data-driven mobile packages

olleh tv mobile offers 10GB free-data packages with the increase of the data usage of customers.

Actual LTE data traffic / user

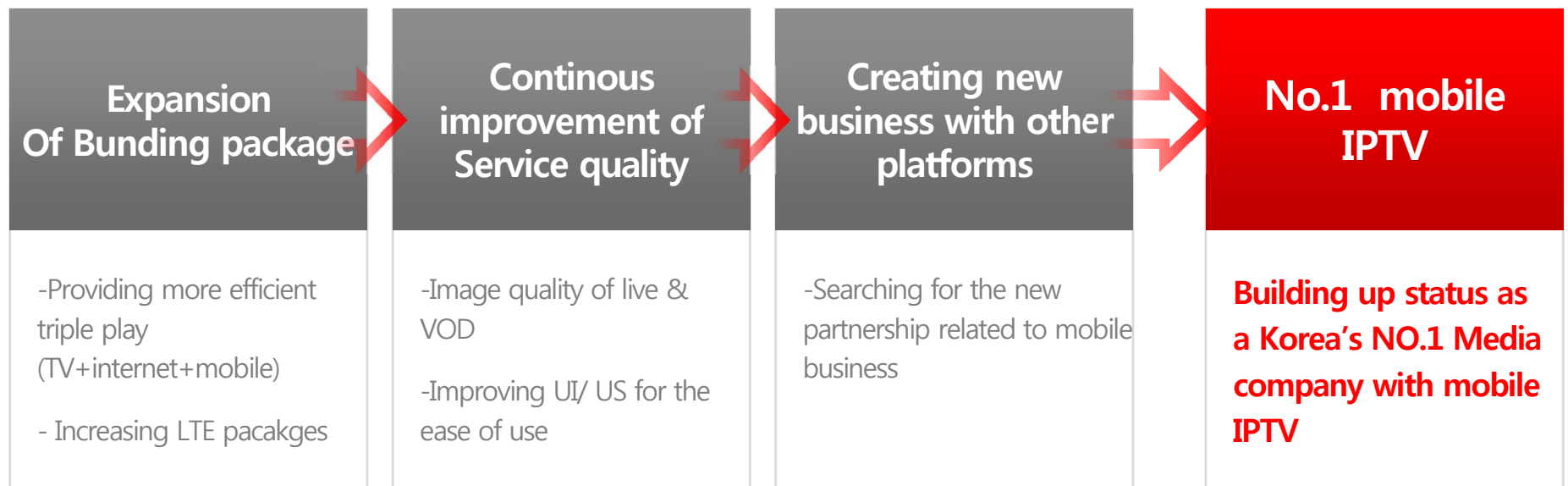


% of LTE data traffic / usage level



18% of heavy users account for 65.9% of the total data usage

Future Plans of KT's mobile IPTV



Thank you

