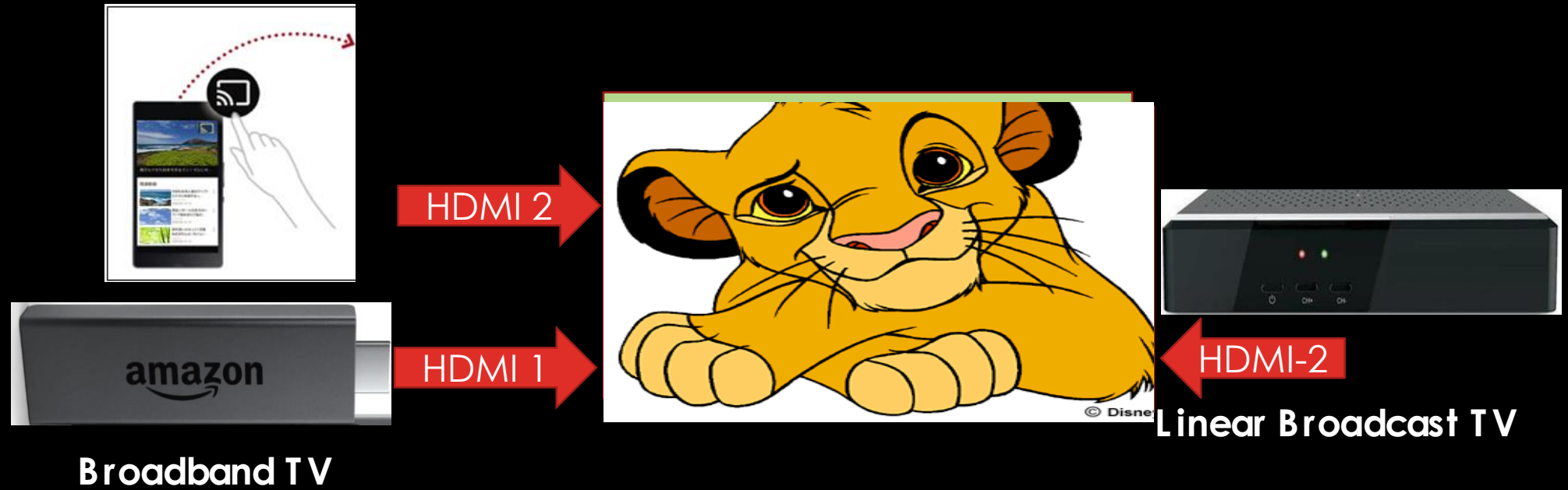




# OTT, IBB AND IPTV

Some Realities

# TYPICAL VIEWING ENVIRONMENT



# TYPICAL VIEWING ENVIRONMENT



Linear Broadcast TV



HDMI 2



HDMI 1

Broadband TV

Live TV



ZEE5



YuppTV



SonyLIV



Hotstar



Airtel TV



JioTV



Vodafone...



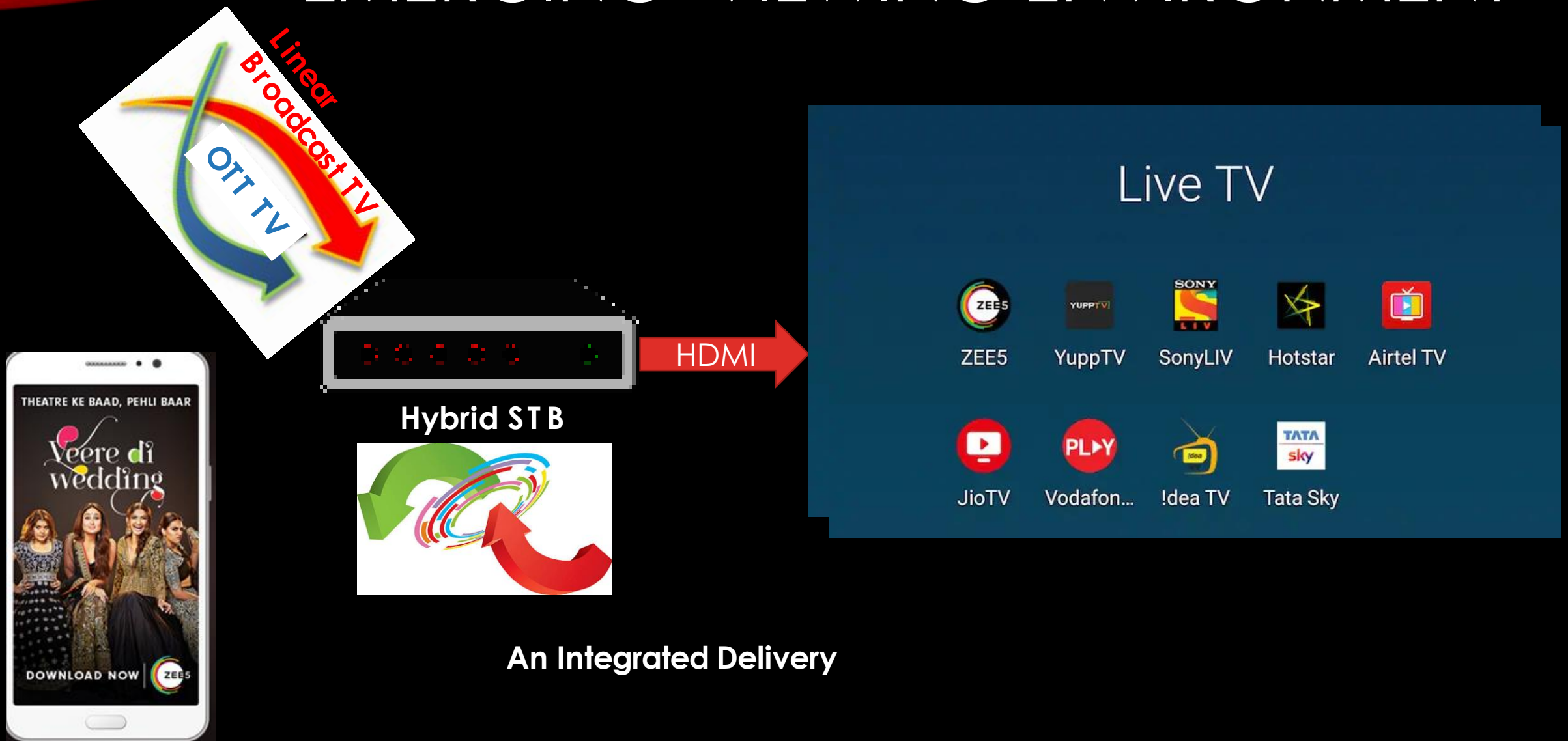
Idea TV



Tata Sky

Still Not an Integrated Delivery

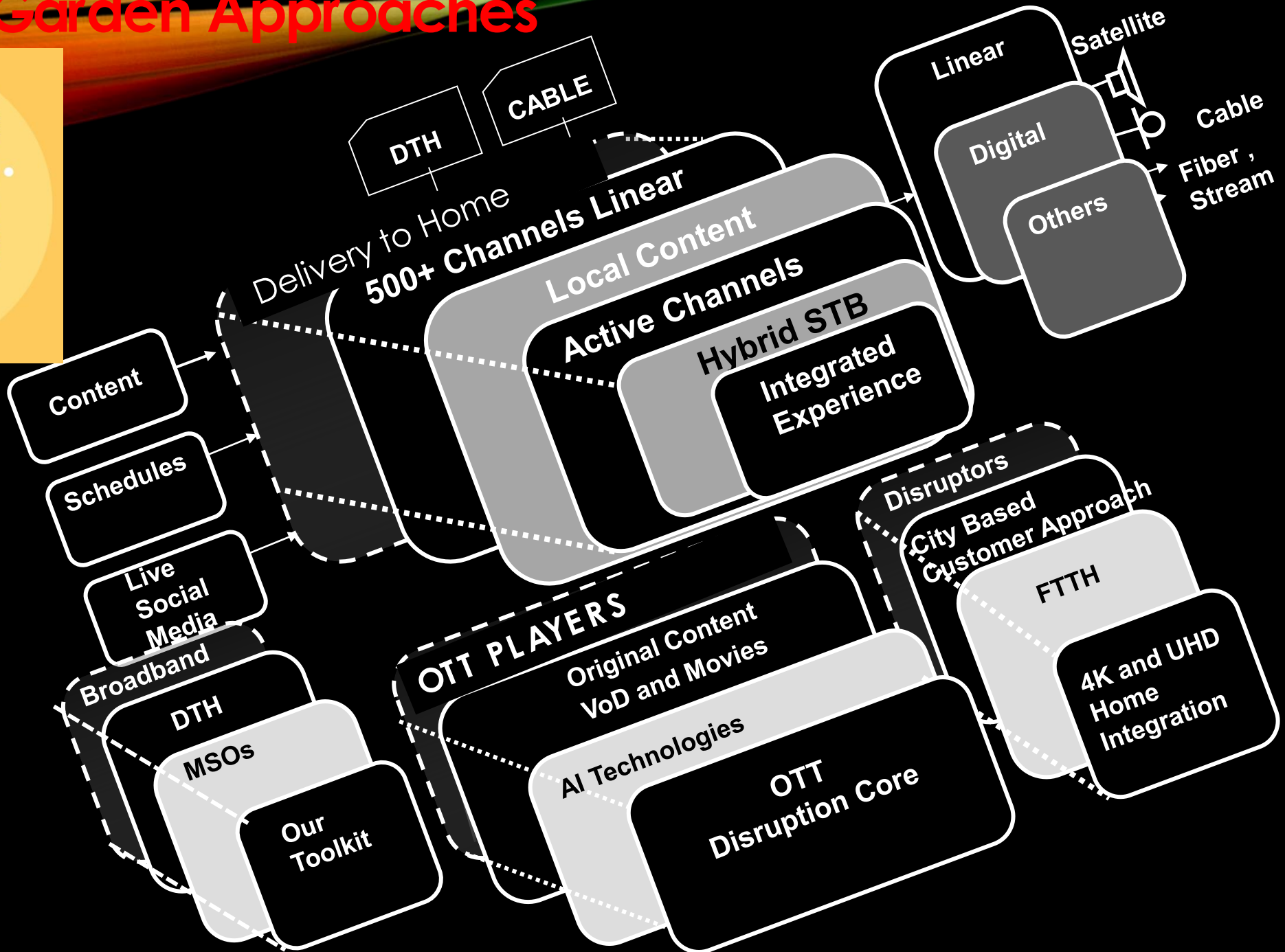
# EMERGING VIEWING ENVIRONMENT



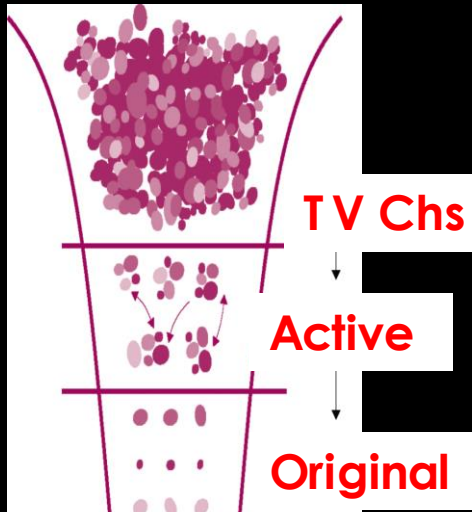
An Integrated Delivery



# Walled Garden Approaches



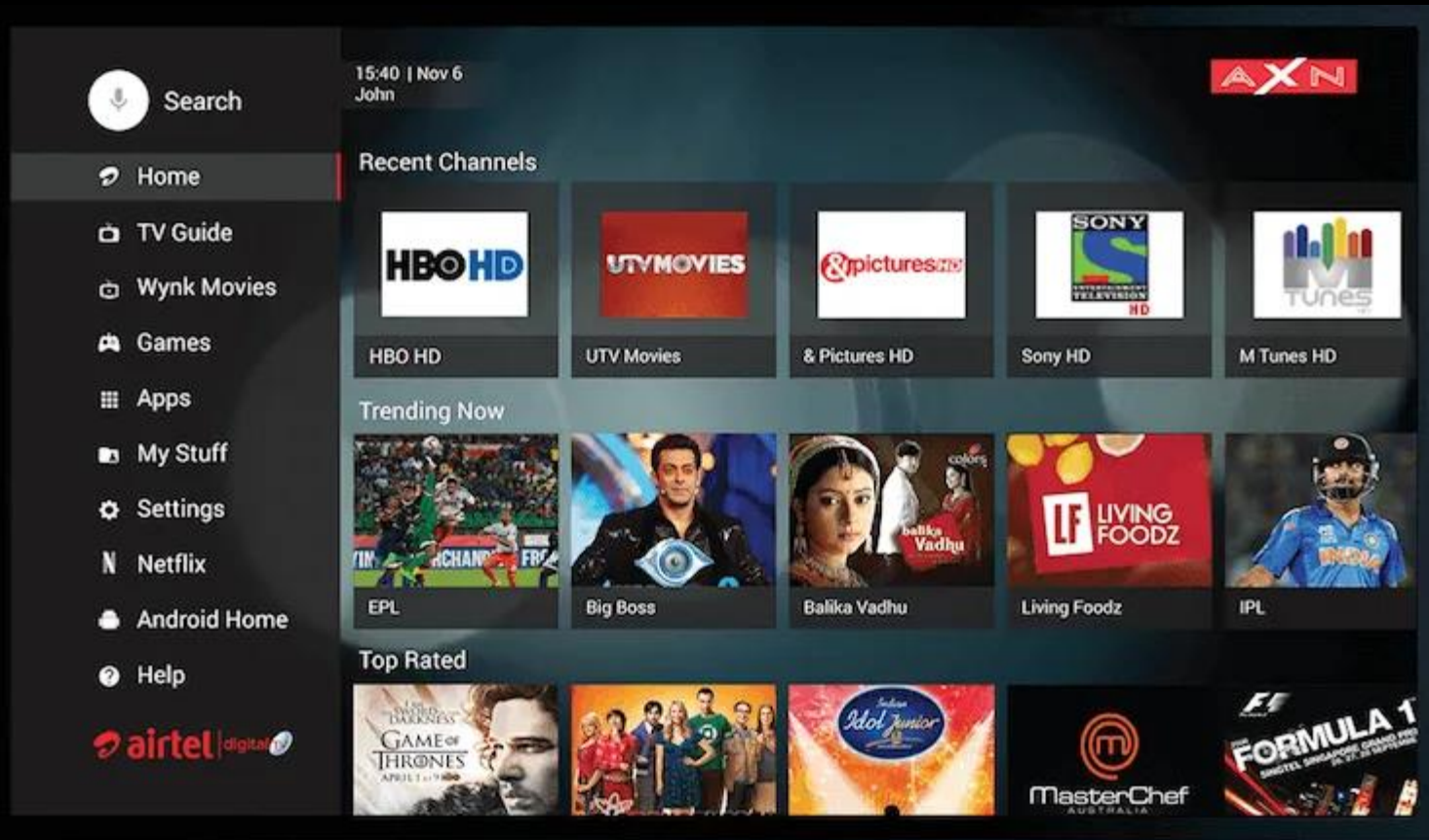
# WALLED GARDEN AROUND CONSUMER



DTH



# INTEGRATION-ADVANTAGE OPERATOR





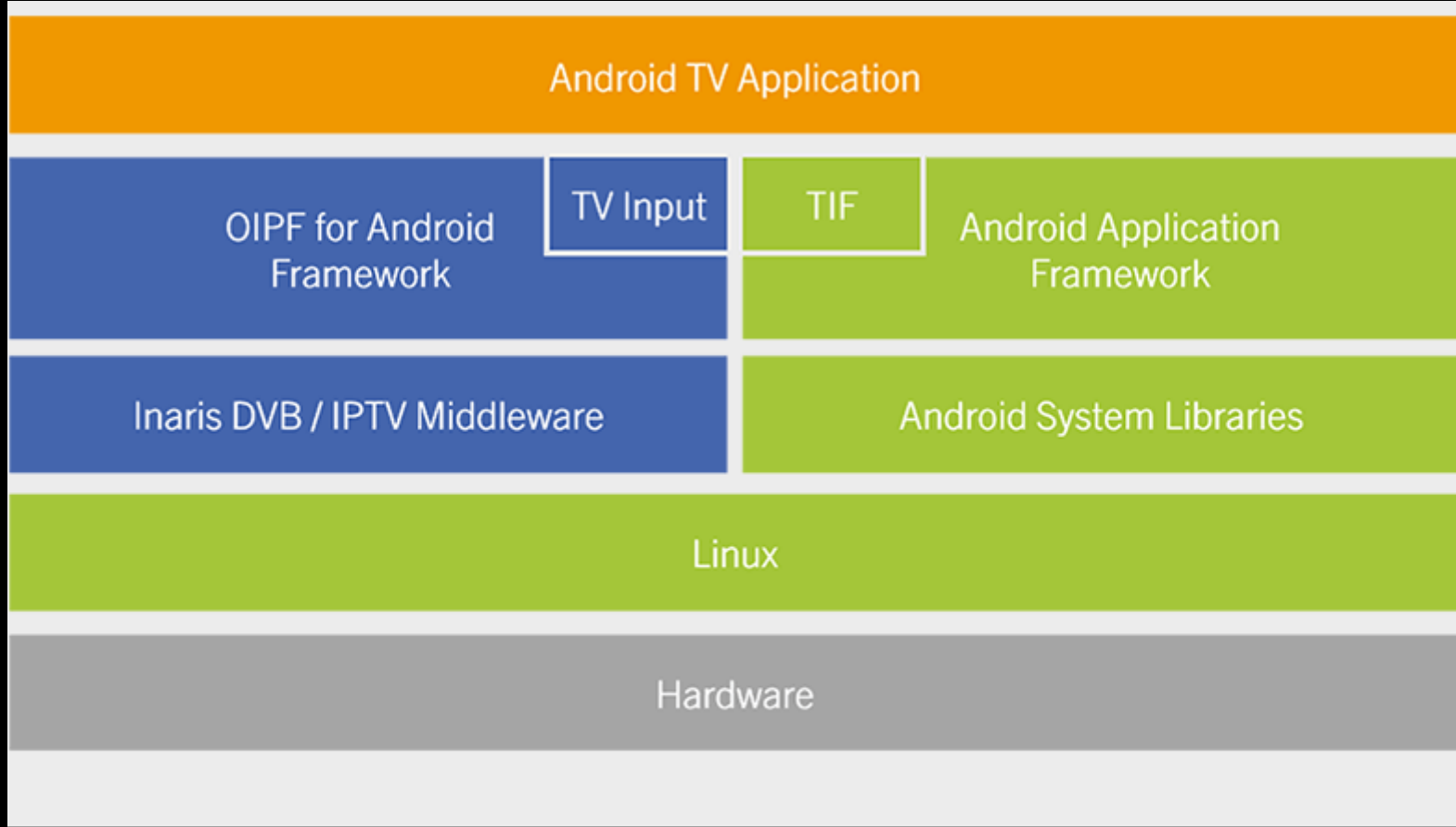
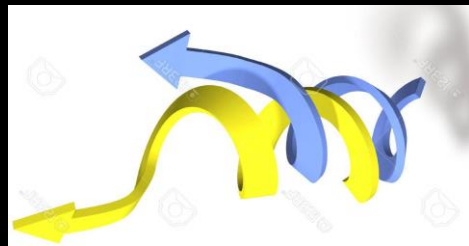
The logo for Apple TV+ is displayed in white against a dark background. It features the classic Apple logo on the left, followed by the text 'tv+' in a lowercase, sans-serif font. The background of the entire image is black, with a colorful, wavy border at the top transitioning from orange to yellow to green to blue. On the right side, there is a large, high-contrast, black and white portrait of two women with long hair, looking directly at the camera. Below the main logo, there is a smaller, faint version of the same two women's faces.

DISRUPTIONS CONTINUE  
**APPLE TV+ LAUNCHES AT RS 99+ PER MONTH**

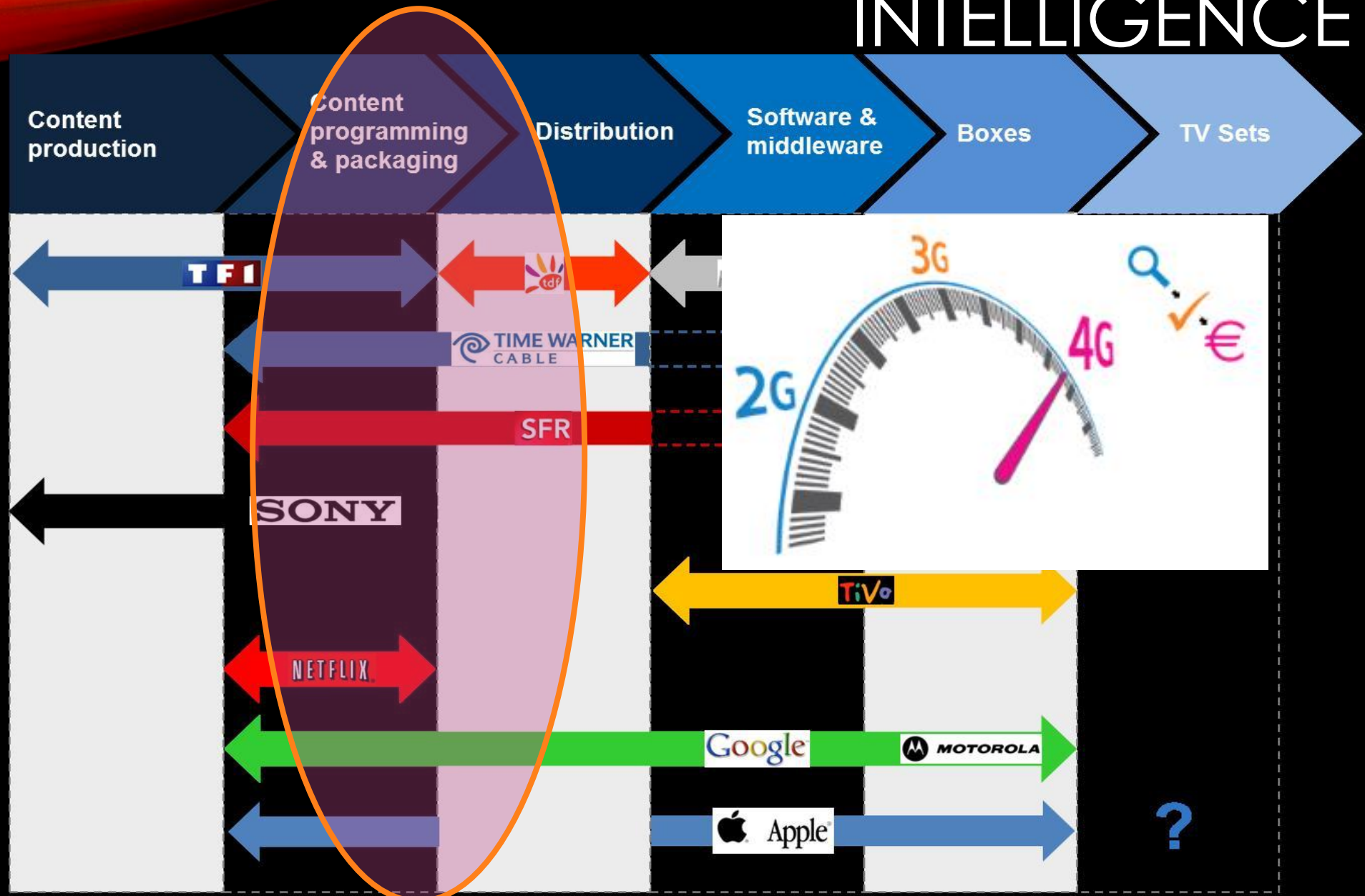




# MANAGING THE HYBRID ENVIRONMENT



# OTT RIDES ON ARTIFICIAL INTELLIGENCE



# QUESTION

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Is there a value in Integrating the OTT and the Linear TV ( DTH,Cable)

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If so how

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What devices do we need to Integrate

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Who gains from Such Integration

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Is there a Standardized way to do this?