OTT,IBB AND IPTV

Some Realities

TYPICAL VIEWING ENVIRONMENT

HDMI 2

HDMI 1

HDMI-2

Broadband TV

Linear Broadcast TV

TYPICAL VIEWING ENVIRONMENT

Linear Broadcast TV

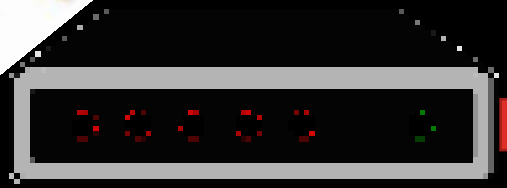
HDMI 2

HDMI 1

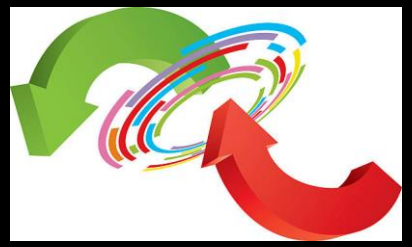
Broadband TV

Still Not an Integrated Delivery

EMERGING VIEWING ENVIRONMENT



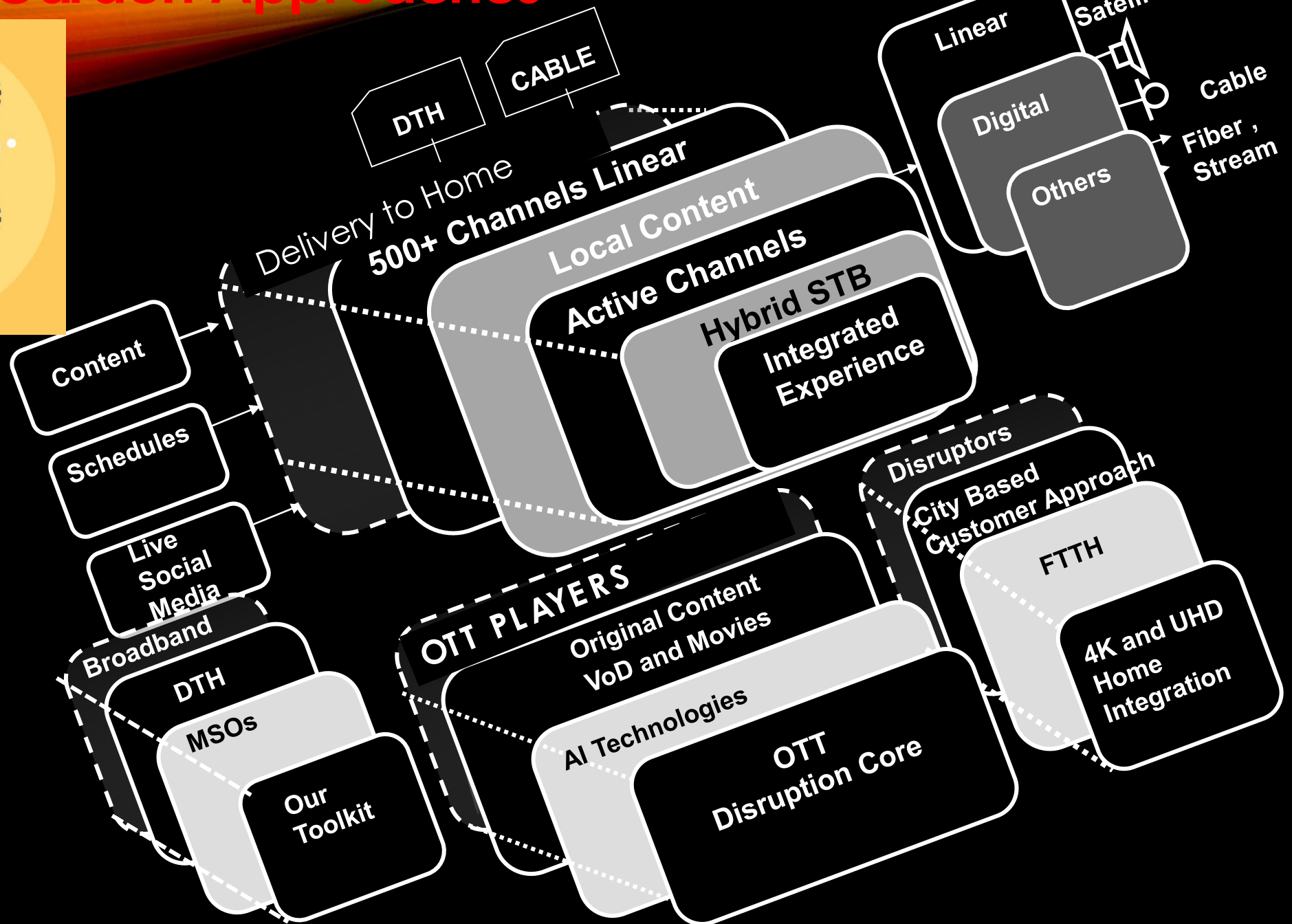
HDMI



Hybrid STB

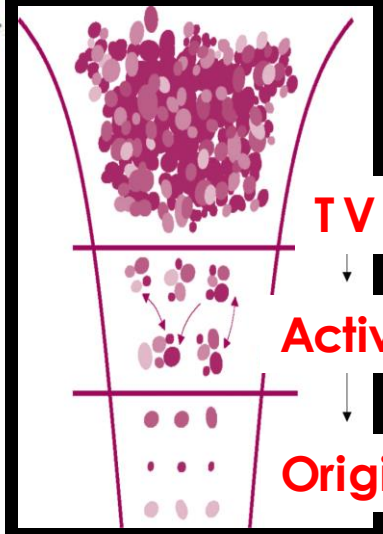
An Integrated Delivery

Walled Garden Approaches



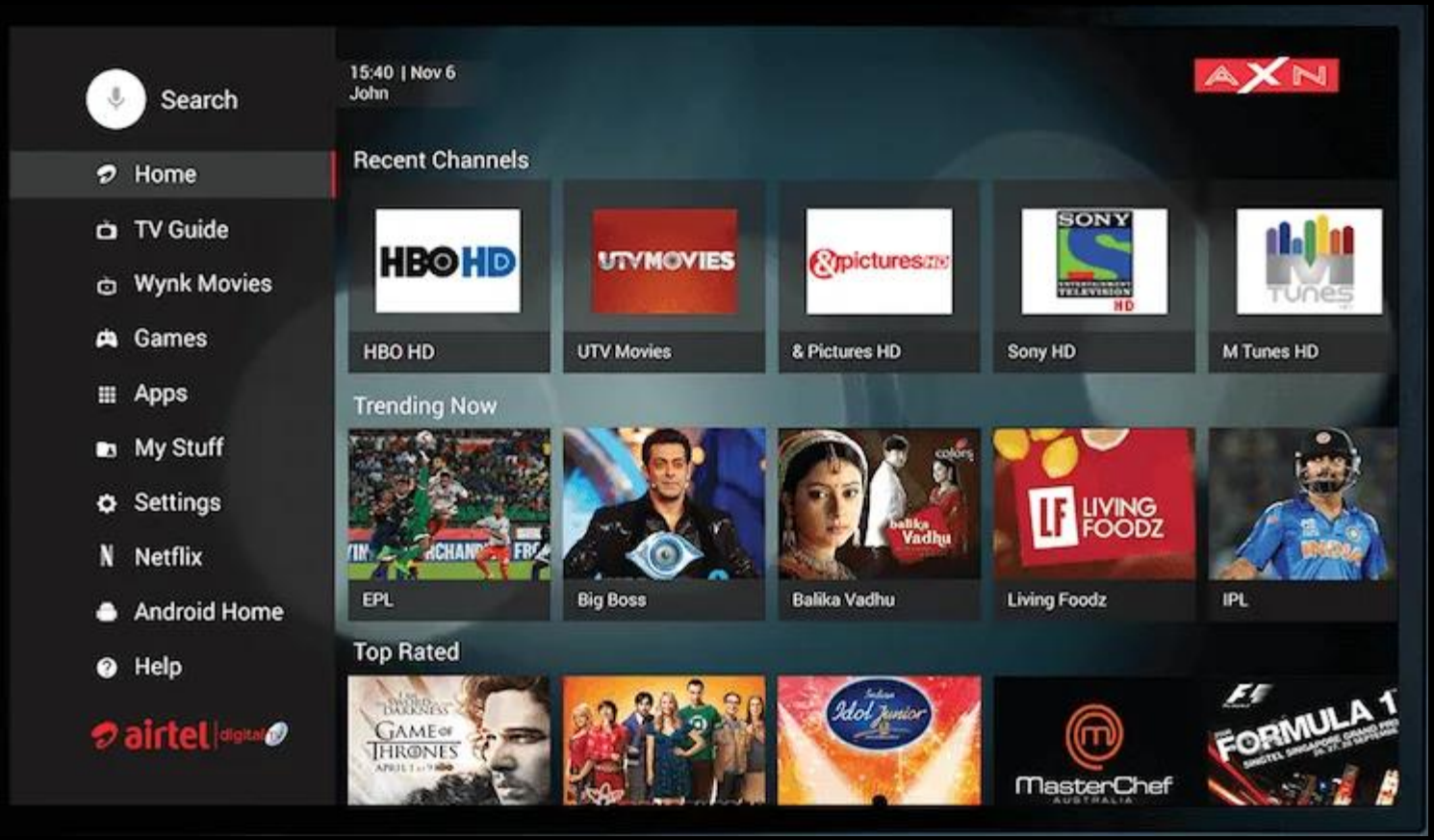
WALLED GARDEN AROUND CONSUMER

OTT



DTH

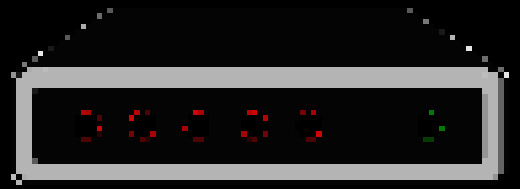
INTEGRATION-ADVANTAGE OPERATOR

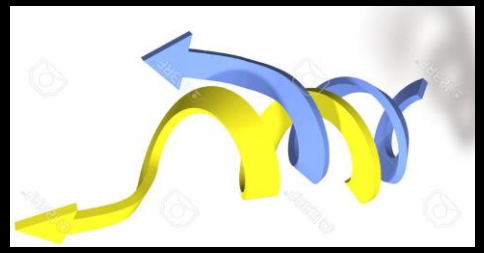


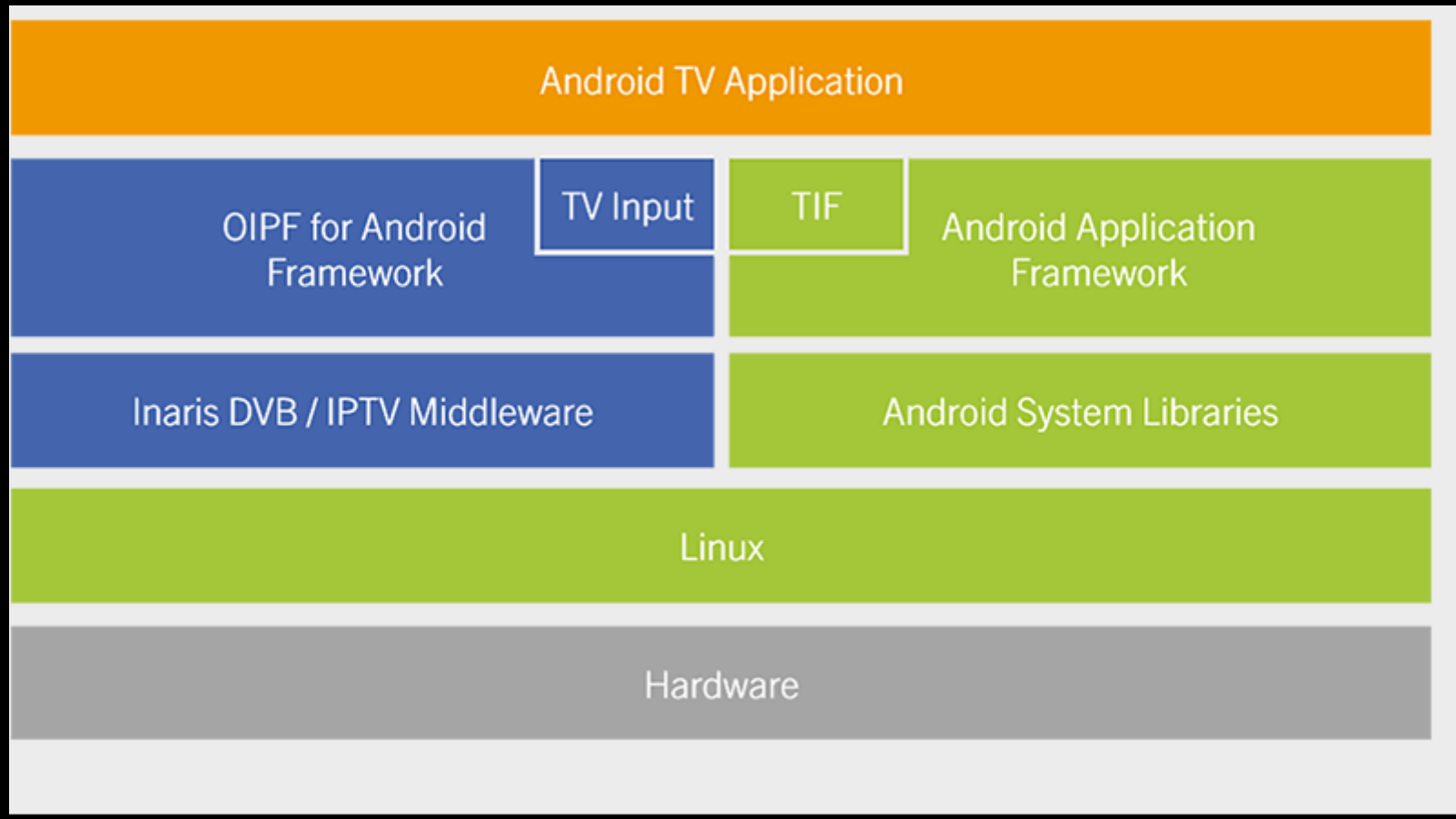
DISRUPTIONS CONTINUE

APPLE TV+ LAUNCHES AT RS 99+ PER MONTH

MANAGING THE HYBRID ENVIRONMENT



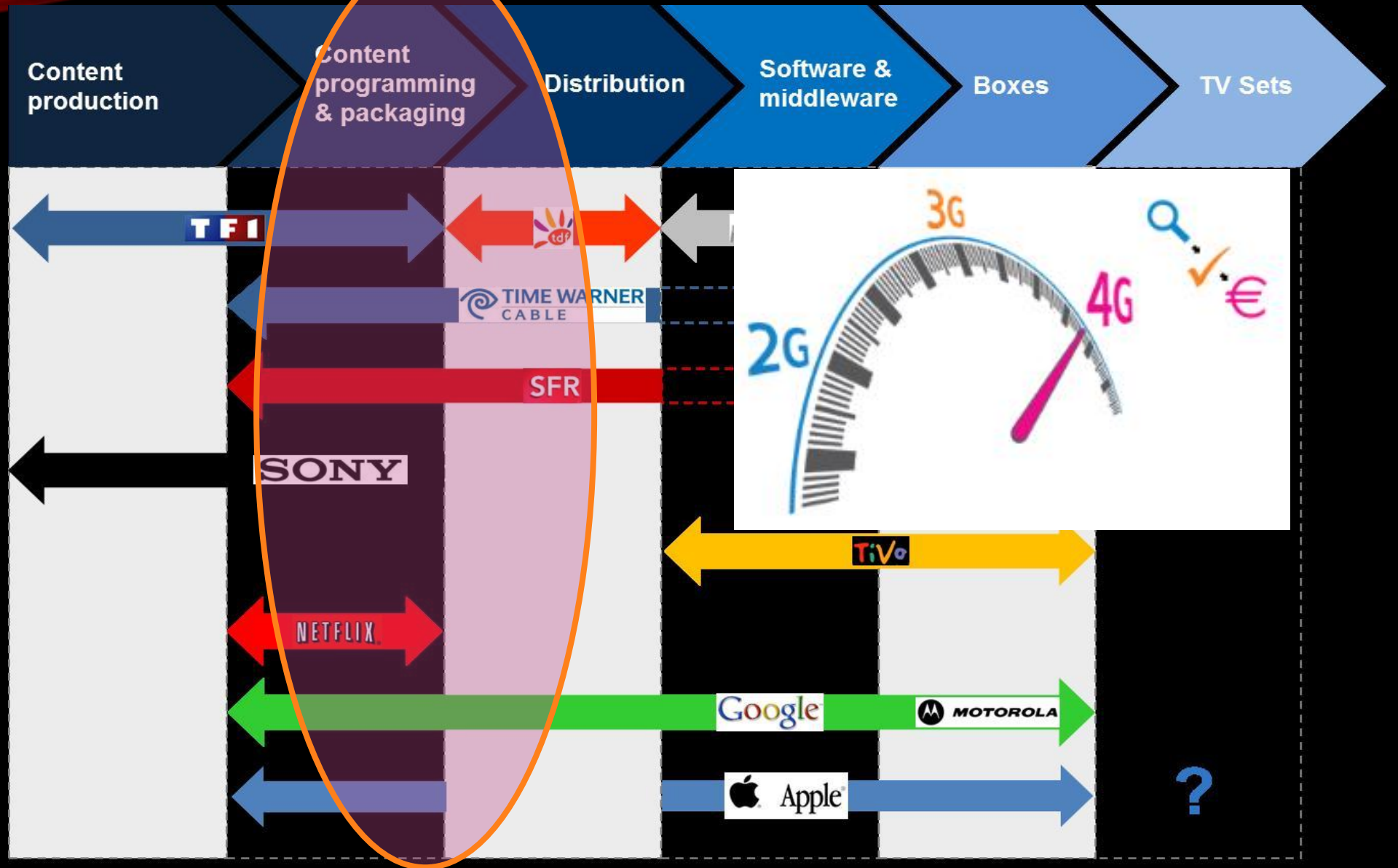




TARA Systems | Customer / TARA | Google

CryptoGuard | Latens | DESING | KINGVON | Laxmi Remote | SAFE VIEW

OTT RIDES ON ARTIFICIAL INTELLIGENCE



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

If so how

What devices do we need to Integrate

Who gains from Such Integration

Is there a Standardized way to do this?