

EMERGING
TRENDS -
DEVICES



ENTERING THE GOLDEN AGE OF VIDEO

VIDEO MARKET IS THRIVING WITH



Content
consumption
exploding



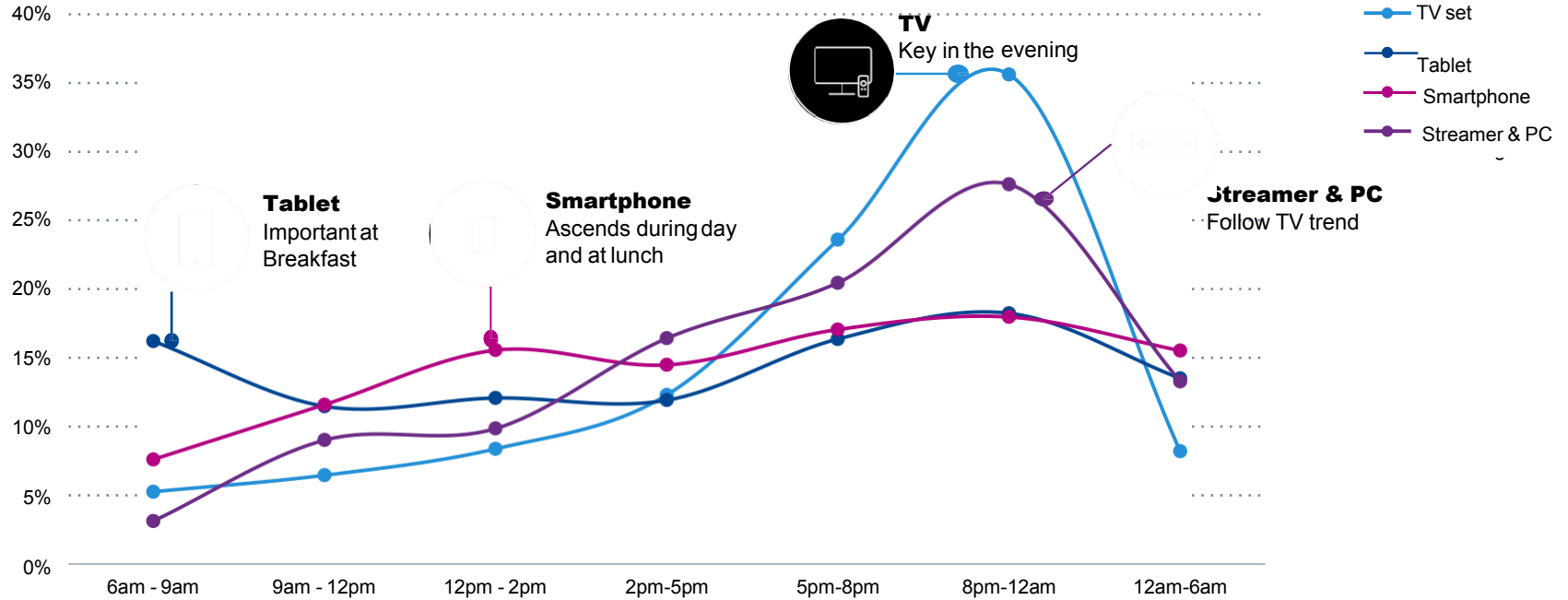
Increasing
appetite
for HD



Digital TV
homes



TV Remains Key Form of Entertainment In the Evening



The Winning Strategy: Offering Ubiquitous Viewing Experience



▲ Across different consumers screen, both linear TV and OTT

Multiscreen video consumption

Linear TV Services

- Live TV
- Network TSTV
- Catch-up TV
- nPVR

VOD Services

- VOD
- Transaction VOD
- Subscription VOD

Internet Convergence

- Social TV
 - Facebook
 - Twitter

Multi-Screen Multi-Room

- Multiscreen
- Multi bitrate
- Multi Audio
- Multiscreen Bookmark
- Multiscreen favorite

Personal

- Multiuser profile
- Parental control
- Lock
- Rating
- Multi lingual / subtitle
- Reminder

System & Commercial

- Search
- Recommendation
- TV message
- Geo blocking
- Content access control
- Discount, Coupon
- Ad Engine



Mobile Remote



Second screen info

What Do I Want?





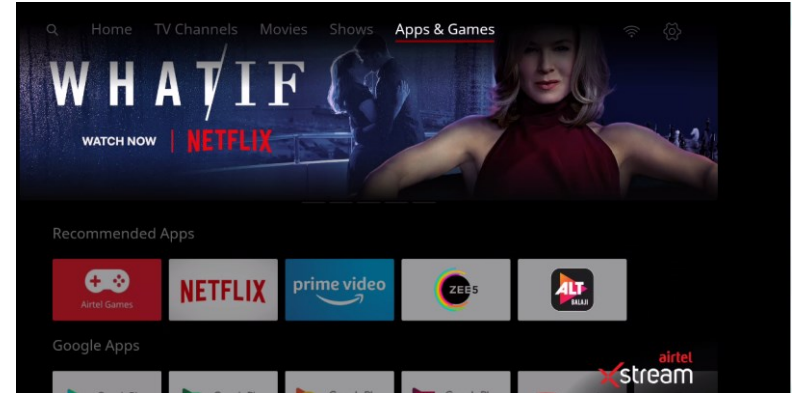
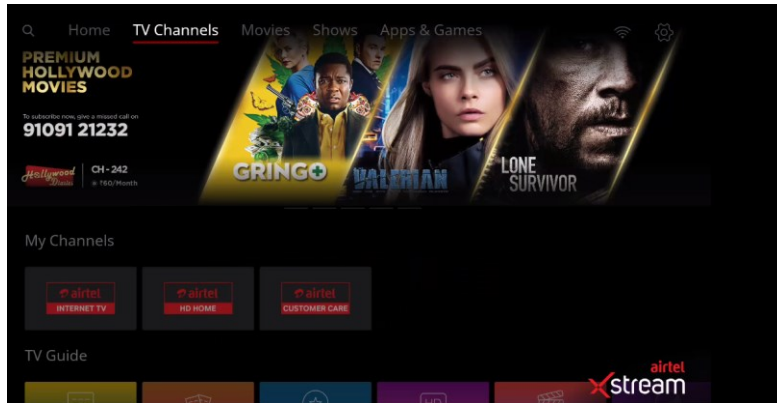
Major Focus

The Convergence Of Pay TV & OTT

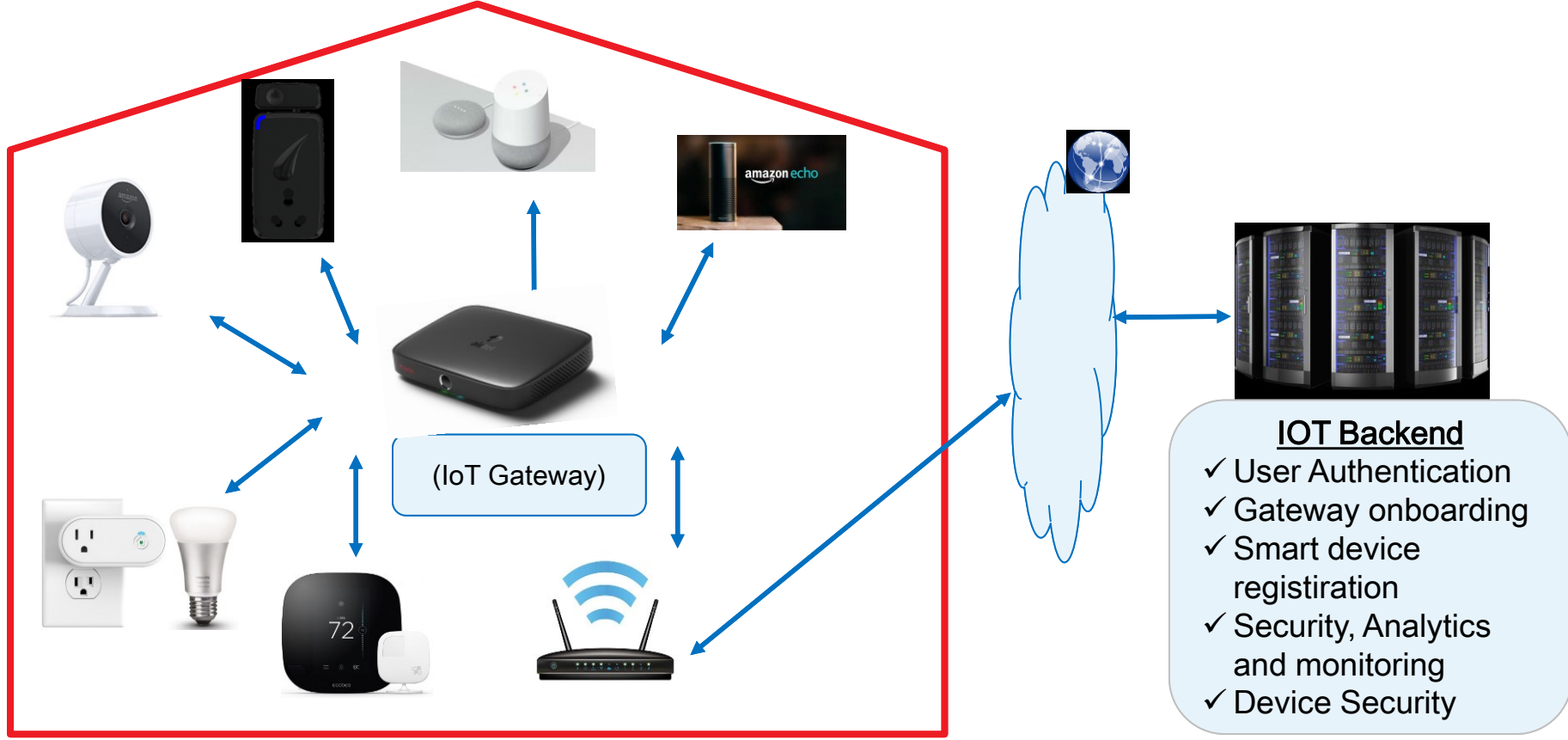
Emerging device- Airtel smart hybrid STB

Features Highlights:

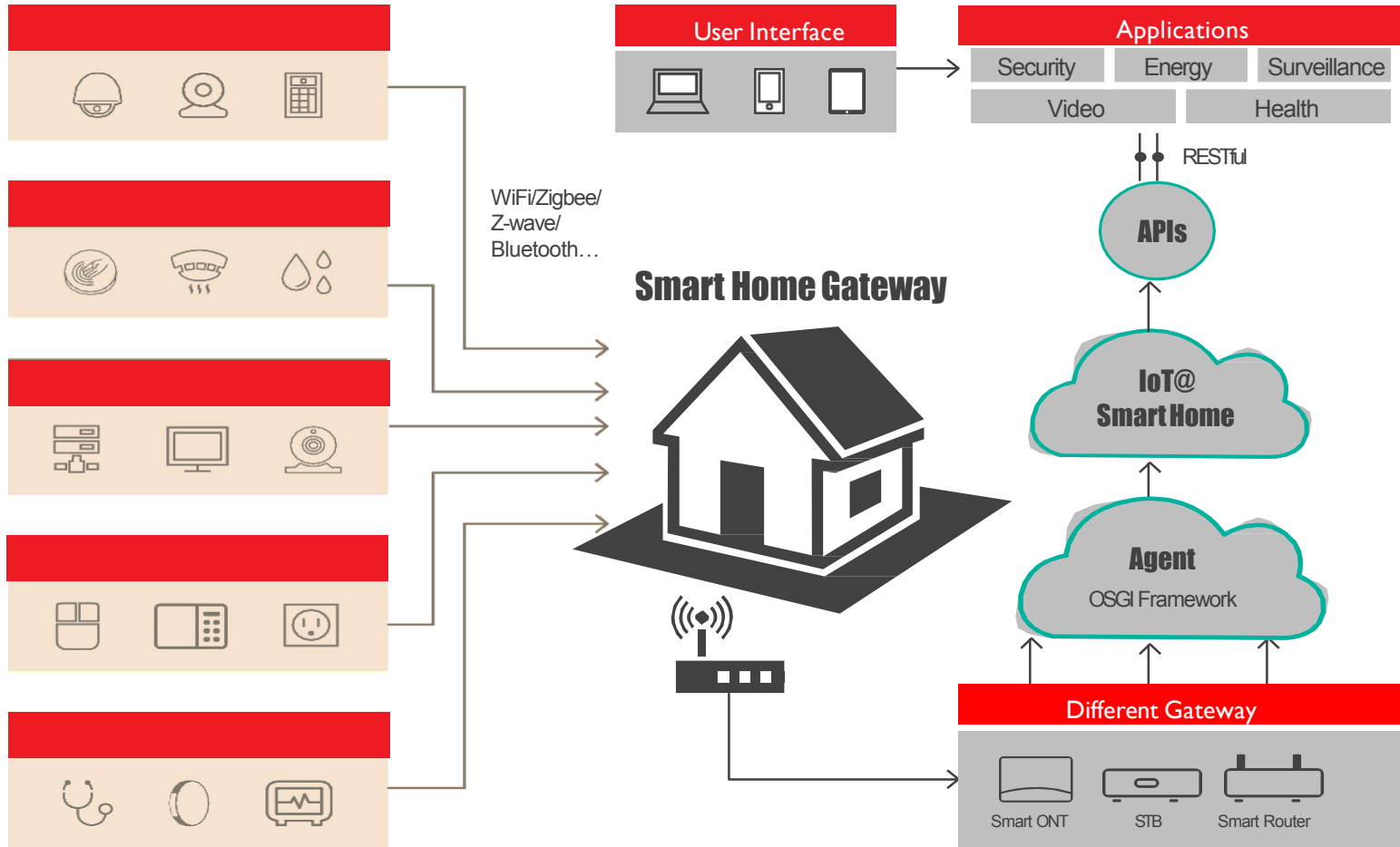
- Xstream Application for live and OTT content
- Preloaded Netflix, Prime Video, YouTube, YouTube Kids
- Google voice assistant – Voice based content discovery
- Amazon Alexa support
- AI based content and channel recommendation
- Built in Wifi, Bluetooth (RCU, Game controller, Headset)
- Built in Chromecast
- Support smart IOT devices



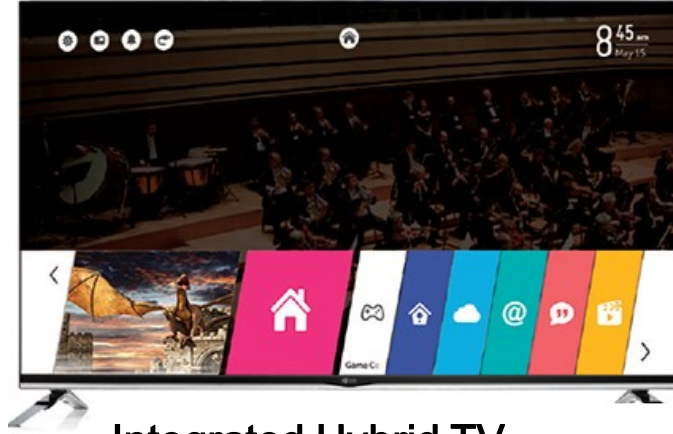
Emerging device- Airtel smart hybrid STB | IOT



Smart Home Gateway



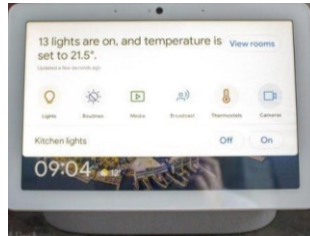
Other Devices



Integrated Hybrid TV



VR Box



Smart Display



HDMI Stick



FAR FIELD
VOICE ASSISTANT

THANK YOU