



sofiadigital

Powering Smart Screens

**ITU - TRAI International Training Programme on
“Emerging Trends in Broadcasting”**

Delhi, India 9th – 10th October

WE COME FROM FINLAND

For a small country, Finland has been a home of many technical innovations and groundbreaking companies such as Nokia. **Finland was also one of the first countries to adopt DVB technology**, which led to pioneering work with digital TV standards and technologies. That hotbed of new technology gave birth to Sofia Digital in the year 2000.

Nowadays, Sofia Digital combines the pioneering knowledge of digital broadcasting and internet technologies with a Scandinavian design and usability ideals. This way, our solutions are both functional and pleasant to use.

This **Finnish recipe for success** has been proven time and time again in every corner of the globe – with very satisfied customers. The way we see it, everyone in Sofia Digital should be proud of the results of their work.



Mika Kanerva

**COO, Executive
Vice President**



WE  TV

THE **NEW** GOLDEN AGE OF TELEVISION



Streaming video services, smart TV, mobile and companion devices and other new technologies were supposed to spell doom for traditional broadcasted TV.

But instead, they have created a new, better, more available and more personal enriched TV.

THE BEST OF TV, LINEAR CONTENT AND INTERNET TOGETHER.

They brought **the new Golden Age of television.**

What is HbbTV ?

“**Hybrid broadcast broadband TV**” (HbbTV) is a global initiative aimed at harmonizing the **broadcast and broadband** delivery of entertainment services to consumers through connected TVs, set-top boxes and multiscreen devices.

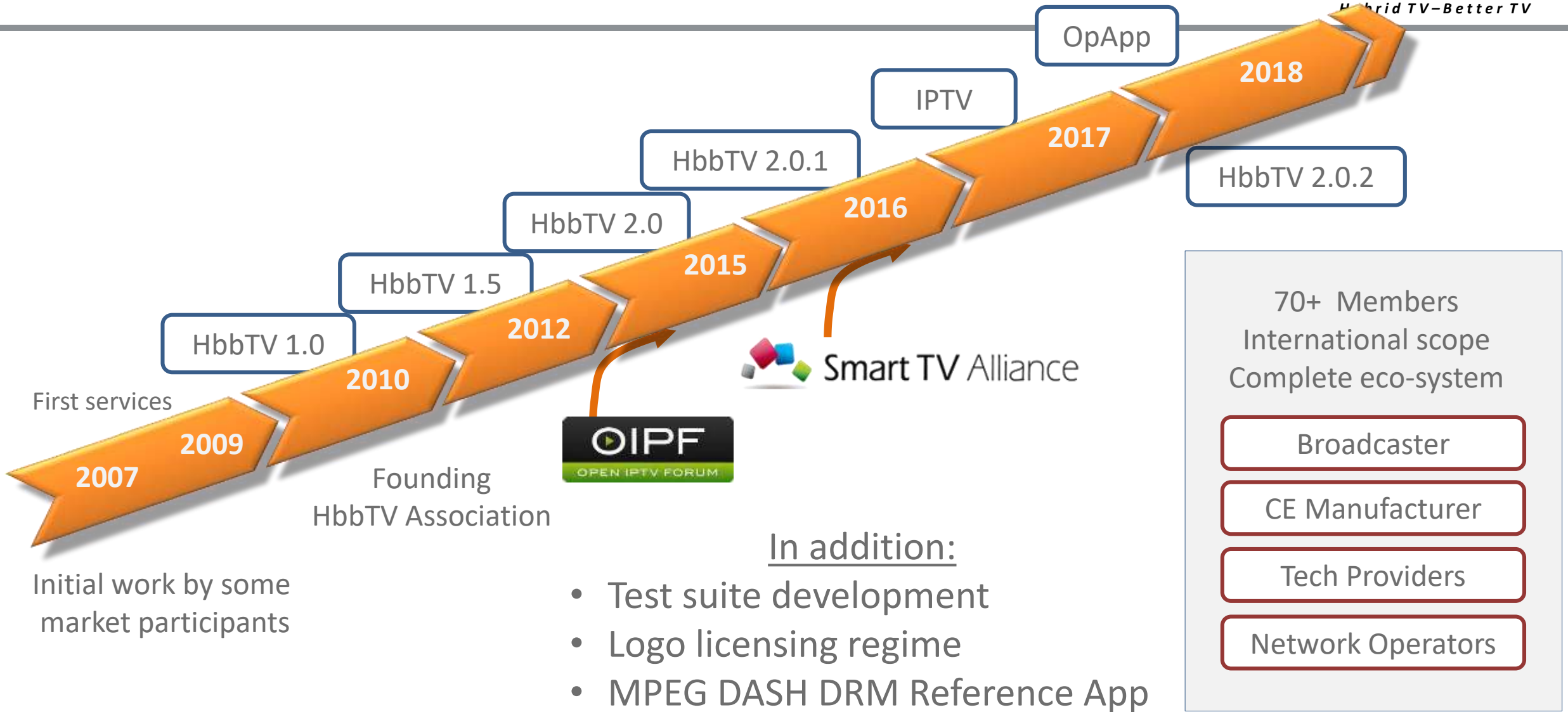
Association: +70 members, > 100 million devices, Test suite, DRM Ref App, etc.

Not to be mixed up with DVB-I, as **DVB-I** is initiative for the TV-services delivery and discovery over Internet as **HbbTV** is the application and service presentation framework.

HbbTV and DVB standards are working well together!

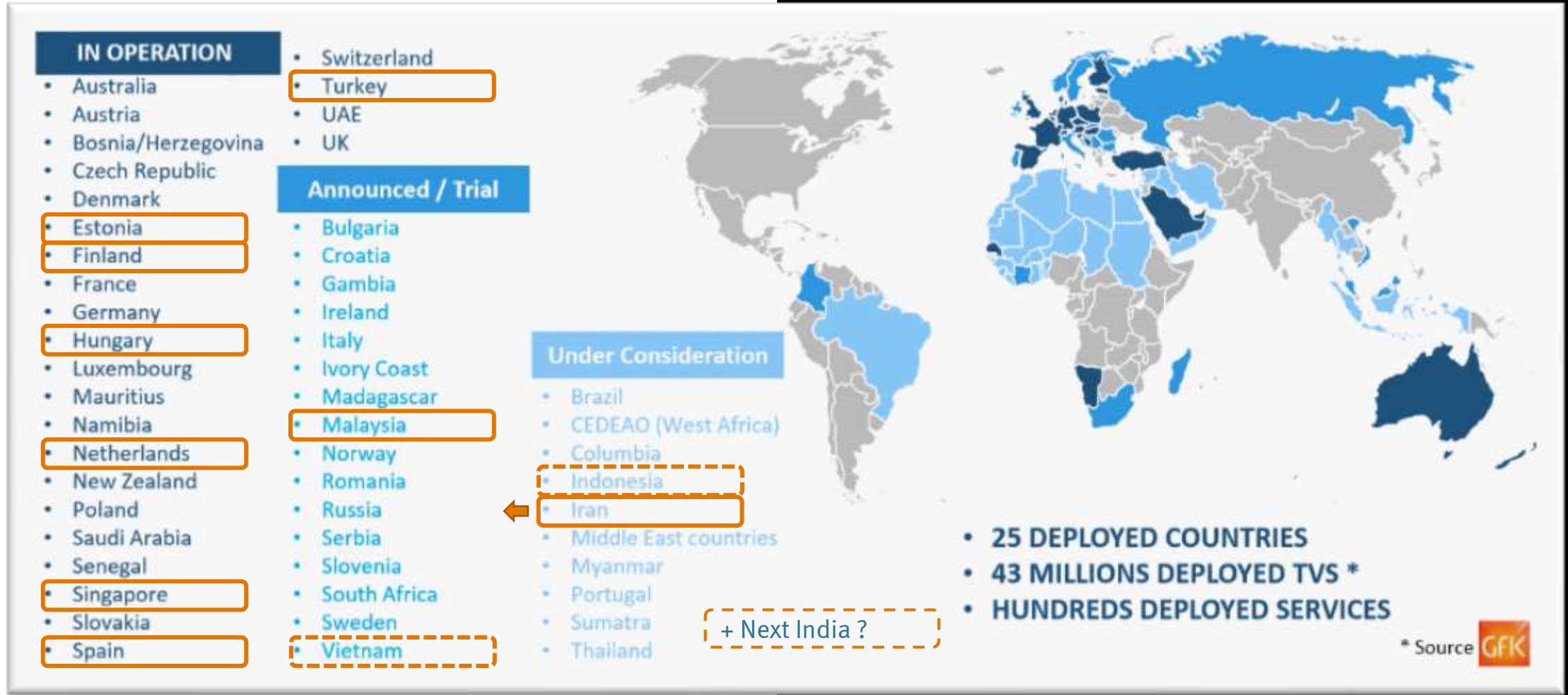


History of HbbTV



HbbTV Adoption Map

Sofia Digital HbbTV case



Branding and deployment of HbbTV –based Services

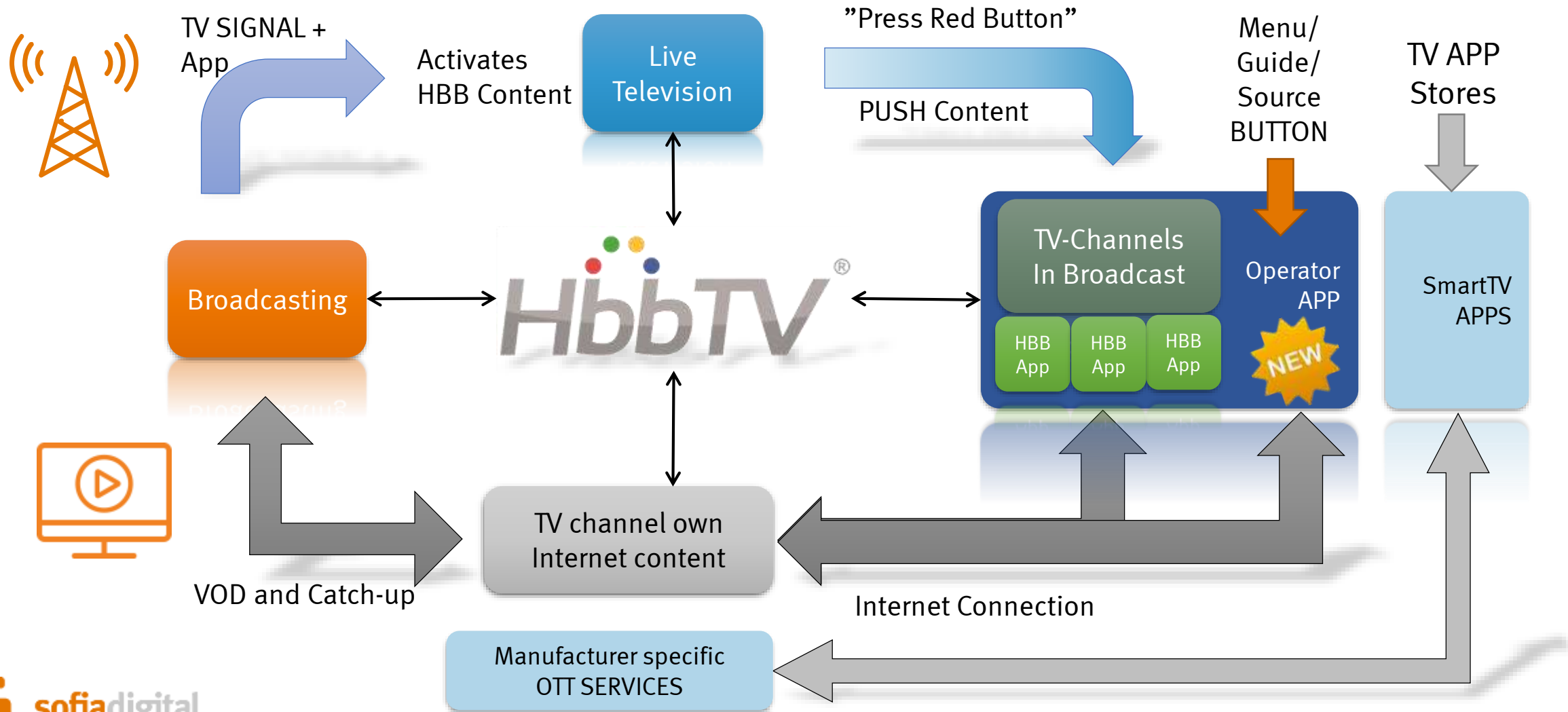


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- “HbbTV” is not the consumer label of the services/applications
- Each Country / Operator should define their own HbbTV “Profile”
- Guidelines how the HbbTV receivers integrated and operates with the HbbTV applications
- Certified and tested receives will be granted to access to start the marketed services



HbbTV Apps and Smart TV Apps



Smart TV market in Asia

Retail store lookup 2018-2019

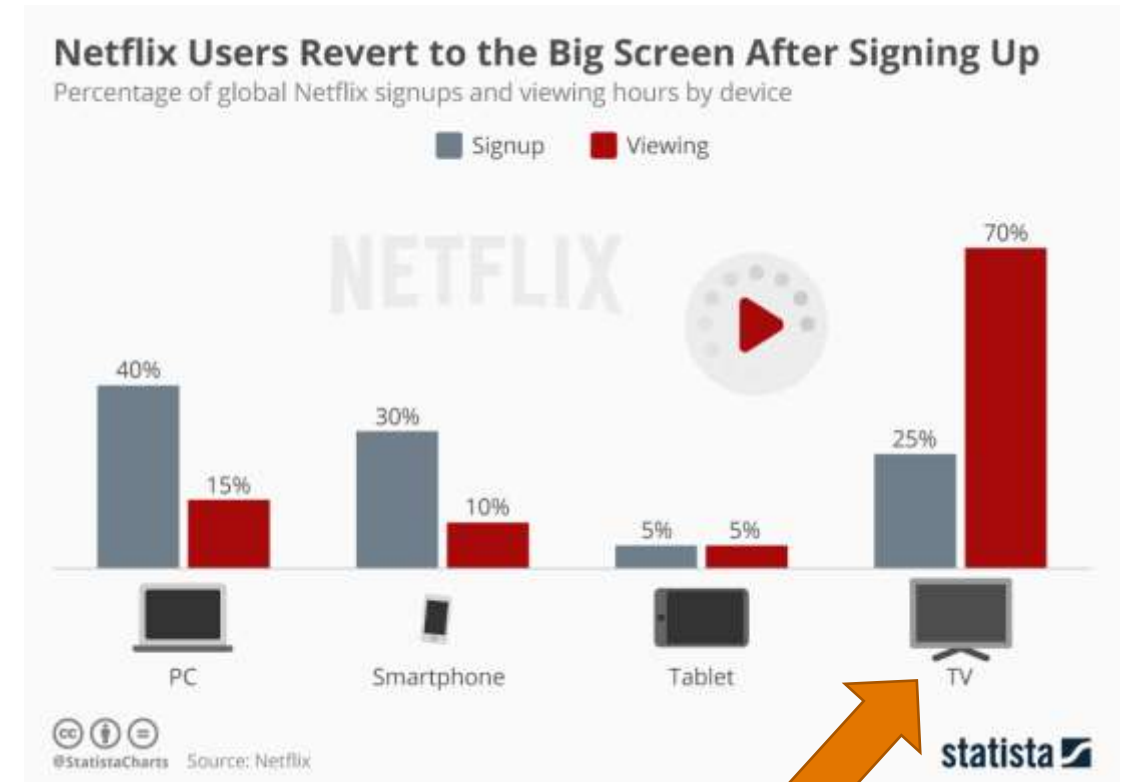
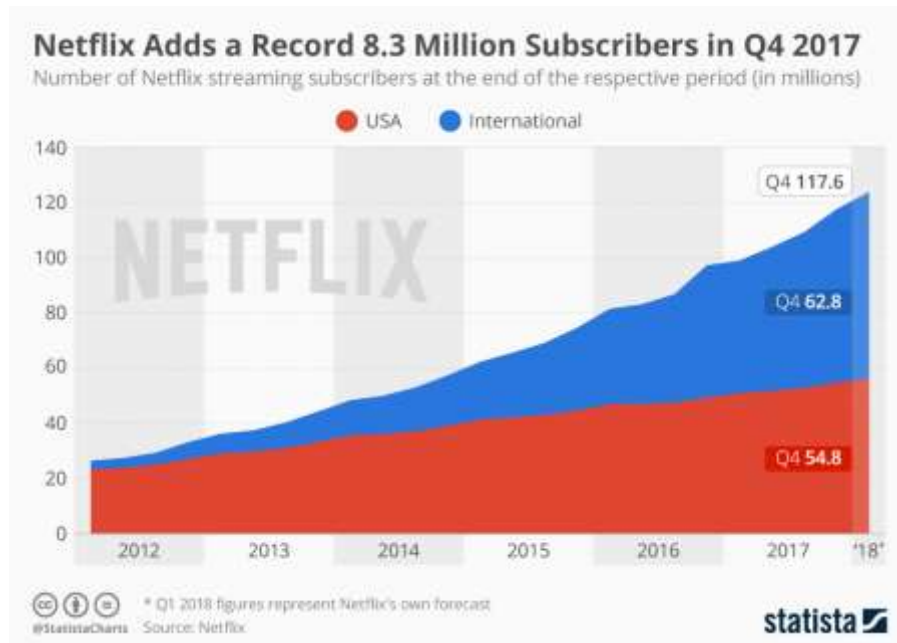
- Most of new smart televisions in Asia have HbbTV capability build-in already
 - But have to select different country from the settings, i.e. Singapore/Malaysia / Vietnam
 - INDONESIA Prices starting 4.399.000 IDR (below 300 USD)
 - MALAYSIA UHD/4K TV Prices starting 1700 RM (400 USD), FDH 1250 RM
- In Asia HbbTV Activated in Singapore, Australia, New Zealand and Malaysia (partially)



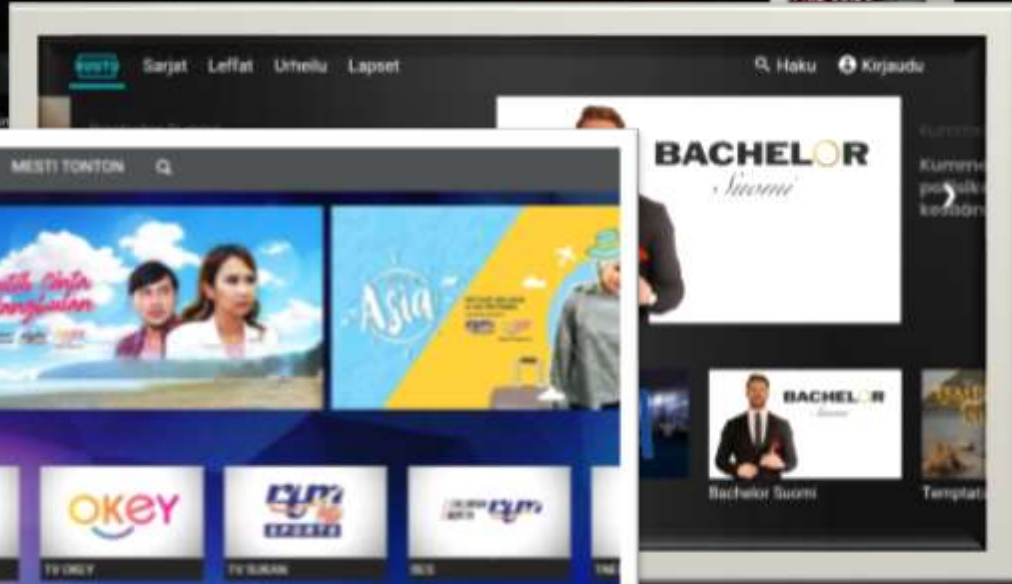
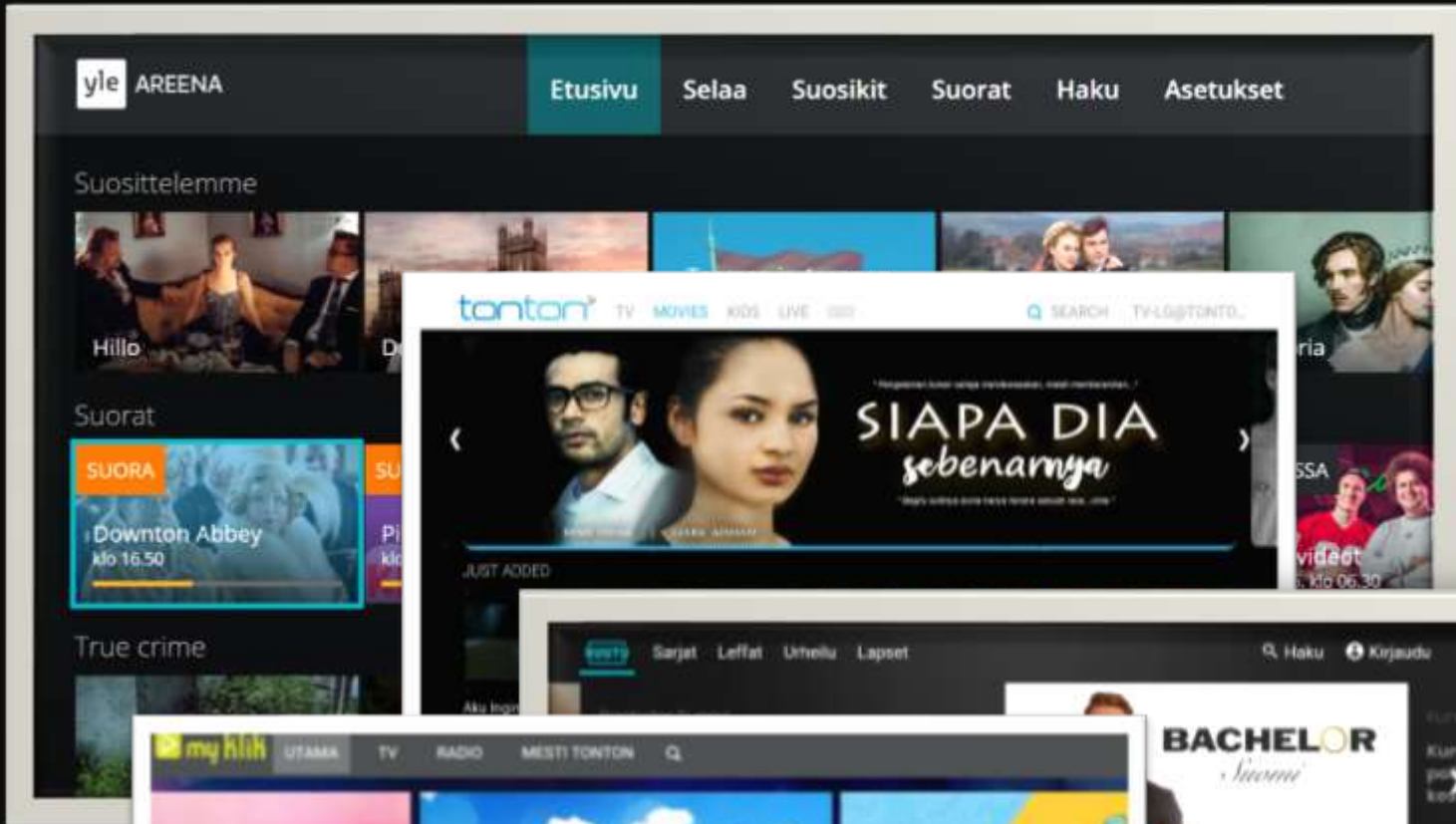
Big Screen Success Story

– Why the Future of TV remains successful?

How many Set-top box or devices Netflix have delivered?



Also Netflix users like to watch TV



Why the OTT services are important, also in HbbTV ?

- Allow viewers to watch all TV content any time they like
- Less motivation for pirated content
- Targeted and personalized services
- Enables seamless integration with Linear TV and OTT
 - Start-over of current program
 - Watch previous/next episodes
 - Extra materials for current show
 - Ads or Subscription based

INTERACTIVE ADVERTISEMENTS

“This extremely high (30%) interaction rate exceeds many times an average web campaign and shows clearly that TV-users are more than ready participating in various kind of events and call-to-actions” - Estonian HbbTV content and product manager Andres Tarto.



CASE: Yellow Button “AD notification”, AD Magazine, Voucher codes, etc.

Pakkumised kehtivad kõikides Coop'i kauplustes

Osta kõige paremat
04.09–10.09

<p>TALLEGG BROILERIFILEESTEIGID ÜRDIVÕISES MARINAADIS 500 g Стейки из филе бройлера в маринаде из масла с пряными травами 4.49</p>  <p>3.49 6.98/kg</p>	<p>RAKVERE SEAVÄLISFILEEST MINUTIPIHV 475 g Отбивная из наружного филе свинины минутного приготовления 5.49</p>  <p>2.79 5.87/kg</p> <p>2.49 <small>plus</small> 5.24/kg</p>
<p>EESTI PAGAR KIRJU KOHUPIIMATORT 1,05 kg Творожный торт 9.19</p>  <p>6.49 6.18/kg</p> <p>5.69 <small>plus</small> 5.42/kg</p>	<p>LEIBUR OATFIT KAERARÖST 550 g Булка для тостов 1.19</p>  <p>0.89 1.62/kg</p>
<p>M.V.WOOL VIILUTATUD LÕHE 100 g soola, külmajäätis Ломтики филе лосося 3.09</p>  <p>2.35 23.50/kg</p> <p>1.99 <small>plus</small> 19.90/kg</p> <p>2/21 Lägu nootlega</p>	

Hea Coop'i lehe lugeja,

sisesta puldiga siia alla enda telefoni number - nii osaled loosimisel, milles võid igal nädalal võita **30-eurose Coop'i kinkekaardil**

Sisesta siia oma mobiiltelefoni number:

+372

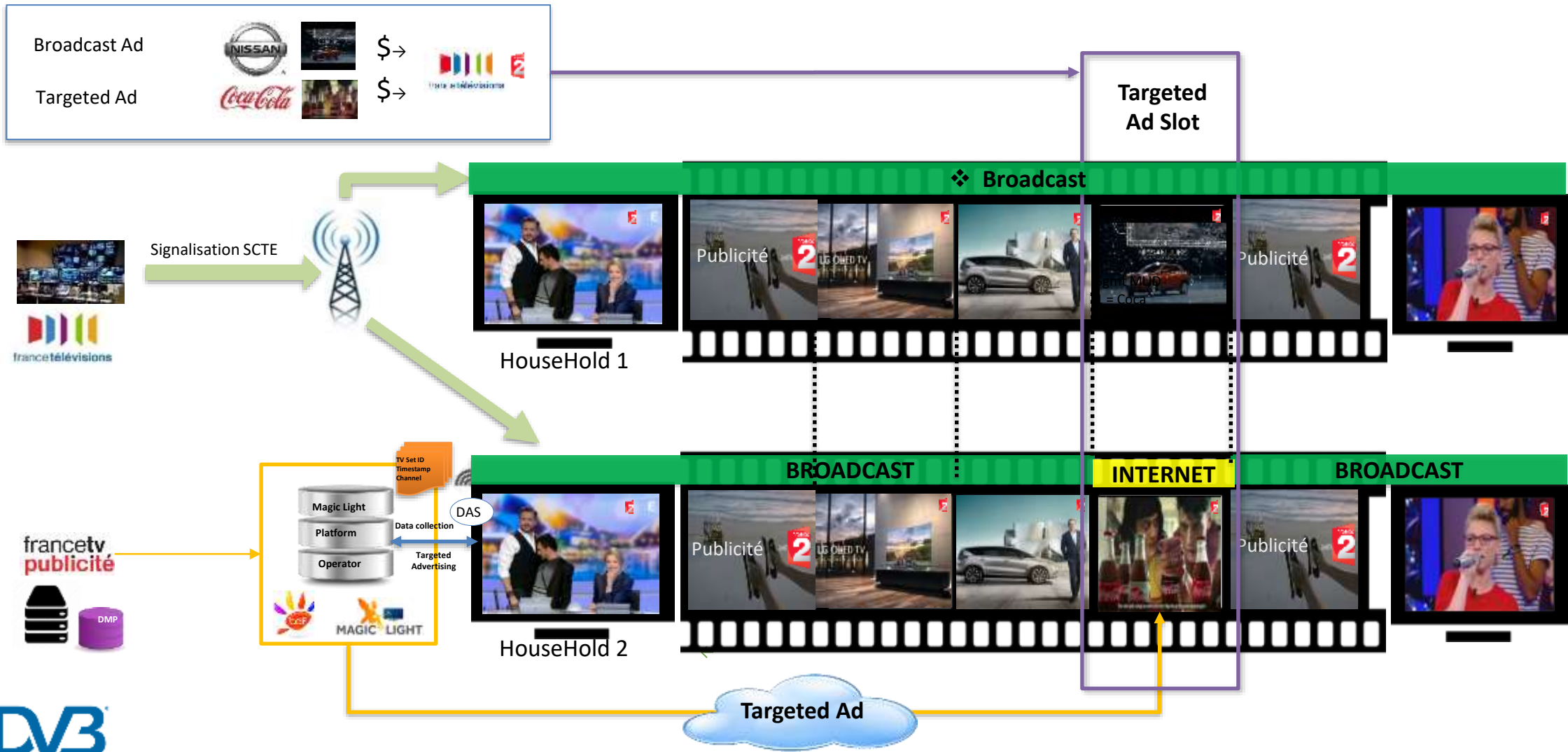
OK!

1. Ajavahemikul 01.05.-30.09.2018 toimub COOP kinkekaardi tarbijamäng Iestapidi Kampania, mida korraldab AS Lelira Iestapidi Kamalidaj, registrikood 10203566, aukoht Kloostrimetsa tee 58a, 15026 Tallinn, koostööks COOP Eesti Reskühistuga.
2. Kampanias osalevad kõik HübriidTV kasutajad, kes sisestavad oma televiisori HübriidTV COOP kampania alamähele oma mobiiltelefoni numbril. Kampanias osalemise kordade arv ei ole piiratud.
3. Kõigi Kampanias osalejate vahel loostakse Kampania perioodi igapäraselt välja COOP kinkekaart väärtuses 20EUR.

Kampania reeglid täpikusele leiald www.lelira.com/hybridtv-coop

12/21
Lägu nootlega

Targeted Advertisement (TA) *(example by TDF)*



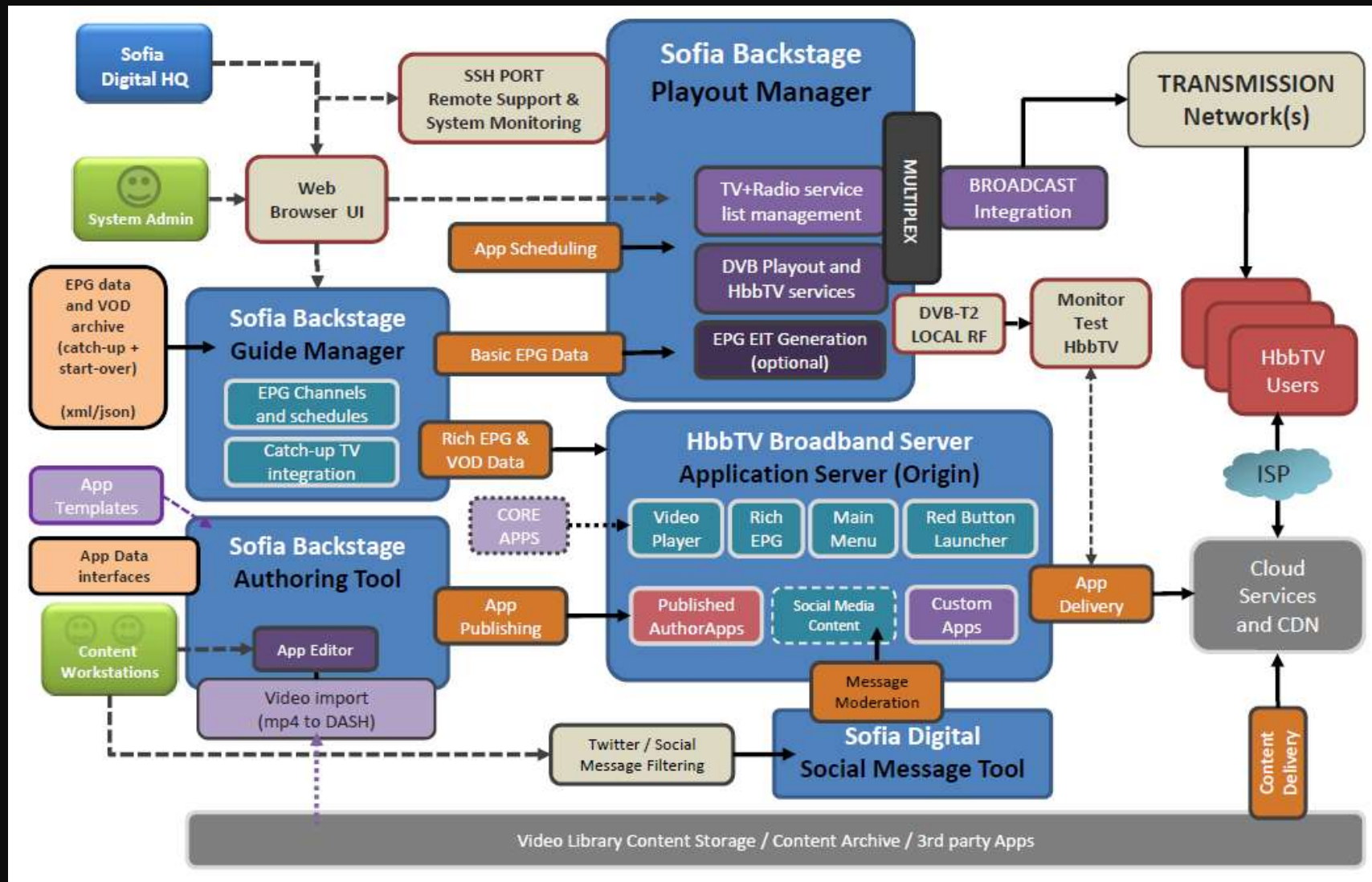


CASE: RTM MALAYSIA HBBTV *info+* APPLICATIONS WITH AUTHORING TOOL

Mediacorp has launched a new service in Singapore bringing together live broadcast TV and interactive on-demand content into a single service.



COMPLETE HBBTV PLATFORM – EXAMPLE DIAGRAM (RTM)



HbbTV Symposium and Awards (2018 in Berlin)

In 2018: 15 sessions, 5 keynote addresses, 2 roundtables, 8 panels, 49 contributors (speakers and moderators)

- Total attendees 285
- Broadcasters 20
- Operators 6
- Manufacturers 8
- Technology suppliers 60
- Sponsors 23
- Countries represented by speakers 18
- Companies represented by speakers 37
- Award entries 48
- Countries represented at the Awards 12
- Companies represented at the Awards 25



The Next HbbTV Symposium and Awards 2019 on November 21-22 in Athens, Greece

**WITH PASSION AND
PRECISION FROM FINLAND**





THE ARCHITECTS OF CHANGE

Sofia Digital has been a reliable partner for creation of new TV services since the digitalization of television started. We help networks to bring their content to new platforms that enrich the viewer experience, generating new business. We are the architects of change.

CONTACT INFORMATION



Mika Kanerva

COO, Executive Vice President

mika.kanerva@sofiadigital.com

WWW.SOFIADIGITAL.COM

Tampere, Finland

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