

Session 4 - Business Models for OTT

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Business Models for OTT

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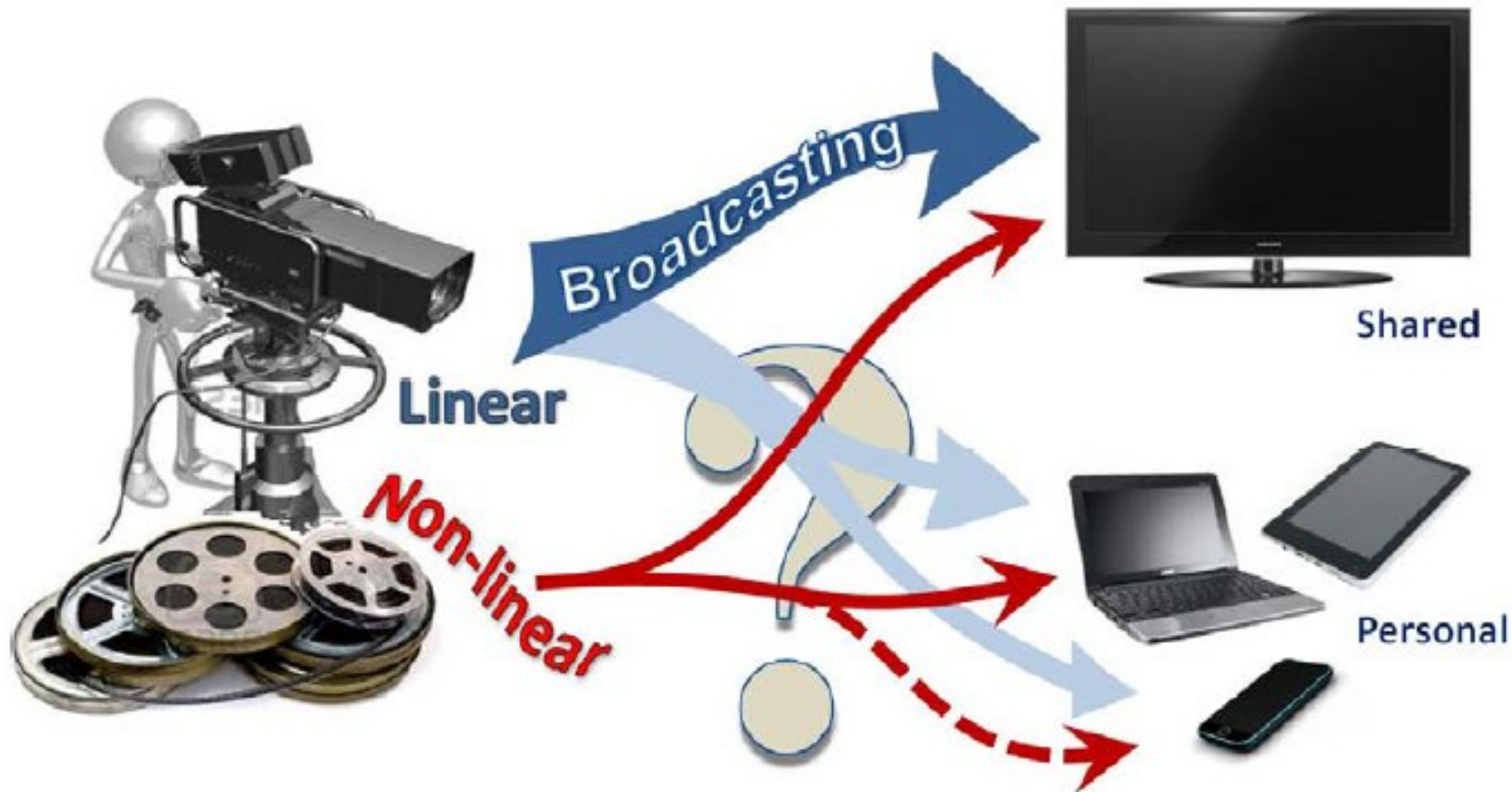
Outline

- Where are you?
- What is IPTV?
- What is OTT?
- What is IBB?
- Why they are important today?
- How to navigate?

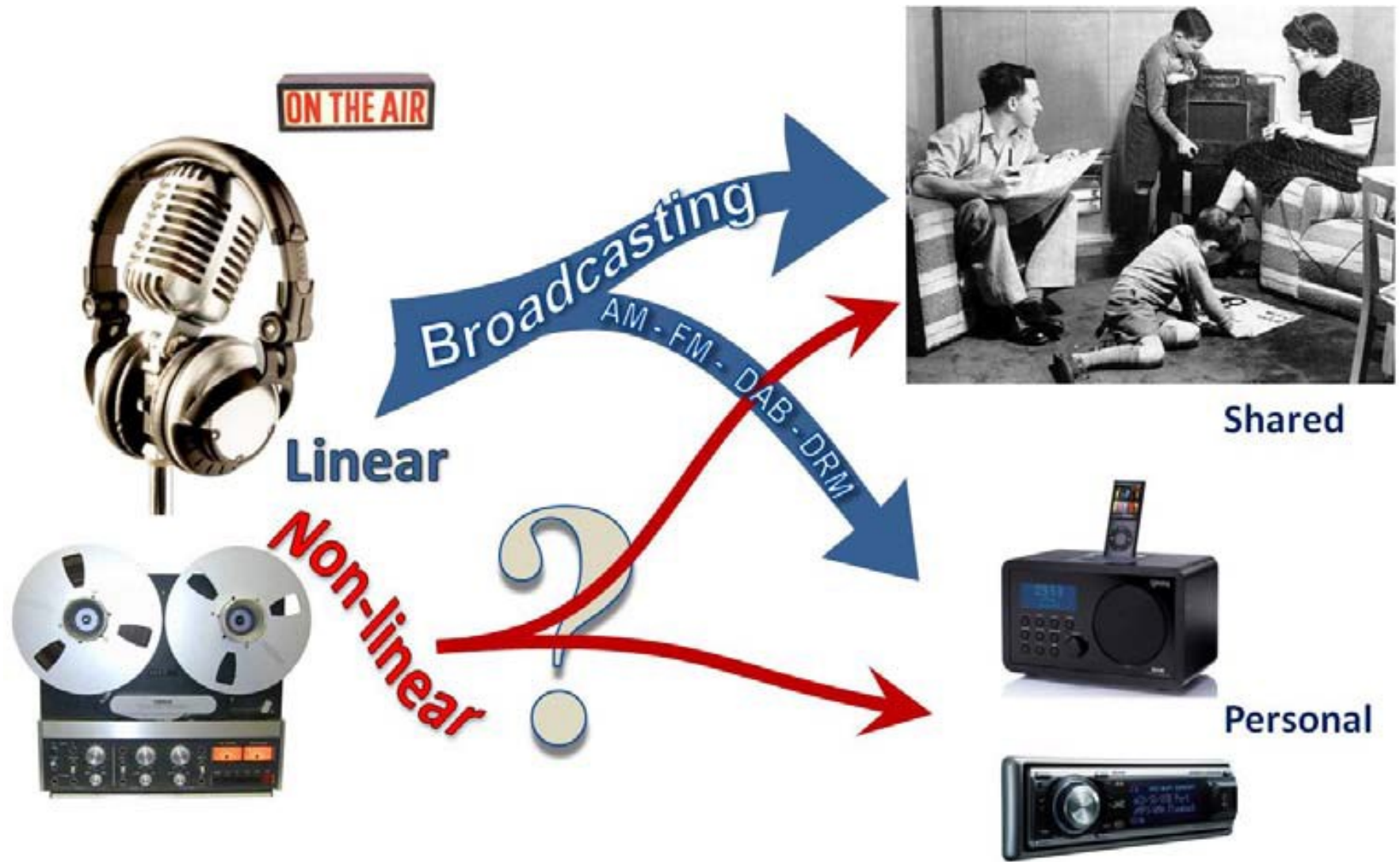
What are you? and Where are you?

- ATV
- DTV
- OTT
- IPTV

How to deliver linear & non-linear TV content



How to deliver linear & non-linear Radio content



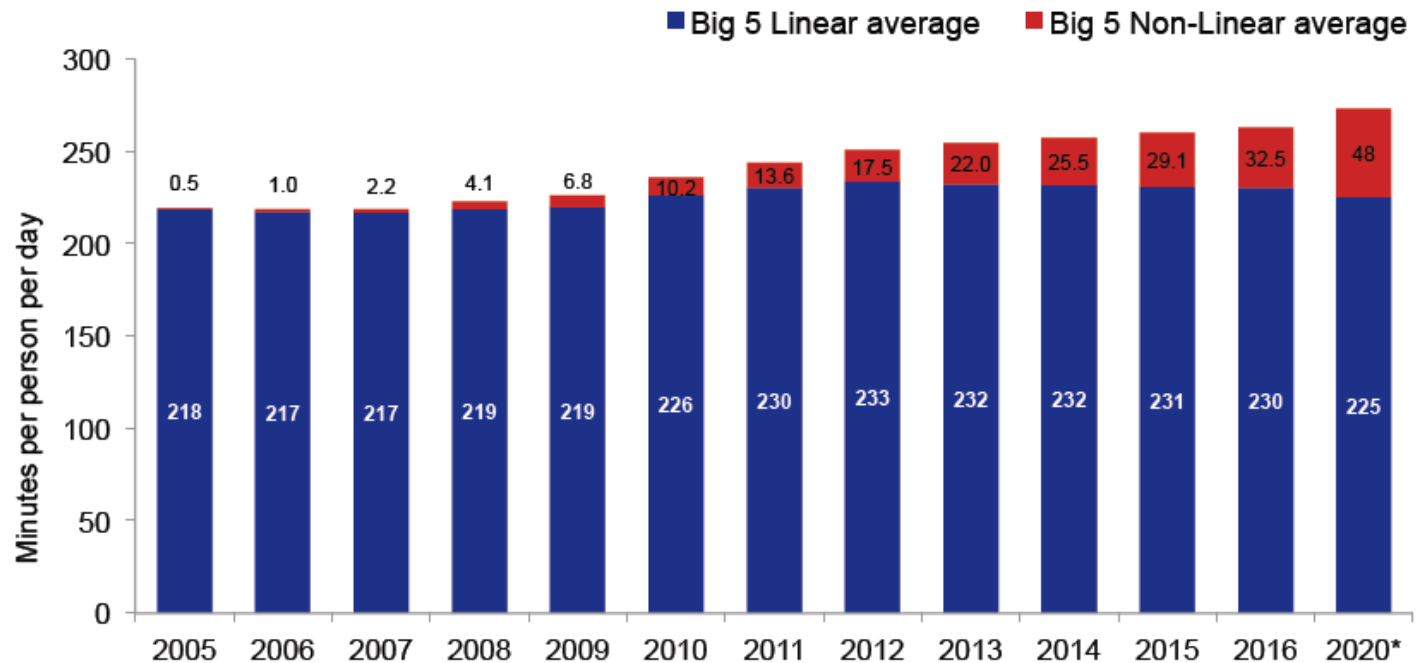
Linear TV audience

- Linear TV audience is growing all around the world

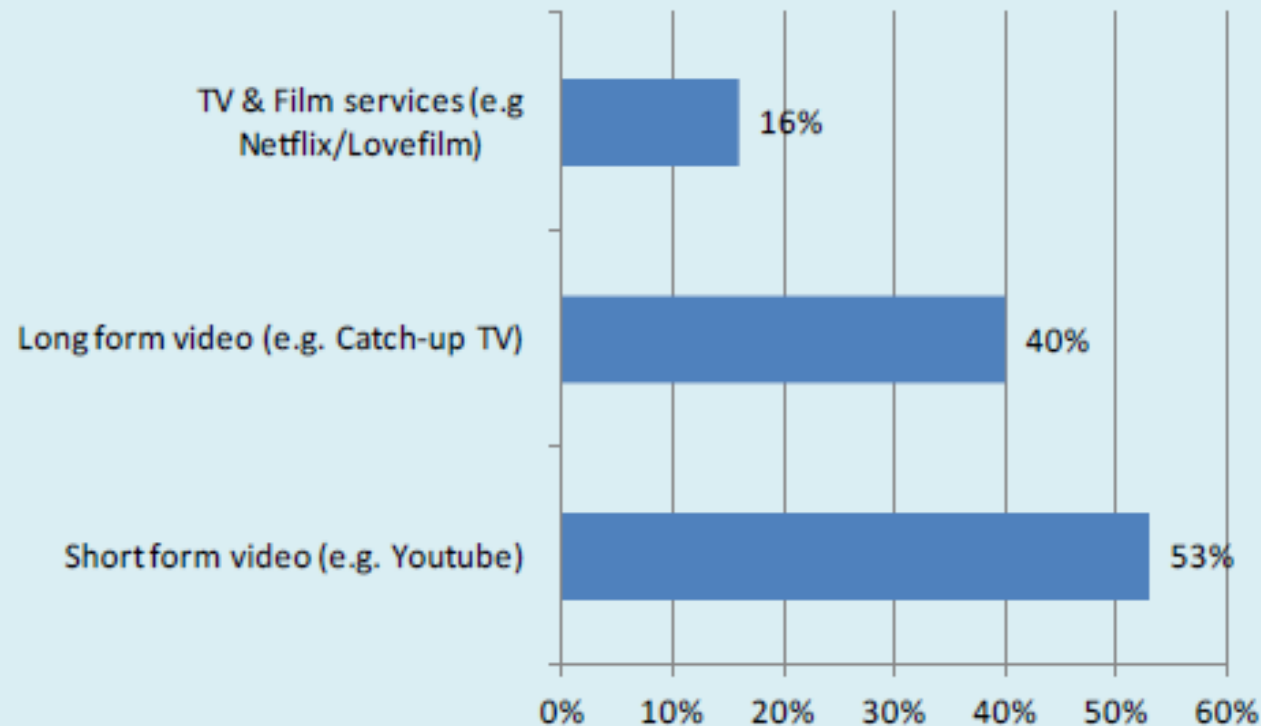
[Source: IHS – ScreenDigest]

- Cross-platform Television Viewing Time FY 2012

Note: Forecast from 2012 // * 2020 forecast by EBU. Non-Linear includes DVR



Type of VOD Services Consumed



Source: Ofcom, 2013 (adapted)

IPTV

- Multimedia services such as television, video, audio, text, graphics, and other data delivered over IP based networks managed to provide the required level of Quality of Service/Quality of Experience (QoS/QoE), security, interactivity and reliability [ITU]

Classification

	Video service with managed QoS	Video service with unmanaged QoS
(Semi interactive) traditional broadcast networks	Traditional 1 	
(Interactive) integrated networks	Wired IBB 2 	OTT
	Wireless IBB 3 	OTT - wireless
(Fully interactive) duplex networks	4 	
	7 	
	5 	OTT
	6 	Wireless OTT

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What is OTT?

- Over the Top are the audio-visual services delivered over **broadband and the Internet**
- OTT are over unmanaged networks
- As there is a return channel, full interaction is possible.



What is Over the Top?

- OTT is delivered directly from provider to viewer using an open internet/broadband connection, independently of the viewer's ISP, without the need for carriage negotiations and without any infrastructure investment on the part of the provider
- It is a 'best effort', unmanaged method of content delivery via the Internet that suits providers who are primarily broadcasters rather than ISPs

Business Models for OTT

- Subscription
- Transaction - PPV
- Advertising

- OTT can be either/both Live and On-demand

- sVoD
- TVoD
- AVOD

- Future will be Target advertising

IBB Integrated Broadcast Broadband

- With the availability of **devices connected to broadband** gives viewers option to access additional content
- Almost all the traditional broadcasters are currently offering their viewers to access some selected content as **catch up** or **additional contents** related to the lined up programmes via broadband networks
- There are number of systems that can operate in **hybrid** configuration
- The most of these systems have explored ICT-Information and Communication technologies to build such system

Therefore IBB

- IBB – Integrated Broadcast-Broadband
- Recent advancement of broadband technologies enable
 - High speed delivery
 - Server side processing
 - Inter-device communication

tonton

www.tonton.com.my

Login | Register

search By Title GO

tonton

- Channels
- Shows
- Movies
- Schedule
- Premium
- Live TV
- News
- tonton Music

Kerana Terpaksa... AKU RELAKAN

Kerana Terpaksa Aku Relakan

☆☆☆☆☆

Perkahwinan Indah telah ditetapkan oleh ibu bapanya. Indah dipaksa untuk berkahwin dengan Saiful. Sehari sebelum hari perkahwinannya, indah telah dianiyai oleh kakak tirinya, Zawati dan Zaid. Zawati meninggalkannya di RnR. Kemudian, Indah bertemu dengan Dato' Safiya dan Dato' tersebut menghulurkan bantuan kepadanya. Ketika Indah ...

VIEW SHOW >

what is... PREMIUM

Most Popular Latest Videos Featured Playlist

Page 1 of 13

Expand View | Total: 62 Media Files

<p>Kerana Terpaksa Aku Relak Episode 22</p>	<p>Derhaka Seorang Madu Episode 8</p>	<p>Ramadan Jangan Pergi Episode 4</p>	<p>Cerita Cinta Kita Episode 9</p>	<p>Azam Ramadan Su Episode 8</p>
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Toggle from MediaCorp Singapore

The screenshot shows the Toggle website interface. At the top, there is a navigation menu with links for Channels, Catch-Up TV, Series, Movies, KidsZone, and Celebs. On the right side of the menu, there are links for Sign In and Sign Up, and further right, About Toggle and Shop. A search bar is located in the top left of the main content area, with the text "Look for shows, channels and cast" and a magnifying glass icon. The main banner features a group of performers from "Project Superstar 2014" with the text "绝对 SUPERSTAR 2014" and "Project Superstar 2014 TOGGLE LIVE, 1 SEP 8.00PM". Below the banner, there is a section titled "Most Popular" with five featured items: "Blessings (Catch-Up)" (4.5 stars), "Here Comes Mr Oh ..." (4.5 stars), "The First Myth ..." (4.5 stars), "The Voice of China ..." (4.6 stars), and "Spice Up (Catch-Up)" (4.3 stars).

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Interactivity

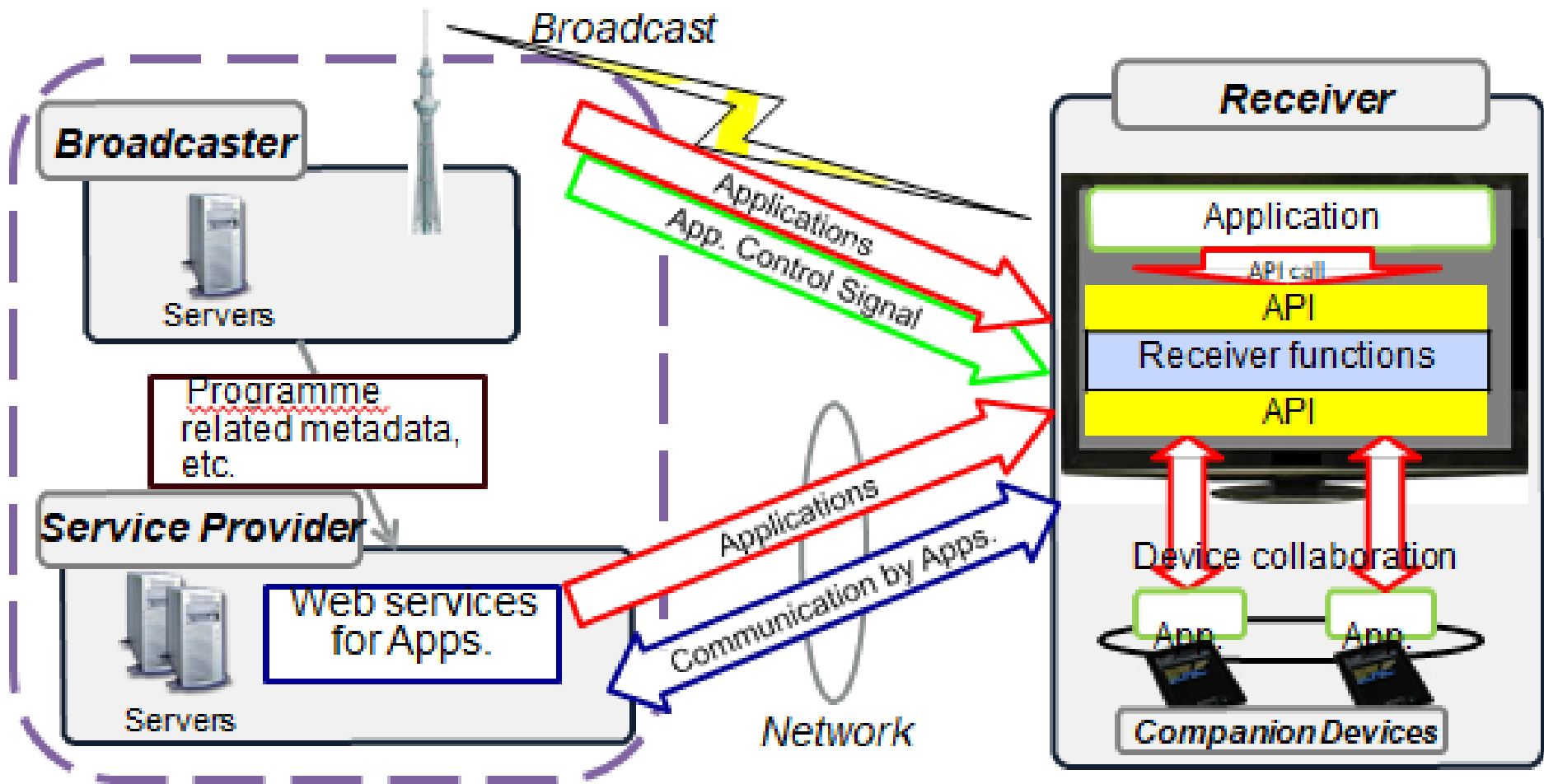
- Robust App Runtime Environment with HTML5 support
- Based on HbbTV 2.0 with restrictions and extensions
 - HbbTV 2.0 was published 2018
 - 20+ extensions being documented, several based on ATSC: A/105 (aka “ATSC 2.0”), now in Candidate Standard phase
 - Changes being documented due to ATSC 3.0 IP delivery solution (HbbTV is based on MPEG-2 TS)

IBB DTV service

A service that simultaneously provides an integrated experience of broadcasting and interactivity relating to media content, data and applications from multiple sources, where the interactivity is sometimes associated with broadcasting programmes.

[Source: Definition in Recommendation ITU-T 1205]

IBB Basic System Architecture



Difference between IBB and TV+Web

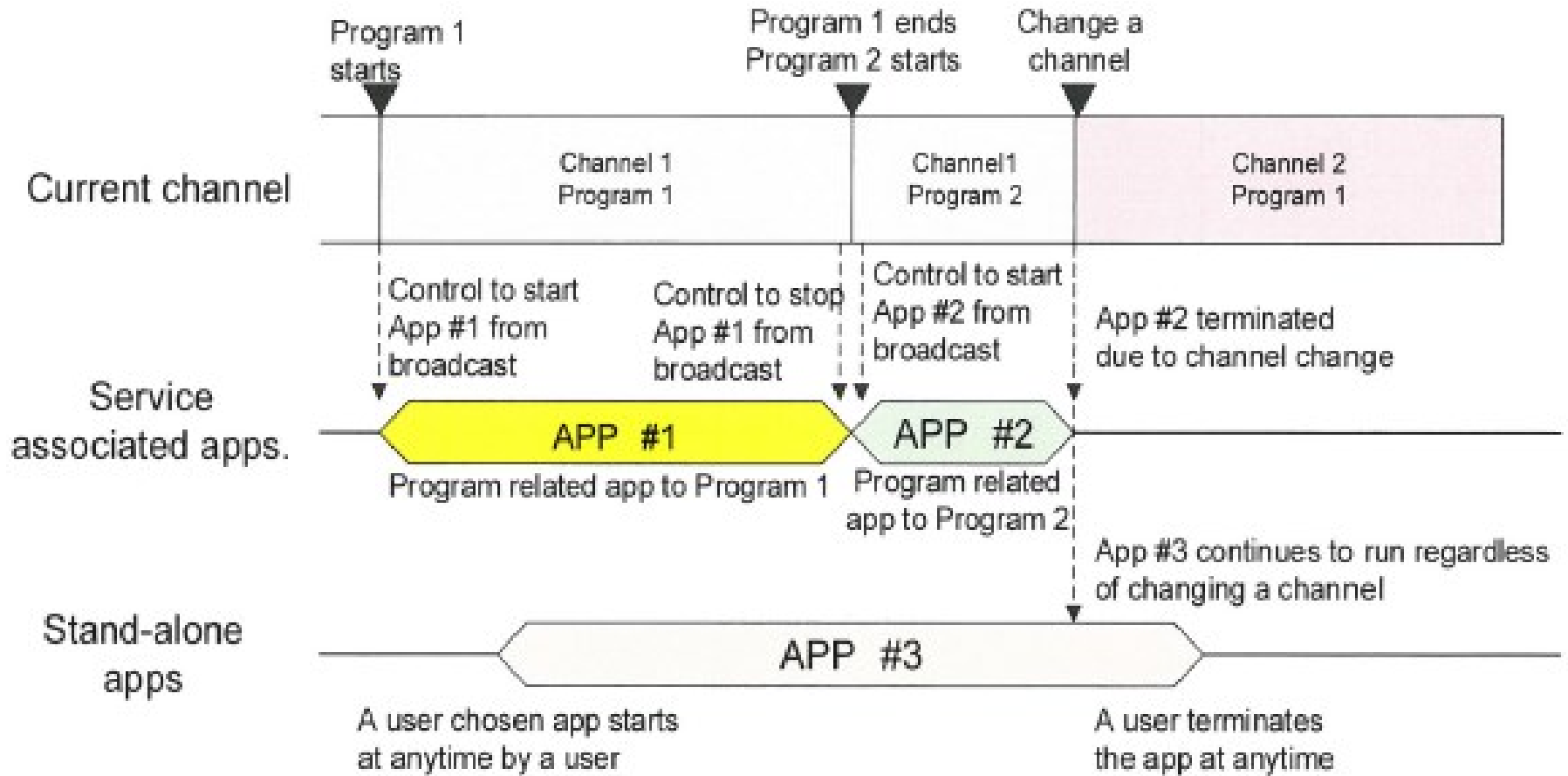
- Application life cycle
 - Some apps. start and stop automatically
 - The quiz app. launches automatically when the quiz programme starts
 - It is terminated automatically at the end of the programme
- Synchronization with progress of a TV programme
 - Presentation changes in accordance with progress of a TV programme
 - The app. receives and processes trigger signals over broadcast
 - Accurate cross-stream synchronization with broadcast signal
- Integrated user experience
 - Totally designed presentation with a TV programme

Service Associated IBB application

An application that is part of the integrated broadcast and broadband (IBB) DTV service tuned to by the user at a given time.

[Source: Definition in Recommendation ITU-T J.205]

Life cycle and types of applications



ITU Recommendations related to IBB systems

	ITU-R	ITU-T
Requirements	Rec. BT.2037 Rec. BT.2053	Rec. J.205
Reference Architecture		Rec. J.206
System	Rec. BT.2075	DNR J.acf-spec
Information Doc.	Rep. BT.2267	



IBB systems in ITU Recommendations

ITU Text	Systems
Rec. BT.2075	<ul style="list-style-type: none">• HbbTV 1.5 & 2.0• Hybridcast 2.0 (+ARIB STD-B62)• HTML5 based smart TV platform
Rep. BT.2267	<ul style="list-style-type: none">• HbbTV 1.5 & 2.0• Hybridcast 2.0 (+ARIB STD-B62)• Enhanced BML for simple IBB• HTML5 based smart TV platform• Ginga

Countries Adopting HbbTV

- In Asia-Pacific Australia, New Zealand, FreeviewPlus
- Singapore
- Malaysia

- Vietnam
- Indonesia
- Myanmar
- Thailand
- ...

Thank you for listening and for patience

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and
for your patience