TV services via smart devices "Entring into Multi-screen Era"

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LABWISE

About Us...

- Private owned company
- Independent and impartial recognized test laboratory for professional digital television test services worldwide
- Act as a partner –supported many countries to enjoy the successful market DTT launch
- Labwise is equipped as a professional TV test laboratory and expertise in digital television sector and it is also utilized in various other fields, like network planning, consulting, training, standardization, product management, customer care and in the development of testing and monitoring systems and tools for professional use
- Labwise has facilities for testing for any kind of digital television and radio devices in terrestrial, cable, satellite, IP and Hbb arenas
- Vison: assure that all devices are conform the specifications in a specific market
- Labwise is rated financially to the best AAA class

Labwise Services

- Professional DTV test laboratory and expert partner for
    - Device requirements
    - Tendering
    - Analysis and comparison
    - Certification tests and approvals
    - Sourcing
    - Importing and distribution
    - After sales support
    - SW development and maintenance

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Labwise Products

Receiver Specifications
- Requirement definition
- Localization
- Test plan and protocol

Test Laboratory
- Laboratory plan
- Builing of laboratory
- Training
- Labratory operations

Sourcing of devices
- Identifying suitable device vendors
- Choosing the optimal vendors & devices
- Sharing of international market information
- Support for import, distribution, and customer care

Product management for devices
- Sourcing
- Import
- Distribution
- Customer care
- Information sharing with devices and services

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Our valued customers and partners

Our valued customers and partners

Operators

Importers

Broadcasting today & the future

The place for
family meeting?

Today &

Future

In the old days...
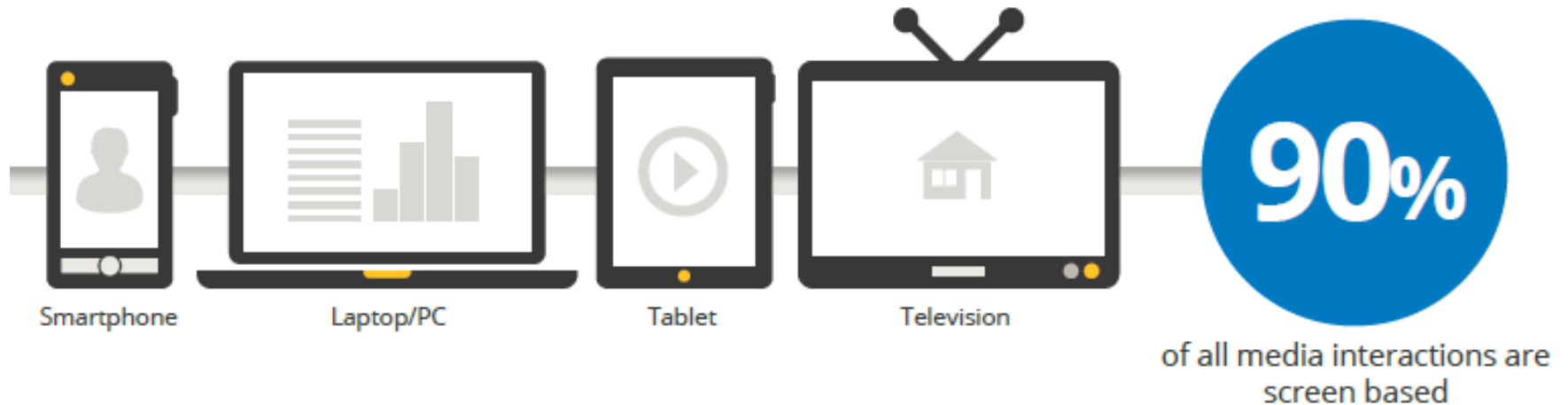
WHY?

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Receiving media – **What has changed?**

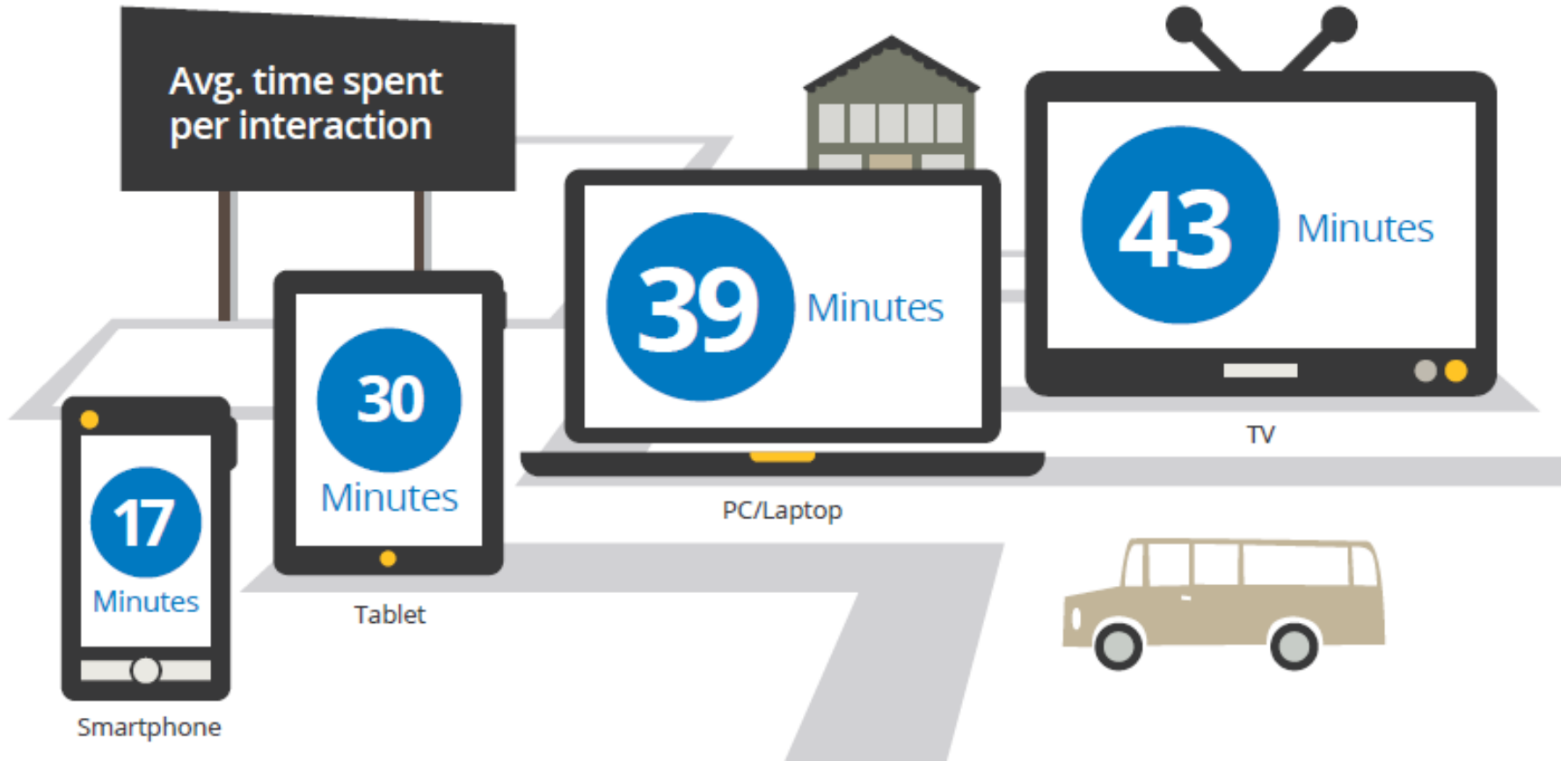**Stationary**   **Mobile**   **Wearable**

Devices are specific for usage situation and not service specific as in the past!

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Majority of our daily media interactions are screen based

Smartphone   **Laptop/PC**   **Tablet**   **Television**

90%
of all media interactions are screen based

Radio   **Newspaper**   **Magazine**

10%
of all media interactions are non-screen based

On average people spend above 4h of leisure time in front of screens each day

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Source: Google research

Our time online is spread between four primary media devices

Avg. time spent per interaction

17 Minutes — Smartphone

30 Minutes — Tablet

39 Minutes — PC/Laptop

43 Minutes — TV

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More devices more choices... BUT...

Before considering anything:

- UNDERSTAND THE CHANGE OF THE VIEWER BEHAVIOUR

- MOTIVATONAL FACTORS FOR THE BEHAVIOUR

- PREFERENCES AND PRIORITIES OF CHOICES

- NEW BROADCASTING TECHNOLOGY AVAILABLE

- YOUR FUTURE STRATEGY AND GOALS

- REGULATION OF THE QUALITY ON THE MARKET IS A MUST!

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What drives the choice for using multiscreen devices

Context and the situation drives device choice

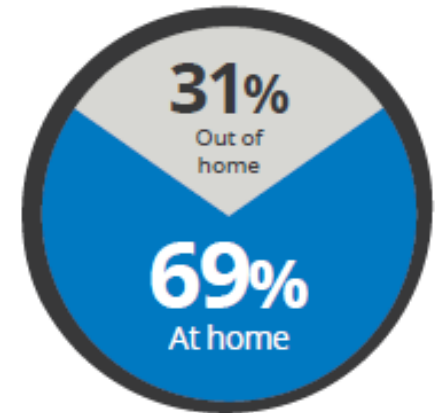Today consumers own multiple devices and move seamlessly between them throughout the day

The device we choose to use at a particular time is often driven by our **context:**

The amount of **time** we have or need

The **goal** we want to accomplish

Our **location**

Our **attitude** and state of mind

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Computers keep us ...
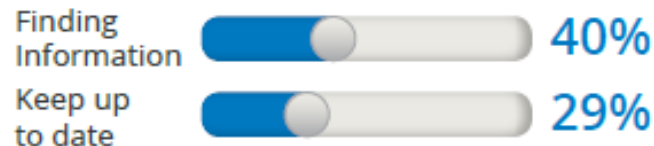# productive and informed

Context:

- Office or home use
- Productive, task-oriented
- Requires lots of time & focus
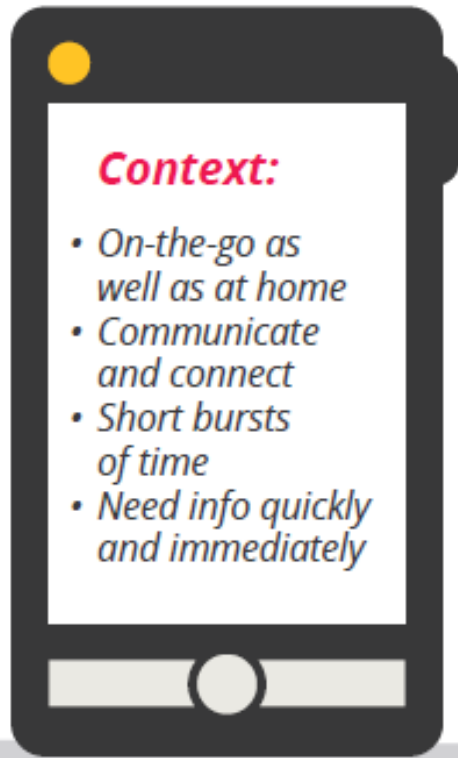- Serious, research intensive attitude

24% of our daily media interactions occur on a PC

31% Out of home

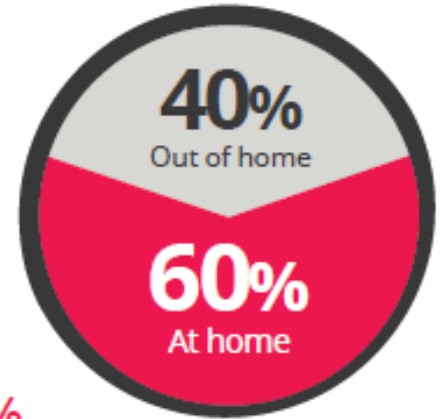**69%** At home

PC use is motivated by:

Finding Information — 40%

Keep up to date — 29%

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Smartphones keep us ...
connected

38%
of our daily media interactions occur on a smartphone

Context:

- On-the-go as well as at home
- Communicate and connect
- Short bursts of time
- Need info quickly and immediately

Smartphone use is motivated by:

Communication 54%

Entertainment 33%

40% Out of home

60% At home

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Tablets keep us ... entertained

Tablet use is motivated by:

Entertainment **63%**

Communication **32%**

21% Out of home
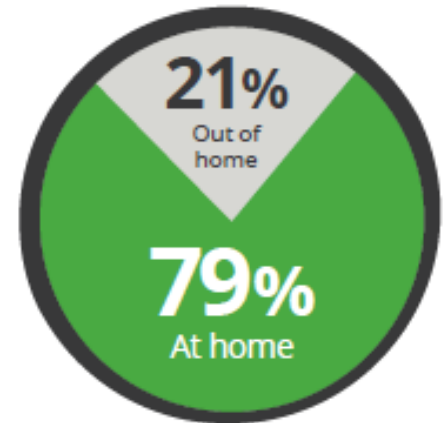
79% At home

Context:

- Primarily used at home
- Entertainment and browsing
- Unbounded sense of time
- Relaxed and leisurely approach

9% of our daily media interactions occur on tablets

Multi-screening by using more than one device simultaneously

81%

Smartphone & Television

66%

Smartphone & Laptop/PC

66%

Laptop/PC & Television

The changing role of television in a multi-screen world

77% of **TV viewers** use another device at the same time in a typical day.

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Enhanced television broadcasting – WHAT you may offer?

Future goes towards three types of service concepts:

- TV ANYTIME
- TV ANYWHERE
- INTERACTIVITY

Enhanced broadcasting	Delivery	Terminal devices (must be equipped to receive the corresponding transmission standard)
TV anytime	• Broadcast (DTTB) • Hybrid broadcast-broadband • Broadband	• PVR/TV set • TV set *); tablet computer; smart phone • PC; tablet computer; smart phone
TV anywhere	• Broadcast (DTTB) • Broadcast (MTV) • Broadband	• TV set; car TV set; tablet computer; smart phone • Car TV set; tablet computer; smart phone • PC; tablet computer; smart phone
Interactivity	• Broadcast (DTTB) • Broadcast (MTV) • Hybrid broadcast-broadband • Broadband	• TV set (local interactivity) • Tablet computer; smart phone • TV set *); tablet computer; smart phone • PC; tablet computer; smart phone
		*) With Internet connection

What this means? What about availability of the right devices?

- People may not be able to use services in case they do not purchase device in conformance of the standard

- Consumer/user disappointment of the available services

- There are variable levels of the quality available

- It should be minimum requirements of the basic standard (specification)

- Regulation of the Quality by regulating the specifications and controlling it → via Certification, branding?

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Testing Options

Option 1:

Wild West

Do Nothing

Free uncontrolled market

- **Receiver issues in field**
- **Platform brand damage**
- **Inability to add new services**
- **Interactive applications impossible to write**
- **Lots of receivers**

Option 2:

Light Touch

Self-Certification

Manufacturer certifies they conform to spec

- **Relies on honesty**
- **Marking own homework**
- **Needs a test suite**
- **Audit process**
- **Non-conformant receivers in the field**
- **Many low cost manufacturers are not conform to this request**

Option 3:

Full Control

Test Centre

Manufacturer submits receiver to test lab

- **Ensure quality**
- **Interactive apps work**
- **Platform upgrades**
- **Good user experience**
- **Quality control of devices by acceptance logo/brand**

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Branding in the Balkan region

- Slovenia

- Croatia

- Hungary

What benefits brings you to test and certificate/brand your devices?

By adding a strategic control mechanism for reception devices in your business model:

- Your network will be optimal used!
- Your viewer will be able to get devices to be able to watch your programs
- Marketing and PR campaign with a clear message will empower your business model
- Ensure that the viewer gets right devices
- Controlled access to the premium HD content
- Strengthen of your company image
- Increasing your brand awareness
- Contribution to the social values

Labwise - at your service!

*Optimize your device management
with support of digital TV expertize of
Labwise!*

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