

# ITU Workshop on "TV and content delivery on Integrated Broadband Cable Networks"

*Hangzhou, China, 26 May 2017*

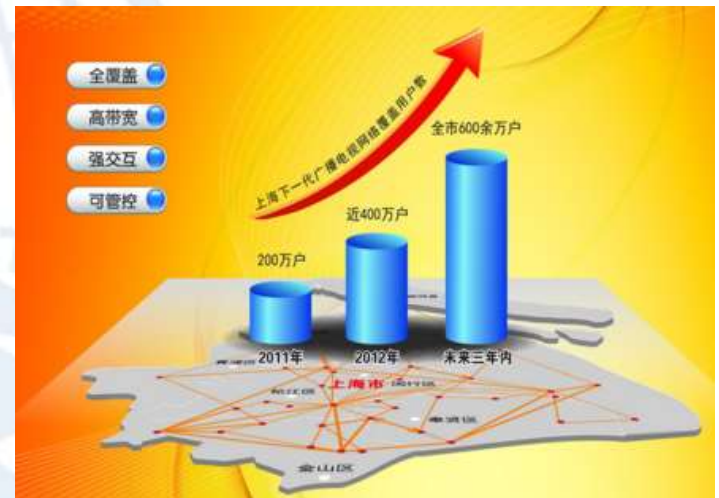
## The Smart Cable Terminals

**Liu Jiuping**  
**GM, Oriental Cable Network**



# The Oriental Cable Co., Ltd

- Founded in 1998
- Cable network operator in Shanghai
  - 5M pay TV subscribers
  - 1M Internet subscribers



# Growing Challenges

- Competition from OTT/IPTV
- Change of customers' behaviors
- Limitation of traditional set-top box

PPTV

CNTV  
中国网络电视台

乐视视频

COOCQA

芒果tv

BestTV

iQIYI 爱奇艺  
悦享品质

微视

天猫魔盒

腾讯视频

MI

Douyu



# Smart Terminal / Smart OS



- Standard, open and stable platform
- High Compatibility
- Video as core solution

# Why Not Android ?

- Compatibility
- Hardware Requirement
- Stability
- Security



# Why TVOS ?

- designed for cable operator



TVOS  
开源社区

- High security
- High stability
- Compatibility



# We are in TVOS

## Contributions of OCN

- System/architecture design
- Requirement analysis
- Pilot Deployment



合作伙伴





# OCN's Practices in TVOS 1.0



- 1,000,000 Terminals Deployed
- Hundreds Apps





# smart terminal with TVOS 2.0



# Applications in TVOS 2.0

## Applications

### Smart Home



### Elderly Health



### Entertainment



### Security Monitoring



# Still some concerns...

Sustainability

Advanced feature

Peripheral extension

TVOS1.0

TVOS2.0

TVOS3.0

VR/AR

HCI

DLNA/Airplay

charity

weather  
forecast

market price



# Expectation from OCN

Large scale deployment

Cost-effective

Operation cost reduction



# Thanks

