

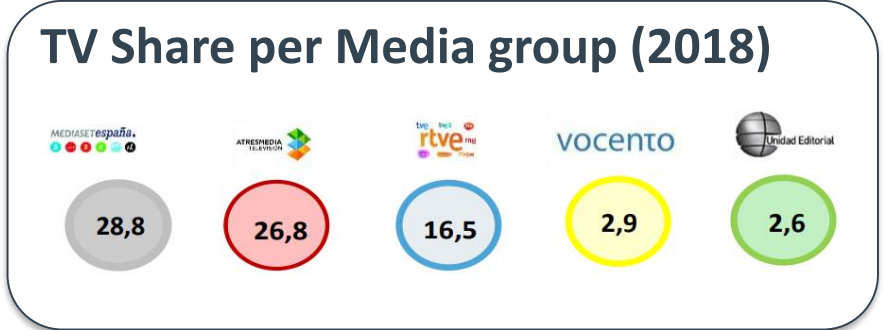
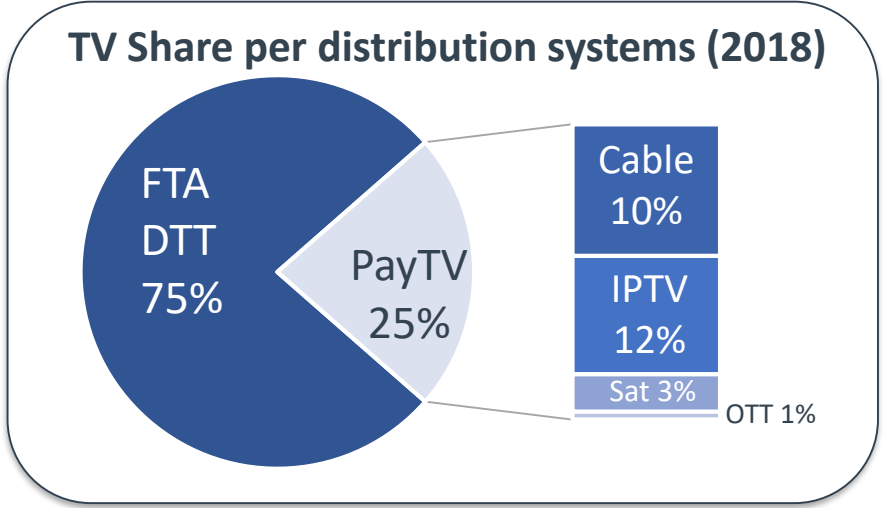
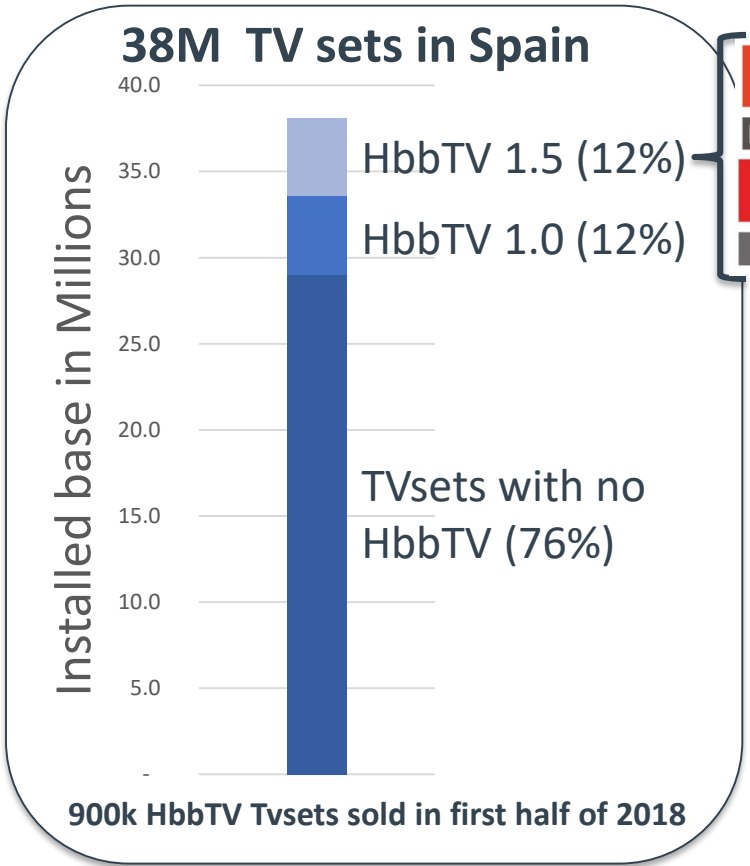


Example of seamless service integration between Broadcast and Broadband

Xavi Redon

Geneva, May 7th 2019

Spanish HbbTV Market



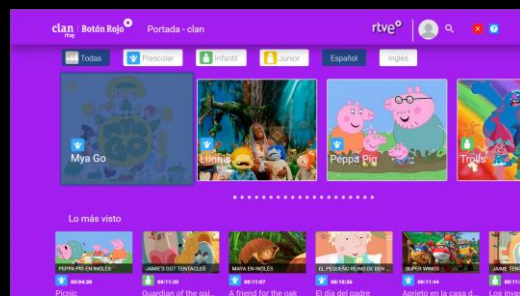
Source: 2018 GFK and Cellnex

Source: Barlovento Comunicación (kantar media data)

Public broadcasters are in HbbTV since quite long time



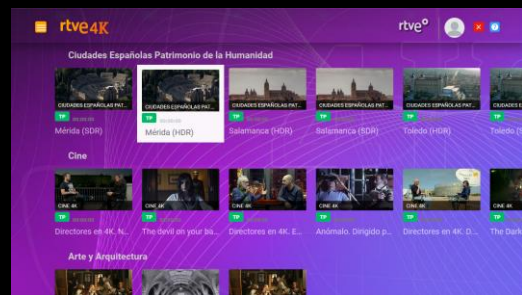
RTVE - A la carta



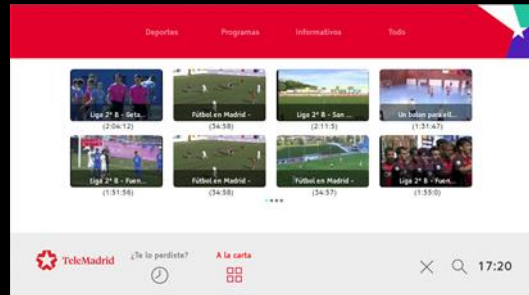
RTVE - Clan



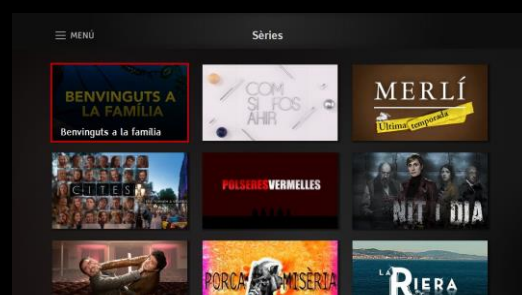
eitb HIRU3



RTVE - 4K



Telemadrid



CCMA

A broadcasters alliance



A common service to enhance
Broadcast TV viewing experience

- The Best User Experience
 - Easy to use UI
 - Accurate start end time
 - Broadcast related

LOvestv

Has been designed to have:





Antes

Hoy

Ahora

Siguiente

Después



09:00 Espejo Público ↻

13:15 Karlos Arguiñano en t...



Volver



Salir



Últimos 7 días



Ver desde el inicio



Menú principal

Menú

Jue 28 Feb

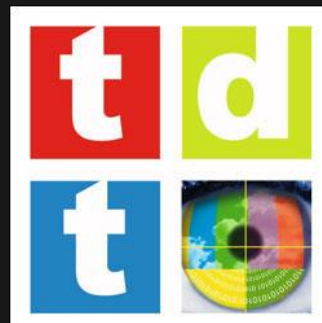
Ayuda

Buscar

Últimos 7 días

Recomendaciones

Ajustes



Últimos 7 días



Previo Espejo Público



Las noticias de la mañana



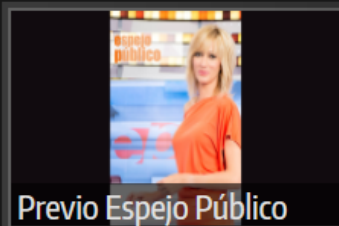
Minutos musicales



Últimos 7 Días

Disponibile hasta Jue 7 Mar 5 mins

Hoy antena3 HD



Previo Espejo Público



Las noticias de la mañana

08:55 Previo Espejo Público [Ver Ahora](#)

06:15 Las noticias de la mañana [Ver Ahora](#)

06:00 Minutos musicales [Ver Ahora](#)

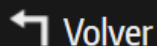
03:45 Minutos musicales [Ver Ahora](#)

03:00 Live Casino [Ver Ahora](#)

01:50 La hija del pastor [Ver Ahora](#)

00:15 La casa de Cold Spring [Ver Ahora](#)

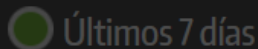
Ayer



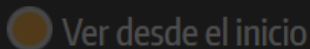
Volver



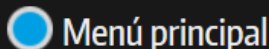
Salir



Últimos 7 días



Ver desde el inicio



Menú principal



Más



Ya disponible

Próximamente





Encuentra lo que buscas

- a b c ç d
- e f g h i
- j k l m n
- ñ o p q r
- s t u v w
- x y z 1 2
- 3 4 5 6 7
- 8 9 0 del
- esp

Busca tus programas preferidos y accede a todo lo emitido en los últimos 7 días y en la Guía TV.

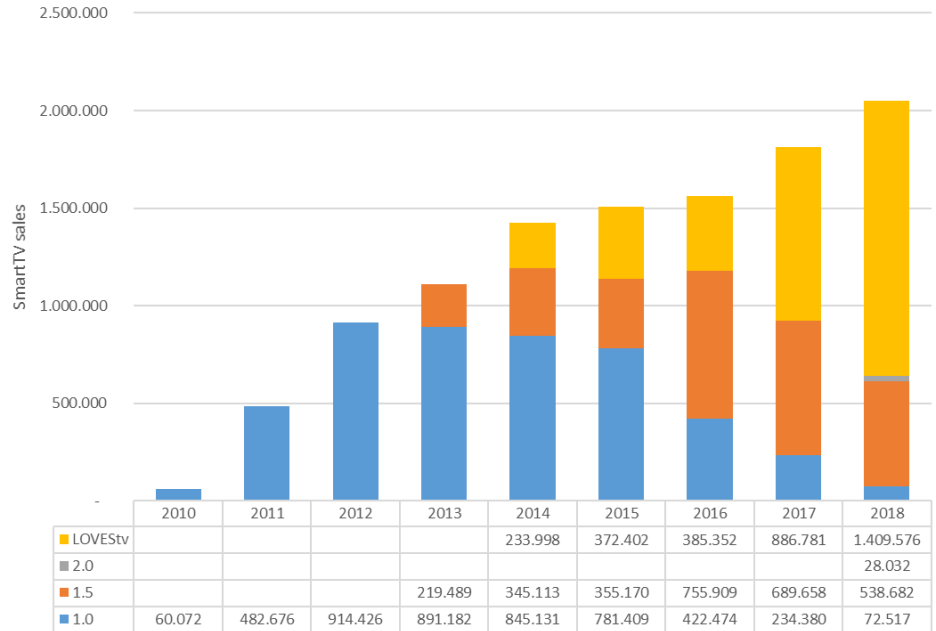
Introduce un mínimo de 3 caracteres para realizar la búsqueda.

Usa las flechas para navegar por el teclado y OK para confirmar los caracteres.

- The biggest impact:
 - For all HbbTV 1.5 devices (if possible)
 - The big broadcasters



Has been designed to have:



Source: GFK + CellNex

- The most **reliable** service
 - Robust architecture
 - Device testing
 - White Listing

LOvestv

Has been designed to have:





Measured results:

- 10% of installed base is LOVEStv compatible.
- 50% of compatible devices has been detected
- 45% of compatible TV sold has been accepted cookie policy (known users)
- 37% of known users have entered the service in the last month



Measured results:

- 2,3 million videos have been played last month:
 - 30 min CU per play
 - 28 min SO per play
- Time spent in LOVEStv:
 - 5% to find things
 - 24% to play Start Over
 - 71% to play content from last 7 days
- Blue button is pressed monthly by 17% of all the TVs seeing the hook



Plans to grow:

- Adding **more channels**
 - DTT broadcasters in Spain are invited to join
- Adding **more features**
 - Personalization, advertising,...
- Adding **more TV sets**
 - More testing on more TVs
- Adding **more devices**
 - Mobiles, tablets,...

Thank you

cellnextelecom.com