

Satellite Solutions for Multimedia Delivery



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Open Sky DVB-IP Services

- Residential Satellite ADSL-like IP services
 - Open-Sky Fast Internet service
- IP Multicast BB Services
 - Open-Sky Streaming&Push services
- IP Multicast BB POP feeding
 - Open-Sky Content Delivery Network (CDN) service
- Open-Sky Personal Broadcasting services
 - IP-DVB Personal Multicast service



Open Sky DVB-IP Services



Newspaper Kiosk

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Multimedia Kiosk



Open-Sky operational services :

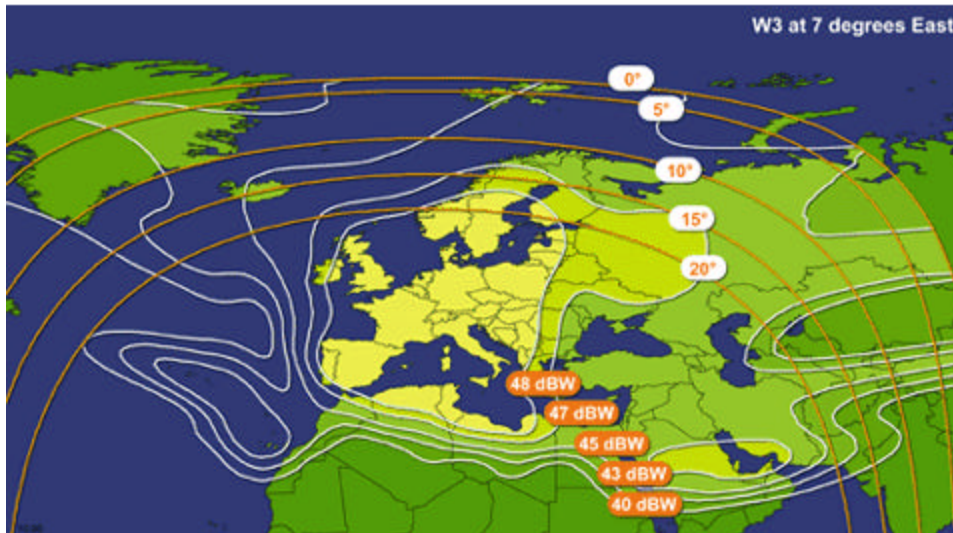
commercial service started in July 2002
on Eutelsat w3

- Fast Internet Access (unicast)
 - MPEG-4 Video Streaming (multicast)
 - Push Package Delivery (multicast)
 - CDN (multicast)
-
- Today available also on [Eutelsat AB1](#) and [EuroBird 2](#) covering Europe, the Mediterranean , Middle East, North Africa, South America and the East Coast of Nord America



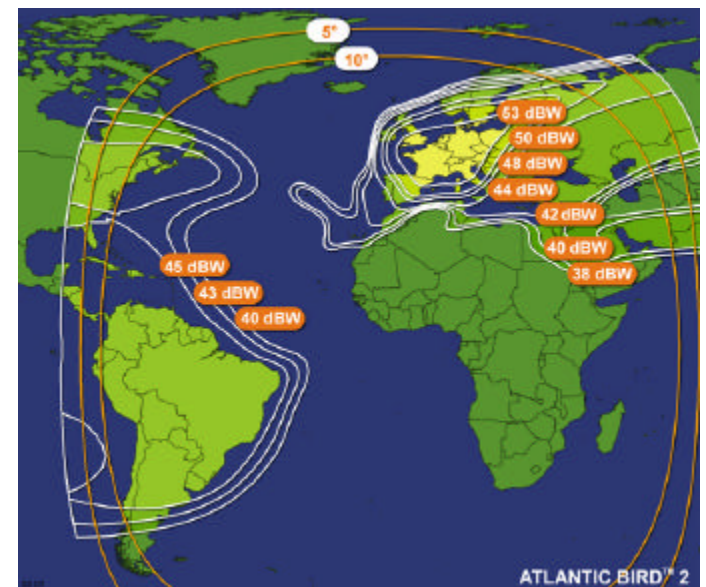


Present OS coverages (1)

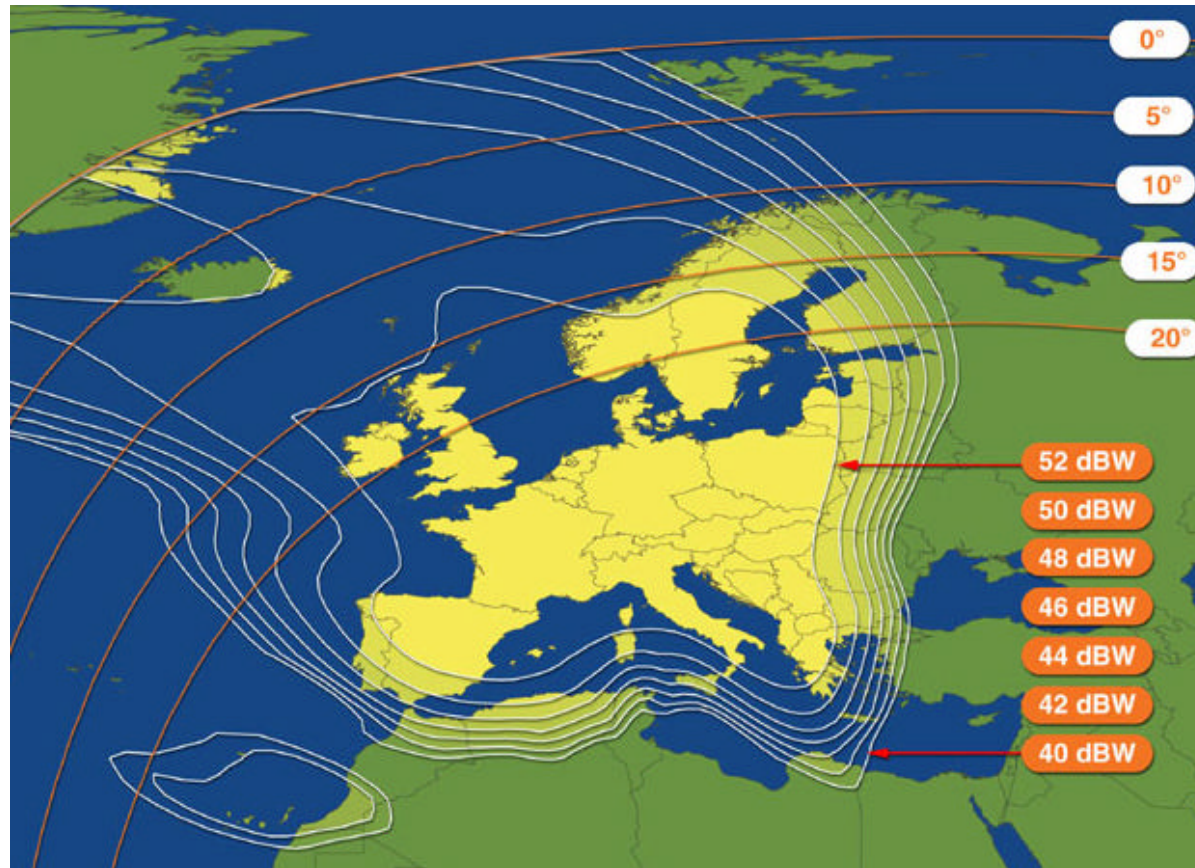


W3 at 7 ° East

Atlantic Bird™ 1 at 12.5° W



Present OS coverages (2)



EuroBird™ 2 at 33° E

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Open-Sky Client PUSH service



Push

Guide Jobs My Files

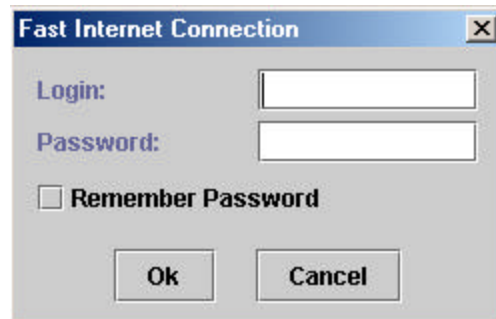
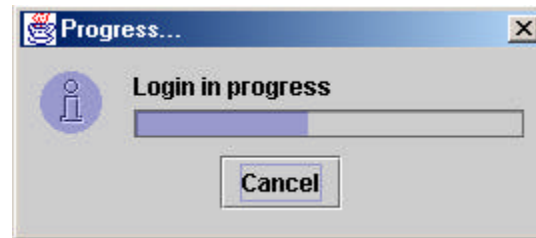
Sony
www.sony.com
info@sony.com
 Size: 123 MB
 Speed: 128 KB/s
 Sony provides more than 200 music files (MP3), a video (MP4)

Audio
 Game
 Other
 Picture
 Software
 Text
 Video
 Web

Name	Start Time	Duration	Size	Speed	Target
www.lasicilia.it	Tu. 4 Dec, 20...	6m 55s	25.9 MB	64 KB/s	👤👤👤
TestFabio	Tu. 4 Dec, 20...	1m 0s	3.77 MB	64 KB/s	👤👤👤
Test 1	Tu. 4 Dec, 20...	38s	4.76 MB	128 KB/s	👤👤👤
U2 Zooropa	Tu. 4 Dec, 20...	40s	5 MB	128 KB/s	👤👤👤
Viva la Mamma	Tu. 4 Dec, 20...	1m 17s	9.65 MB	128 KB/s	👤👤👤
Wyclef Jean	Tu. 4 Dec, 20...	6m 22s	47.7 MB	128 KB/s	👤👤👤
AVI Files	Tu. 4 Dec, 20...	1m 2s	7.75 MB	128 KB/s	👤👤👤
Backups Open-Sky	Tu. 4 Dec, 20...	4s	542 KB	128 KB/s	🚫
Big Zip	Tu. 4 Dec, 20...	55s	6.90 MB	128 KB/s	🚫
Buon Compleanno...	Tu. 4 Dec, 20...	1m 54s	14.2 MB	128 KB/s	👤👤👤
Lorenzo 1999	Tu. 4 Dec, 20...	1m 15s	9.45 MB	128 KB/s	👤👤👤
Mondi Sommersi	Tu. 4 Dec, 20...	2m 9s	16.2 MB	128 KB/s	👤👤👤
New Test	Tu. 4 Dec, 20...	1s	205 KB	128 KB/s	🚫
Omar	Tu. 4 Dec, 20...	< 1s	64 KB	128 KB/s	👤👤👤
Test	Tu. 4 Dec, 20...	6s	779 KB	128 KB/s	👤👤👤
Test24	Unknown	< 1s	10.2 KB	64 KB/s	👤👤👤
Guide Bug	Unknown	< 1s	3.28 KB	64 KB/s	🚫
Skins	Unknown	12s	782 KB	64 KB/s	👤👤👤

Search Show all Add to jobs

Open-Sky Client FAST INTERNET



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Open-Sky Client STREAMING



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OPENSKY Services

- **Model based on five basic services**
 - **Fast Internet packages** - Fast Internet services and FTA content channels (push/stream), revenue generated via ISP's/VAR's
 - **Mini-Bouquets** - Reuters like services, delivered to end-users, revenue generated via new media content providers
 - **Media on Demand** - Movie System like services, delivered to end-users, revenue generated via new media content providers
 - **Personal Broadcasting** – Uplink directly from customer premises with a sub-meter dish; reception by any OpenSky client
 - **CUG** (Closed User Groups) - EDUskater type services, bandwidth allocated to closed user groups who provide their own mix of FI, streaming and push services



Pricing Examples

- Open-Sky **Fast Internet** (unicast) service
 - Residential (SRP : 20Euro/month)
 - Club (SRP : 40Euro/month)
 - Professional (SRP : 100Euro/month)
- Open-Sky **Push/Streaming** (multicast)
 - Mini-bouquets of services (5 to 10 Euro/month/minibouquet)
 - subscription based
 - pay per view based
 - free
- Open-Sky **Personal Broadcasting**
 - Typical 100 Keuro per year for a full time MP4 channel
 - Typical 200 Euro per hour for an MP4 channel
- CDN
 - Agreements with distribution partners and content providers on a case by case basis

Open-Sky Receiving Devices

Consumer DVB-IP cards:

Technotrend/Hauppauge/TMX/Siemens

B2C2/Technisat

Broadlogic/V-box

Pentamedia

DVB-USB boxes :

Hauppauge/Technotrend

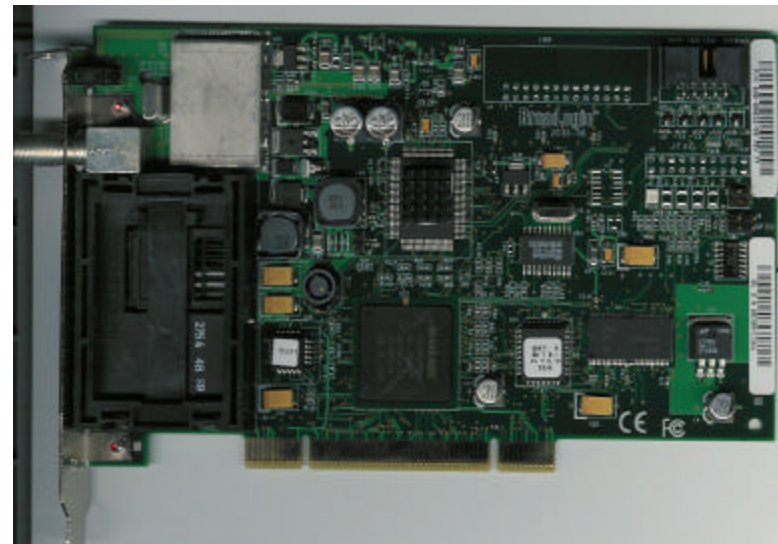
Pentamedia

B2C2/Technisat

Broadlogic/Vbox

Ipricot

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OPENSky Multimedia Delivery

- Global & Immediate Coverage
- Open Platform
- Open Standard Based
- High Security Level
 - IP based conditional access
 - DRM based solution
- Multicast based solutions
- Possibility of Revenue Sharing Model
- Low cost per end user

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New Content Providers :

Customer Examples

- **Cannes Film Festival** in cooperation with **Film Festival** : will become a permanent service covering the main film festivals in the year.
- **Movie System/ Net Cine on Open-Sky** : in cooperation with Movie System delivery of a DRM protected VOD service providing recent films (6 months after theatrical) on demand
- **Models Flat** : 3 months x 4 MP4 channels from Milan to W3 and AB in cooperation with **Fashion TV**
- **Reuters on OPENSKY** : in cooperation with Reuters in French, Italian and English (final legal agreement pending but service pre-operational)
- **TLV** : distribution of Multimedia content in push mode to video kiosks in petrol stations.
- **U21** European Football Championship in cooperation with **Mediaset**

