

The Case for Hybrid IPTV World Forum 2010

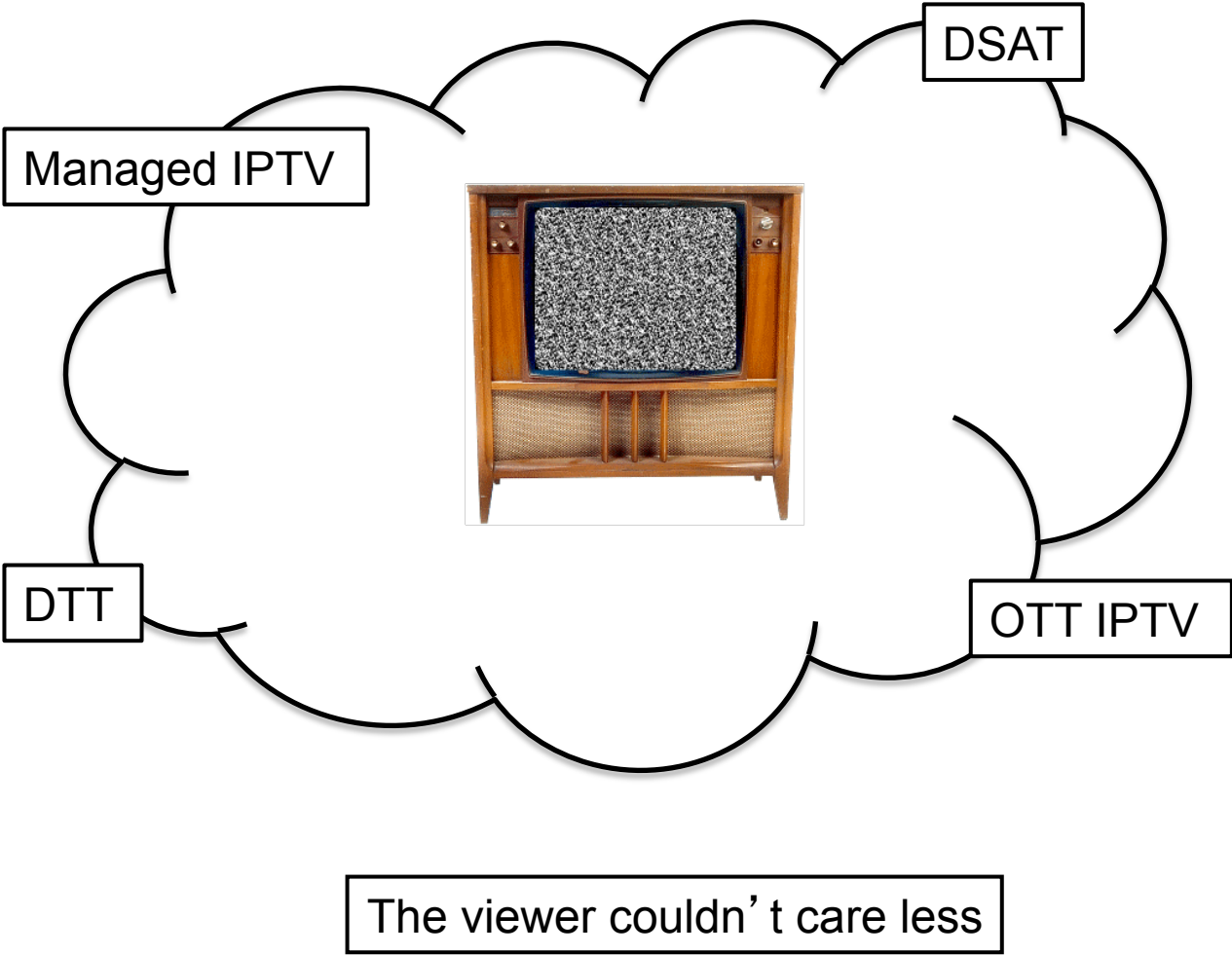
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Director of TV and Entertainment

eircom

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- The world of broadcast telco TV
 - The discussion: it's about business not technology
 - Defining the right telco TV proposition
 - Determining the right technology to achieve that proposition
 - The architecture and operating model of the ideal telco TV platform
 - Delivering the hybrid proposition: the straightforward approach

The world of broadcast telco TV



This presentation will not enable you to make the case for hybrid if it doesn't exist: it will give you the criteria to determine your own case

The decision to go down the hybrid route is a business decision and not a technology decision. Normal business metrics should be employed to achieve the desired proposition mix: cost, capability, speed to market, footprint.

Q: So why consider hybrid at all?

A: Because the business case makes most sense.

The right telco TV proposition

Total Service Guide (TSG)		
Electronic Programme Guide (EPG)	Smart Search and Discovery	Recommendations and Promotions
Free To Air TV 		Games and Gambling Apps
Pay/Multichannel TV 		TV Widgets
VoD/rVoD 		Interactive Information Services
PVR/Multi-room/nPVR/rPVR 		Dedicated Advertiser Locations
Internet Video 		TSG Advertising/Sponsorship

What viewers should say



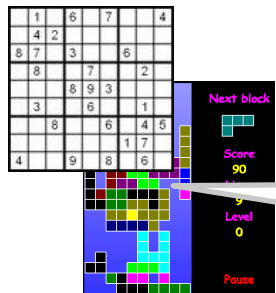
I listen to my online music playlists with eircom TV

I like a bet and now I can back my horses from the comfort of my armchair



I can keep up with all the latest gossip from my friends while watching TV

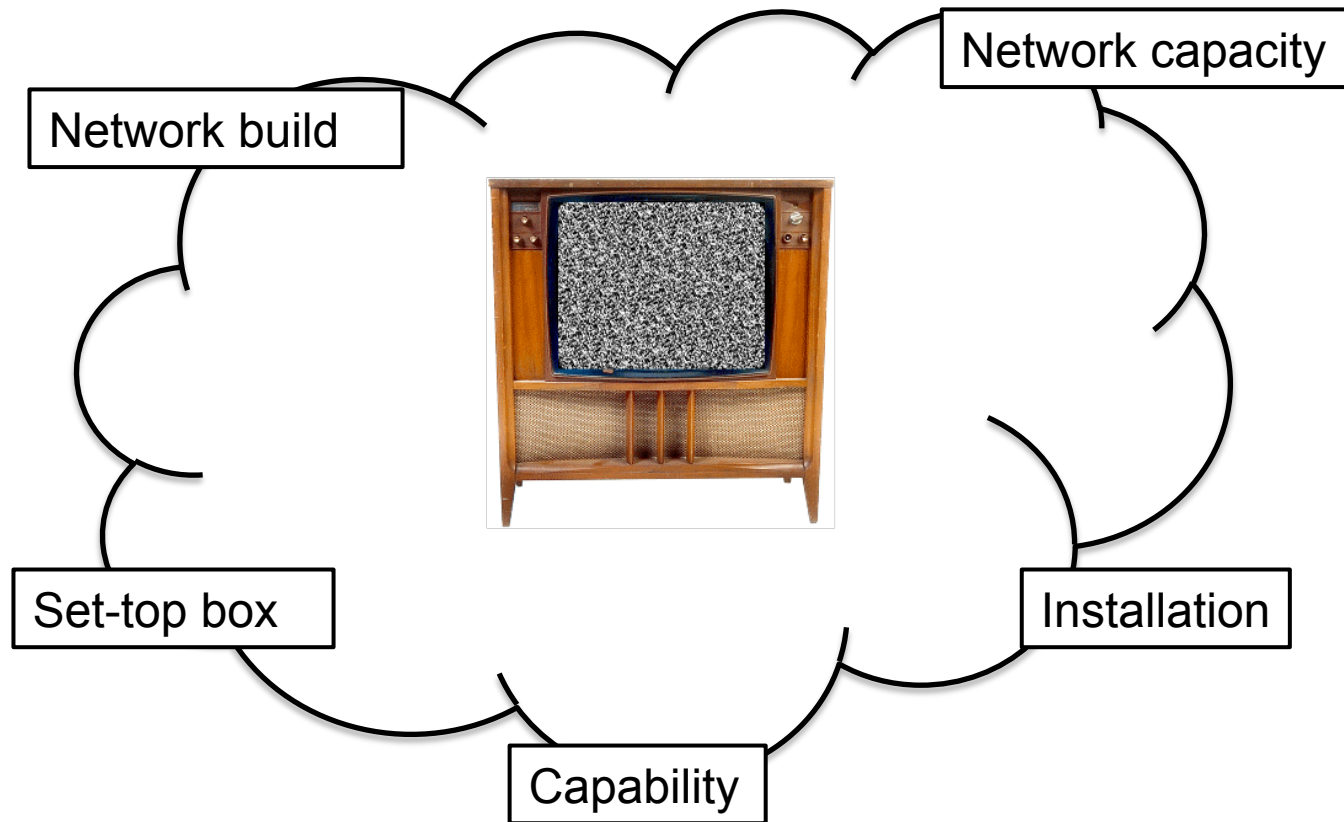
I always check the arrivals on eircom TV before leaving for the airport in case the flight is delayed



I like playing Sudoku and Tetris on my eircom TV and I'm always at the top of the eircom high score table

I look at photos of my grandchildren on the beach on eircom TV while they are still on holiday





Constants: content, interactivity, advertising, user experience, remote control...

The right technology: considerations

Pure IPTV

- Requires NGN/multicast capability
- Ideally requires NGA capability (FTTH, FTTC)
- Requires NGN/NGA investment case
- Enables nPVR functions
- Low cost StB
- Self-install possible

OTT IPTV

- Requires uncontended throughput
- Rapid time-to-market solution
- Enables nPVR functions
- Low cost StB
- Self-install possible

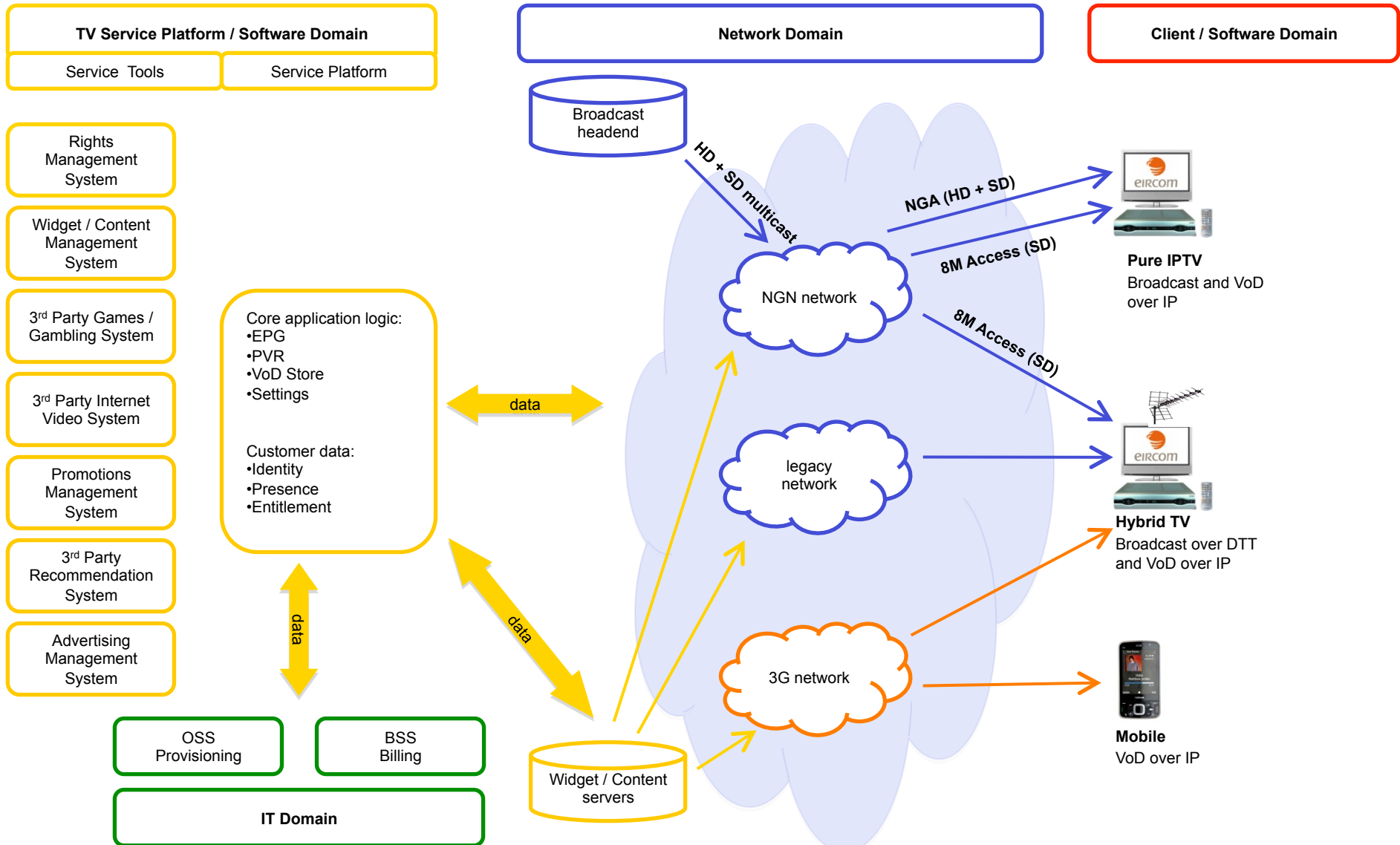
DTT Hybrid

- Requires commercial and compelling DTT service
- Can require DTT investment case
- No nPVR functions
- Higher cost StB depending on DTT technology
- Self-install possible

DSAT Hybrid

- Requires commercial and compelling DSAT service
- No nPVR functions
- Higher cost StB depending on DSAT technology
- Engineer installation only

Hybrid in the architecture



1. Let the Set-top Box take the strain
 - Choose a client that just works (EPG, PVR etc.)
2. Reduce network dependencies
 - Choose a Progressive Download and Play VoD client
3. Reduce OSS/BSS dependencies
 - Manage offers and complex billing in the TV SDP and output a flat file to the legacy payment system

Thank you

Thank you