





# PREFACE

## An Introduction to SattubeTV

With the rapid development in digital broadcasting technologies, it is mandatory for DVB solution providers to adapt to those changes.

Our answer to these new era market requirements is **SattubeTV**, an innovative satellite broadcasting platform that combines the advantages of both satellite and IP based broadcasting technologies for a unified, affordable, high performance and feature rich digital video broadcasting solution.





# WHAT IS SATTUBETV?

## An Introduction to SattubeTV

SattubeTV is an new generation broadcasting and content sharing platform for DVB open market.

The platform is designed as an eco-system, that has the ability to provide an interactive user experience with or without an active internet connection on the STB side.

SattubeTV also provides a value added services layer, that allows manufacturers and operators to implement additional business models around the concept without additional infrastructural costs.





# WHY SATTUBETV?

An Introduction to SattubeTV

## THE MANUFACTURER PERSPECTIVE

Current competition in the DVB open market only runs in the price area because the SoCs that are used in these platforms are nearly identical in all technical aspects.

SattubeTV has a huge potential, that can help both SoC vendors and manufacturers to differentiate their products in this competition with additional content and functionality.



# ADVANTAGES

## Advantages of SattubeTV Platform



### EXCLUSIVE CHANNELS

SattubeTV platform comes with exclusive TV channels that are not available on other platforms.



### LOW COST

Initial setup and maintenance costs are very low compared to traditional satellite broadcasting platforms.



### HYBRID SOLUTION

SattubeTV licensed set top boxes can still be used to watch standard DVB content.



### PAYMENT SUPPORT

With the built in payment gateway, it is possible for customers to perform on the fly purchases using the platform.



### CREATE YOUR OWN CHANNEL

It is extremely easy for content providers to create their own TV channels since the all system is IP based.



### HIGH FLEXIBILITY

Because the system is IP based, adapting to a new codec or differentiating the service with different service combinations is very easy.



### VALUE ADDED SERVICES

The SattubeTv system offers numerous value added services that are not available on traditional set top box platforms.



### SECURE

All content is secured using White Box algorithms. The content that the users watch can also be differentiated using the encryption layer similar to traditional CA systems.

# COMPARED TO DVB

A comparison of SattubeTV to traditional DVB-S system.

## NEW!

New generation broadcasting technologies can easily be integrated to SattubeTV

## LOW LICENSE FEES

Cheap license fees due to chosen broadcasting implementation

## OPEN STANDARDS

Open architecture allows to implement new functions easily.

## EASY AND CHEAP TO MAINTAIN

Cheap and easy to maintain, even with no infrastructural costs.

## LOW INITIAL SETUP COSTS

Virtually no initial setup costs.

## USER INTERACTION

With the VAS layer, SattubeTV offers both manufacturers and operators to run numerous value added services without any additional costs.





# COMPARED TO IPTV

A comparison of SattubeTV to IPTV system.

## NO GEOGRAPHIC RESTRICTIONS

No geographic restrictions, can simultaneously broadcast on different satellites to millions of people

## SECURE

Content is protected with 128 bit encryption.

## STANDARDISATION

SattubeTV is a commercial platform that guarantees the same user experience to every box in its eco-system.

## NO INTERNET CONNECTION NEEDED

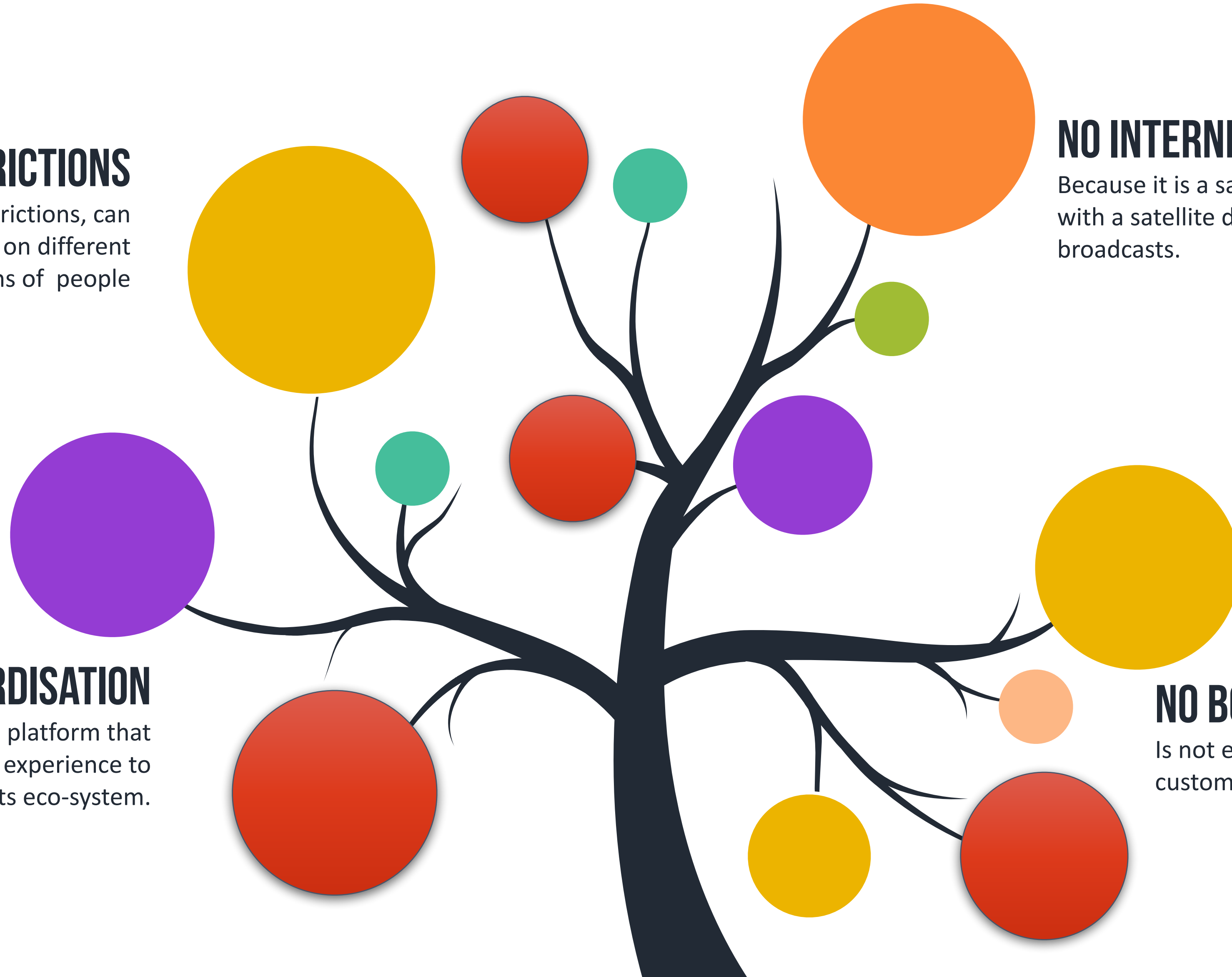
Because it is a satellite based system, anyone with a satellite dish can receive the broadcasts.

## SERVICE STABILITY

Always stable service through satellite

## NO BOTTLENECKS

Is not effected by increases in number of customers.



# USE CASES

Usage scenarios around SattubeTV.

Thanks to its flexible structure, SattubeTV can be customised for different business/usage scenarios easily,

Most of these cases do not require an active Internet connection at all.

Some services may require an active internet connection on the STB side or on another device such as a mobile smartphone.





# CASE #1 OPERATOR

Scenario for an operator that already has TV broadcasting equipment

SattubeTV can easily be integrated with existing broadcasting equipment as long as the system supports IP based outputs. In this scenario operator runs the channel as usual but the output or a copy of the output is sent to SattubeTV IP gateway. After this point the content is encoded and carried to Satellite.





## CASE #2 INDIVIDUAL WITH IPTV EQUIPMENT

Scenario for an individual that already has IPTV broadcasting equipment

Today, with the help of services like Youtube, Vimeo, Periscope and Twitch, individuals are already broadcasting the content they create through Internet. SattubeTV can easily be integrated with these IP based broadcasts without any additional hardware requirements.





# CASE #3 INDIVIDUAL WITHOUT EQUIPMENT

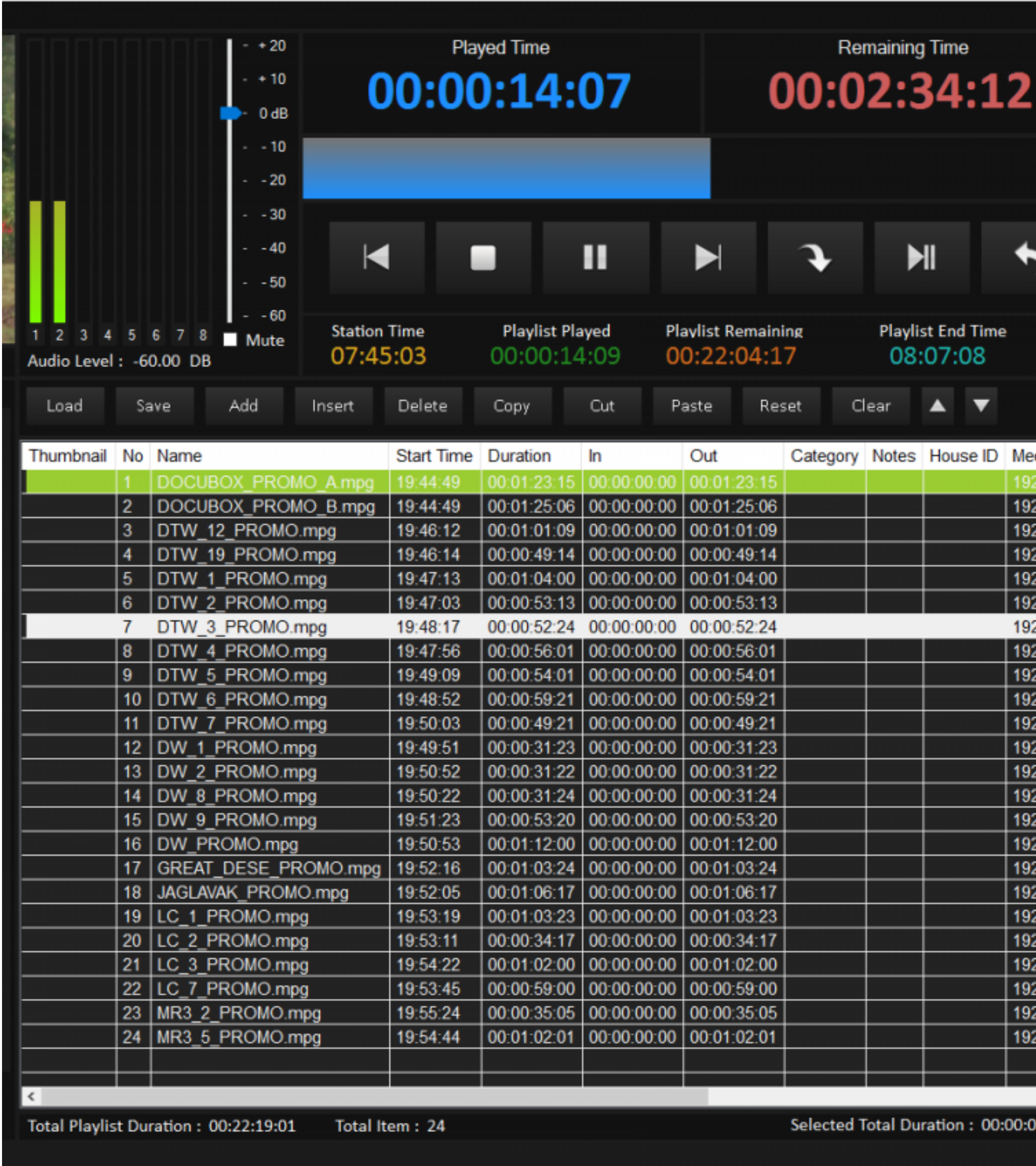
Scenario for an individual that does not have any broadcasting equipment

Not everybody may have the required resources for TV broadcasting and we totally understand that. Users may not have powerful computers or a high speed broadband Internet connection but, - they may have the content -.

With SattubeTV, even users without any dedicated broadcasting hardware can create their own SatelliteTV channels.

SattubeTV comes with a 100% functional web based play-out system. In this scenario user logs in to SattubeTV web play-out and uploads the video files through the built-in upload manager.

After the content is uploaded, schedule lists for multiple days can be created by dragging & dropping items from the asset screen. SattubeTV web play-out solution also comes with a powerful CG engine so the users can also create their own screen graphics without any additional tools.





# CASE #4 PRIVATE BROADCASTING NETWORK

SattubeTV as a private, close broadcasting network solution

Each SattubeTV capable STB comes with a Unique Box and Group ID. With the help of the content protection infrastructure, these Unique ID s can be used for broadcasting the content for a closed subscriber group. Possible areas of use are:

- Retail chains
- Hospitals
- Hotels
- Gas stations
- Pharmacies
- Regional TV channels
- Government organisations





# CASE #5 E-LEARNING SOLUTION

SattubeTV as customisable e-learning solution

SattubeTV is a IP based solution that runs over traditional satellite networks. This flexible structure allows us not only to broadcast multimedia content but also different kinds of files such as PDF, DOCX, XLSX and PPTX documents.

With the help of private broadcast network functionality and file transmission feature, SattubeTV turns into a powerful E-Learning platform for both educational organizations and companies.

Users can easily create e-learning programs with file attachments so necessary documents such as class notes, are simultaneously downloaded to subscribe STB s during broadcast.





# CASE #6 SHOPPING TV

## SattubeTV as a TV shopping solution

SattubeTV infrastructure allows operators to embed files and meta tags to their content. From a shopping TV perspective this means all the technical details and price of the currently advertised product may also be embedded into the stream.

This versatility allows the user making one click purchases through the STB.

Possible payment solutions for ShoppingTV:

Direct transactions with credit card

Direct transactions with prepaid card through smart card reader

Indirect transactions with mobile OS app stores in-app purchase functionality (With the help of custom SattubeTV application or an application custom tailored for the shopping TV operator)

Additional payment options can also be integrated to the system.





# CASE #7 PPV AND PREMIUM CHANNELS

Pay per view on SattubeTV platform

As well as SattubeTV, 3rd party companies and individuals can create PPV channels through SattubeTV gateway. These channels can be configured to be active from a few hours to a complete month depending on the operator's choice.

Payments for these channels can be made through SattubeTV transaction system or through 3rd party payment gateways such as Google Wallet, Paypal and Alipay.





# CASE #8 VIDEO ON DEMAND

Video on demand scenario on SattubeTV platform

SattubeTV also offers video on demand solution through pre-loaded content. In this scenario the operator pushes pre-encrypted media content to users' STB s to be stored in flash area.

After this point customers can select the content they want to watch . With the transaction complete successfully, the system automatically decrypts the selected content for watching for a predefined period of time.





# CASE #9 DIGITAL SIGNAGE

Digital signage and messaging functionality

Every SattubeTV compatible STB comes with built-in digital signage functionality. This means operators can easily send push messages and announcements to subscriber STBs. This messaging system comes with variable support (such as %name, %date, %time etc) and can be configured for transmission of the content for a predefined group of users or even individuals.

This function can also be used inline with the file transfer function so that rich media content can also be displayed on the customer screen instead of text based messages.





# CASE #10 RATING SYSTEM

Rating and user behaviour tracking using the VAS layer.

SattubeTV comes with a powerful set of value added services for both endusers and companies. While users enjoy the advantages of additional content on their TV s though SattubeTV VAS infrastructure, companies can benefit from the same system with detailed analytics and business oriented interactive solutions.

Rating data is crucial for operators to analyze their success for different subscriber profiles. Current rating metrics companies usually use a sample size of 1 to 5 thousand subscribers that are divided into specific demographic groups.

With SattubeTV, it is possible to get detailed rating analytics from subscribers for both SattubeTV and DVB channels.

This new and groundbreaking rating infrastructure allows operators to monitor the ratings for their on-air content in real time.





# CASE #10 RATING SYSTEM (CONTINUED)

Rating and user behaviour tracking using the VAS layer.

STRS’s approach removes the boundaries of traditional rating methods by giving the opportunity to evaluate the real popularity of any TV show with large amounts of sample data.

The SattubeTV rating system is supported on all SattubeTV compatible STBs with an active Internet connection.

System has the ability to monitor different sample groups simultaneously and can also be used to filter audience preferences depending on different demographic properties.

STRS can also be used in conjunction with advanced content tagging functions to monitor behavior patterns of individuals or specific groups for creating effective marketing strategies.





# CASE #11 DATA MINING & PROFILING

Machine learning on the SattubeTV VAS layer

SattubeTV collects unanimous user behaviour data to provide additional services through the eco-system.

All data collected through subscribers can be used for data mining and profiling functions to provide a much more personalized user experience to the customer. The resulting data can be used for:

- Personalized advertisements through digital signage functionality.
- Personalized advertisements through UI functions (Home screen branding etc)
- Content differentiation
- Content recommendation





THANK YOU

...